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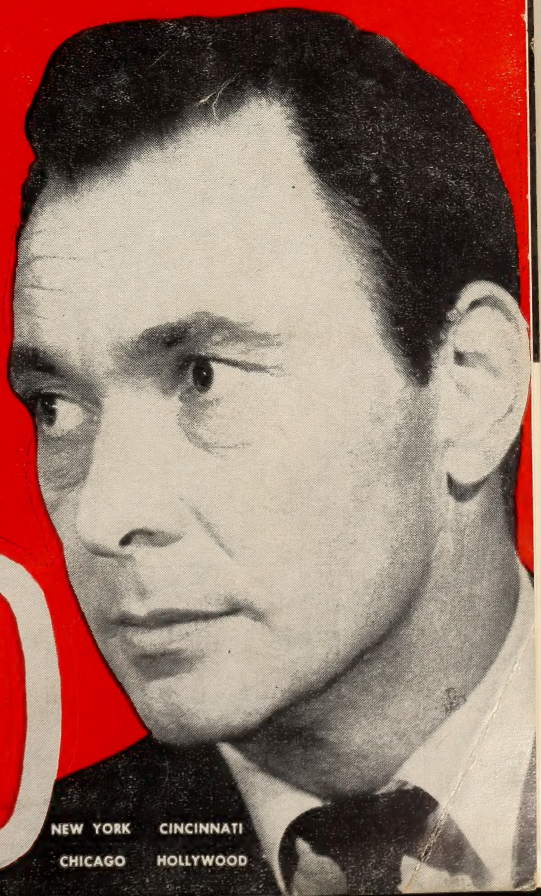

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Presents

1956

Radio Annual

NINETEENTH ANNUAL EDITION

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WMAQ, Chicago
WRCV, Philadelphia
KNBC, San Francisco
KSD, St. Louis
WRC, Washington, D. C.
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KGU, Honolulu, Hawaii
and the
NBC WESTERN RADIO NETWORK

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.,
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Charlotte*, Atlanta*, Dallas* *Bomar Lowrance Associates

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AP

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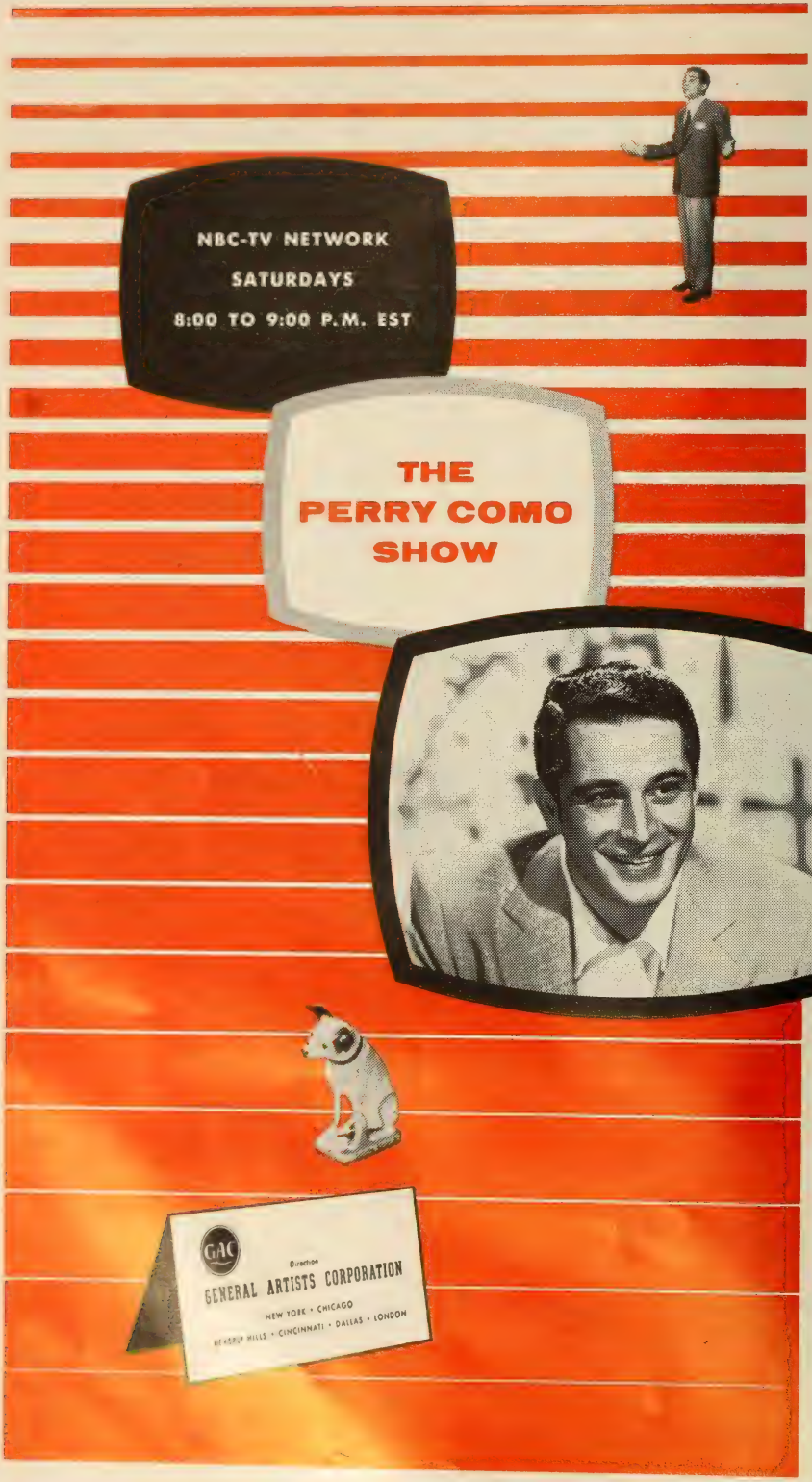
WE RECOMMEND this volume to you for it is your book in every sense of the word. If it were not for the fine cooperation of all segments of the industry this 1956 edition would not have been possible.

JACK ALICOATE
Editor-in-Chief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GENERAL ARTISTS CORPORATION
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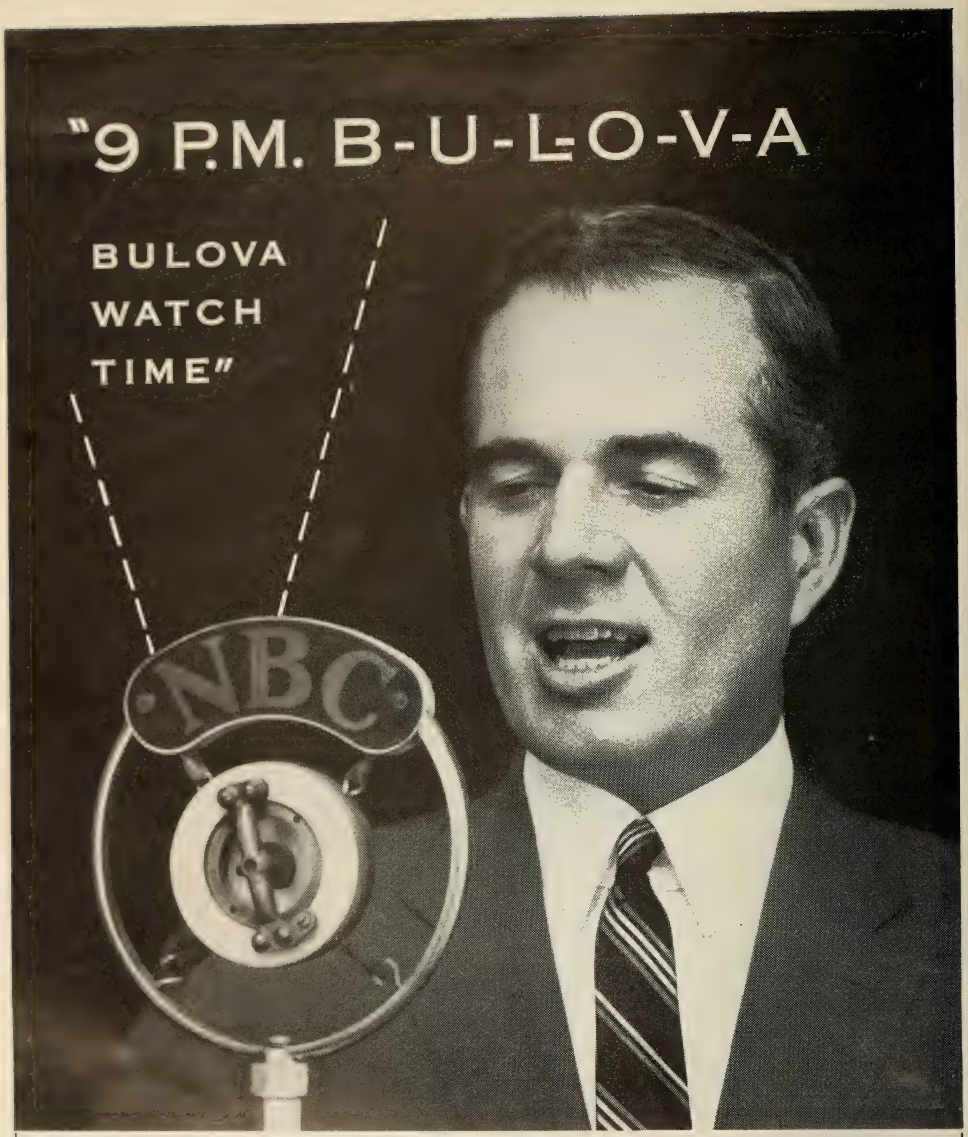

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Broadcasting and Telecasting

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BASIC NEWS	World News Roundup	Weekdays, 7 times; Sun., 4 times
	The World in Brief	Weekdays, 15 times; Sun., 18 times
	United Press Headlines	Weekdays, 7 times; Sun., 4 times
SPORTS	Speaking of Sports	Monday through Friday
	The Sports Roundup	Four times daily
	Sizing Up Sports	Sunday
	Great Moments in Sports	Monday through Friday
	Sports at a Glance	Twice daily
FOR WOMEN	The Woman's Beat	Monday through Friday
	Mainly for Women	Monday through Friday
	Women in the News	Monday through Friday
FARMING	R.F.D. Review	Monday through Saturday
	Daily Farm Market Survey	Monday through Saturday
	Rural Roundup	Monday through Friday
HUMAN INTEREST	United Press Almanac	Every day
	Flashback	Monday through Saturday
	Of Human Interest	Monday through Friday
	In Your Neighborhood	Monday through Saturday
	Time Out	Monday through Friday
RECREATION	On the Record	Tuesday, Thursday, Saturday
	Let's Take a Trip	Monday, Wednesday, Friday
	Calling All Drivers	Tuesday, Thursday, Saturday
	In Movieland	Monday, Wednesday, Friday
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	Be a Sport	Saturday
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	Today in Science	Monday through Friday
	Religious News	Saturday

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The Sunday Show

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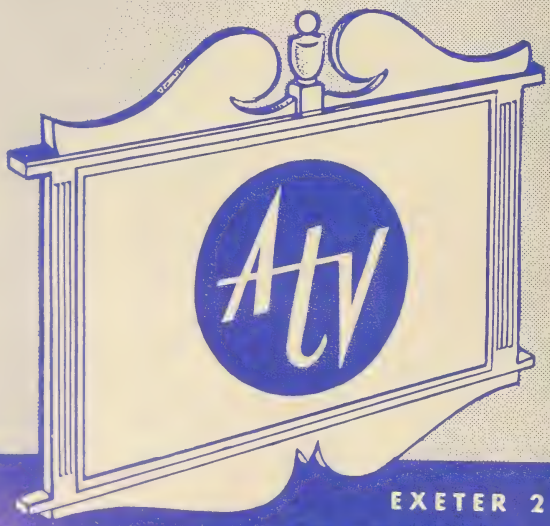

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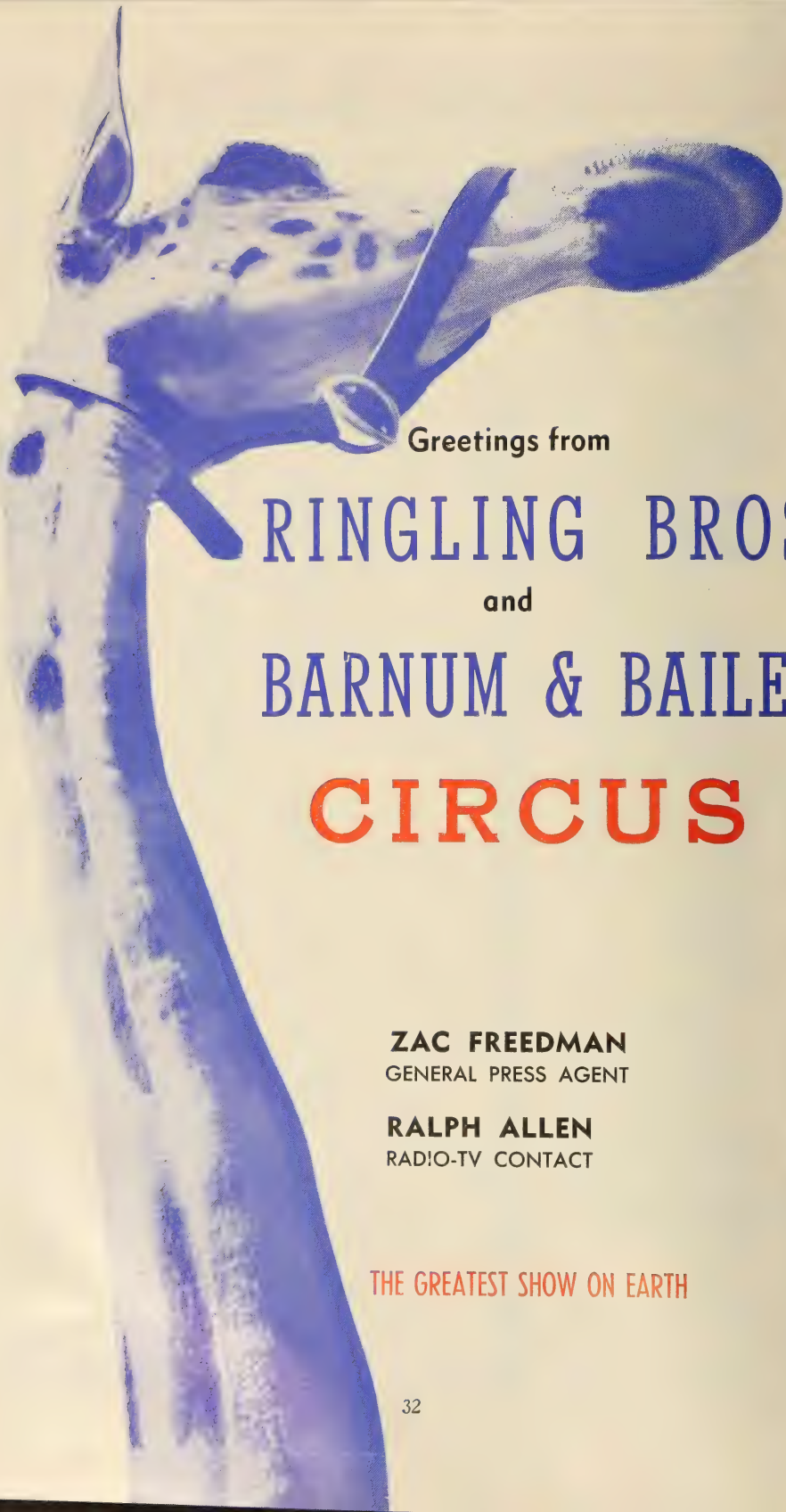


Greetings from

RINGLING BROS.

and

BARNUM & BAILEY

CIRCUS

ZAC FREEDMAN
GENERAL PRESS AGENT

RALPH ALLEN
RADIO-TV CONTACT

THE GREATEST SHOW ON EARTH

Radio-Television Industry Scores First Over-Billion Dollar Year

☆ ☆ ☆

Federal Communications Commission financial figures for radio and television revenues in 1954 show broadcasting to be a more than billion dollar industry—42 million more exactly. TV accounted for $593 million in revenues; and radio for 449 million. The year 1954 also was the first year in which TV passed radio in total revenues. More than half of TV's total revenues were attributed to the four TV networks and their sixteen owned and operated stations.

BROADCAST REVENUES, EXPENSES, AND INCOME OF NETWORKS AND STATIONS OF RADIO[1] AND TELEVISION BROADCAST SERVICES
1953-1954

Service	1954	1953 ($ Millions)	Percent Increase or (Decrease) in 1954
		Total Broadcast Revenues	
Radio	$ 449.5	$475.3	(5.4)
Television	593.0	432.7	37.0
Industry Total	$1,042.5	$908.0	14.8
		Total Broadcast Expenses	
Radio	$ 407.7	$420.3	(3.0)
Television	502.7	364.7	37.8
Industry Total	$ 910.4	$785.0	16.0
		Broadcast Income (before Federal Income Tax)	
Radio	$ 41.8	$ 55.0	(24.0)
Television	90.3	68.0	32.8
Industry Total	$ 132.1	$123.0	7.4

[1] Includes AM and FM broadcasting.

Note: 1954 radio data cover the operations of 4 nationwide networks and 3 regional networks, 2,555 AM and AM-FM and 43 independent FM stations. 1953 data are for the same networks and 2,434 AM and AM-FM and 45 independent FM stations. 1954 TV data cover the operations of 4 networks and 410 stations; 1953 data are for the same networks and 334 stations.

NETWORKS
COMPARATIVE DATA FOR AM AND TV OPERATIONS OF NETWORKS INCLUDING OWNED AND OPERATED STATIONS
1953-1954
($ Millions)

	1954	1953
	Broadcast Revenues	
AM	$ 84.5	$ 92.6
TV	306.7	231.7
Total	$391.2	$324.3
	Broadcast Expenses	
AM	$ 77.0	$ 83.2
TV	270.2	213.7
Total	$347.2	$296.9
	Broadcast Income (Before Federal Income Tax)	
AM	$ 7.5	$ 9.4
TV	36.5	18.0
Total	$ 44.0	$ 27.4

Note 1: AM data include the operations of 16 network-owned stations in 1953 and 1954.
Note 2: TV data include the operations of 16 stations in 1953 and 1954.

TRENDEX
NEW YEAR'S EVE
1956
WRCA-TV
31.8 = 65.2%
of total viewing audience

AMERICA'S #1 ORCHESTRA

GUY LOMBARDO

AND HIS ROYAL CANADIANS

#1 MUSIC SHOW!

Voted

"BEST NEW TV FILM MUSICAL SERIES"

Billboard's 3rd Annual TV Film Awards Competition

★ ★ ★ ★ ★

"Happy with the half-hour Guy Lombardo Show on WRCA-TV, N. Y., A&P has expanded its coverage to include Birmingham, Atlanta, Jacksonville and Petersburg . . . The Lombardo Show won universal approval in New York; its appeal is to the entire family which is what A&P is looking for."

Television Magazine, October, 1955

★ ★ ★ ★ ★

"Since taking on the Guy Lombardo Show we have had more favorable results and comments from that show than from all the rest of our advertising media put together."

D. R. Hunneman, Jr., Ass't V.P. Canal National Bank of Portland, Maine.

Currently

HOTEL ROOSEVELT

New York

Variety - **ARB**

NEW YORK, WRCA — 15.2 (Dec. 1955)

PITTSBURGH, KDKA — 32.4 (Oct. '55)

SHREVEPORT, KTBS — 29.4 (Oct. '55)

SOUTH BEND, WSTB — 20.3 (Nov. '55)

JOHNSTOWN, WJAC — 33.2 (Nov. '55)

BOISE, KBOI — 26.9 (Nov. '55)

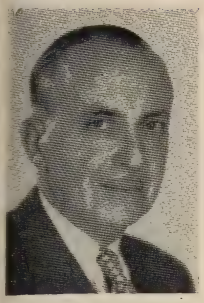
FT. WAYNE, WKJG — 26.5 (Nov. '55)

Exclusive Management

MUSIC CORPORATION OF AMERICA

Publicity — DAVID O. ALBER ASSOCIATES: Gene Shefrin

Brightest Radio-TV Business Year In Sight



By
FRANK BURKE
Editor
Radio-Television Daily

WRITING about the radio and television outlook for 1956 is a pleasant assignment for one could wrap it all up with one sentence — **The outlook is terrific.**

Business yard sticks everywhere indicate the prospects of a boon year. These impressive forecasts include radio, television and the many allied fields of the electronic industry who'll figure in the 1956 profit parade.

☆ ☆ ☆

On the radio scene there has been a substantial increase in business on the local level and an upturn in the network radio billings. Stations across the nation have experienced a return to radio by many old advertisers and also some new clients have come into the fold. Most important on the local scene have been the heavy use of time by automobile dealers, retail stores, appliance companies and public utilities. Then too the heavy amount of national spot business has been a factor in the profit parade.

☆ ☆ ☆

The outlook for radio broadcasters this year is as good or even better than it was in 1955. Already signs point to billing increases over a year ago and the summer business prospects were never healthier. Many factors have brought about this healthy business condition: The substantial increase in radio circulation through millions of car radios, portables, and the advent of the revolutionary new transistor receivers. These influences coupled with the intensive selling the Radio Advertising Bureau, Station Reps organization and other agencies have revitalized the medium.

Television as a medium continues to pile up an enviable record of sales and programming advancement. Network business has far exceeded expectations and TV stations on the local level in all the major markets report excellent business and a big year in prospect for 1956. The TV prosperity story is clouded, however, by the plight of UHF station operations in many markets in which VHF stations dominate the scene. These UHF stations, at the moment are hopeful that the Federal Communications Commission will help alleviate their economic distress.

The equipment field with the potentialities of relays, tape recorders, film recorders, other TV innovations also offer boundless opportunities for production and sales expansion this year. Never before has equipment been so important to the trade and indications are that sales this year will transcend any previous records.

☆ ☆ ☆

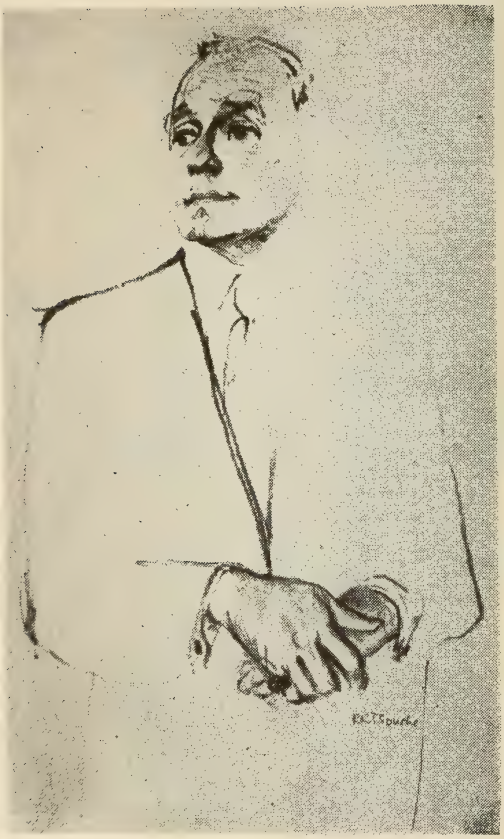
Under the all-embracing term—equipment—comes such newcomers in the field as closed circuit TV, toll TV systems, and community antenna systems which are making their bid for a share of the equipment dollar. The many specialized manufacturers who contribute to these new developments will add considerable to the gross equipment sales this year.

We could go on and on and cite statistics to emphasize this progress report of the radio and television industry. We are certain, however, that Brig. General David Sarnoff, chairman of the board of RCA, an annual contributor to this edition will document this story better with RCA's record of unprecedented production. Harold E. Fellows, president of NARTB, another distinguished editorial contributor, can also add to this success story as he outlines the growth of the radio and television broadcasting industry.

There are many more who have written of the industry's accomplishments in this volume, moving testimony to the impact of the electronic age. They include James Secrest of the Radio Electronic Television Manufacturers Association, and Oliver Treyz of the Television Advertising Bureau.

☆ ☆ ☆

The simple facts are that anyway you look at it 1956 should be the biggest year in the history of this industry. It holds promise of heavy production of transistor radios; great new lines of popular priced color television sets and revolutionary new radio and TV transmitting equipment which will keep production lines humming throughout the year. Then too we have the promise of unprecedented advertising expenditures this year. These are the signs of prosperity found during this — a Presidential election year.



1954-55 LEADING ADVERTISERS

(1955 FIGURES BASED ON SIX MONTH PERIOD)

☆ ☆ ☆

ADVERTISER	Advertising Expenditures	Network Radio Percentage	Network TV Percentage
GENERAL MOTORS CORP.			
1955	26,948,227	12.4	24.6
1954	80,289,000	4	17
PROCTER & GAMBLE CO.			
1955	24,990,507	20.6	64.1
1954	58,437,000	20	55
GENERAL FOODS CORP.			
1955	15,381,587	4.6	41.0
1954	37,360,000	8	35
COLGATE-PALMOLIVE CO.			
1955	14,927,452	12.4	61.1
1954	39,343,000	11	48
CHRYSLER CORP.			
1955	13,637,085	6.4	53.6
1954	34,333,000	5	34
GILLETTE CO.			
1955	11,032,598	24.2	61.9
1954	24,667,000	21	63
GENERAL ELECTRIC CO.			
1955	9,400,594	...	41.3
1954	24,976,000	3	38
AMERICAN TOBACCO CO.			
1955	9,364,660	10.4	55.2
1954	21,494,000	7	59
LEVER BROTHERS CO.			
1955	9,351,438	20.6	49.4
1954	23,999,000	17	41
FORD MOTOR CO.			
1955	8,840,653	1.6	44.4
1954	36,707,000	2	22
GENERAL MILLS, INC.			
1955	7,578,010	18.2	59.7
1954	21,111,000	16	49
R. J. REYNOLDS TOBACCO CO.			
1955	7,126,496	6.2	74.2
1954	24,019,000	7	66
NATIONAL DAIRY PRODUCTS CORP.			
1955	6,868,676	22.9	45.3
1954	15,567,000	5	51
AMERICAN HOME PRODUCTS CORP.			
1955	6,802,567	25.9	56.5
1954	14,677,000	22	51
LIGGETT & MYERS TOBACCO CO.			
1955	6,706,808	23.4	60.4
1954	17,603,000	15	47
P. LORILLARD CO.			
1955	5,961,307	20.4	58.9
1954	16,437,000	19	55
SWIFT & CO.			
1955	5,618,190	24.7	44.2
1954	12,276,000	23	32
BRISTOL-MYERS CO.			
1955	5,609,726	15.9	45.0
1954	9,497,000	15	39
CAMPBELL SOUP CO.			
1955	5,448,377	0.1	45.1
1954	13,998,000	4	44
PILLSBURY MILLS, INC.			
1955	4,242,798	22.9	61.6
1954	9,967,000	19	54
QUAKER OATS CO.			
1955	3,926,744	21.1	27.3
1954	9,968,000	15	32
GOODYEAR TIRE & RUBBER CO.			
1955	3,805,687	5.0	26.9
1954	10,226,000	3	21
STERLING DRUG, INC.			
1955	3,758,723	31.9	17.5
1954	9,326,000	35	11
MILES LABS., INC.			
1955	3,746,359	54.9	32.2
1954	8,036,000	71	2
AMERICAN T. & T. CO.			
1955	3,713,561	11.2	...
1954	6,979,000	11	...

HOPE
1956
CHEVROLET

1955 RADIO-TV SET PRODUCTION

☆ ☆ ☆

• *RETMA figures for the year* 1955 *show that radio production enjoyed its highest output in seven years,* (14,894,695). *Full* 1955 *TV production was set at a record* 7,756,521. *Production for both for* 1955 *by months is shown below*:

	Television	Home Radio Sets	Portables	Auto	Clock	Total Radio
January	654,582	280,121	47,303	573,837	166,885	1,068,146
February	702,514	232,831	109,120	597,742	150,031	1,089,724
March (5 wks.)	831,156	300,840	233,465	774,025	173,944	1,482,274
April	583,174	193,431	265,866	567,876	72,602	1,099,775
May	467,394	161,357	258,701	563,369	130,608	1,114,035
June (5 wks.)	589,973	181,930	255,833	584,567	182,605	1,204,935
July	344,295	141,119	79,410	404,443	93,517	718,489
August	647,903	300,513	106,197	403,320	137,604	947,634
Sept. (5 wks.)	939,515	417,802	139,164	511,278	234,106	1,302,350
October	759,735	398,087	168,709	651,017	282,393	1,500,206
November	631,654	389,316	181,573	733,859	276,049	1,580,797
Dec. (5 wks.)	604,626	396,535	182,204	864,261	343,330	1,786,330
TOTAL	7,756,521	3,393,882	2,027,545	7,229,594	2,243,674	14,894,695

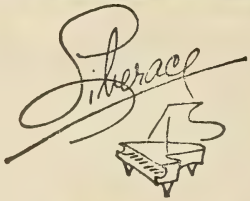
RADIO SET PRODUCTION

(Estimated Total U. S. Industry)

☆ ☆ ☆

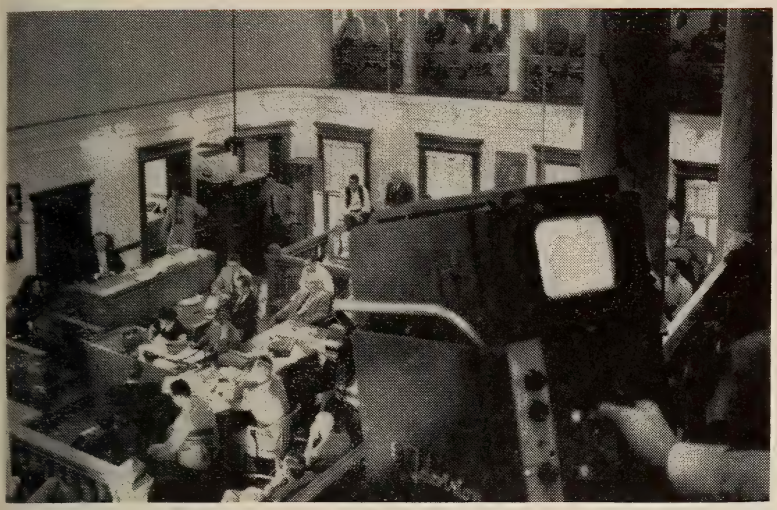
Year	Units	Value (Manufacturers)	Year	Units	Value (Manufacturers)
1924	1,500,000	—	1938	7,141,811	112,263,000
1925	2,000,000	—	1939	10,762,631	153,421,100
1926	1,750,000	—	1940	11,831,187	176,626,900
1927	1,350,000	—	1941	13,642,334	233,841,100
1928	3,250,000	—	1942	4,306,984 (1)	102,968,700
1929	4,428,000	—	1946	15,955,000	434,244,000
1930	3,788,961	$155,432,300	1947	20,000,000	650,000,000
1931	3,593,993	104,705,400	1948	16,500,000	525,000,000
1932	2,446,143	54,374,700	1949	11,400,000	310,000,000
1933	4,157,045	70,269,400	1950	14,589,900	375,000,000
1934	4,478,967	94,859,400	1951	12,627,362	315,936,597
1935	6,030,508	128,399,100	1952	10,934,872	249,847,000
1936	8,248,755	169,359,700	1953	13,368,556	297,985,113
1937	8,083,144	165,390,900	1954	10,400,530	228,811,700
			1955	14,894,695	298,489,688

(1) Civilian production terminated April 22, 1942.



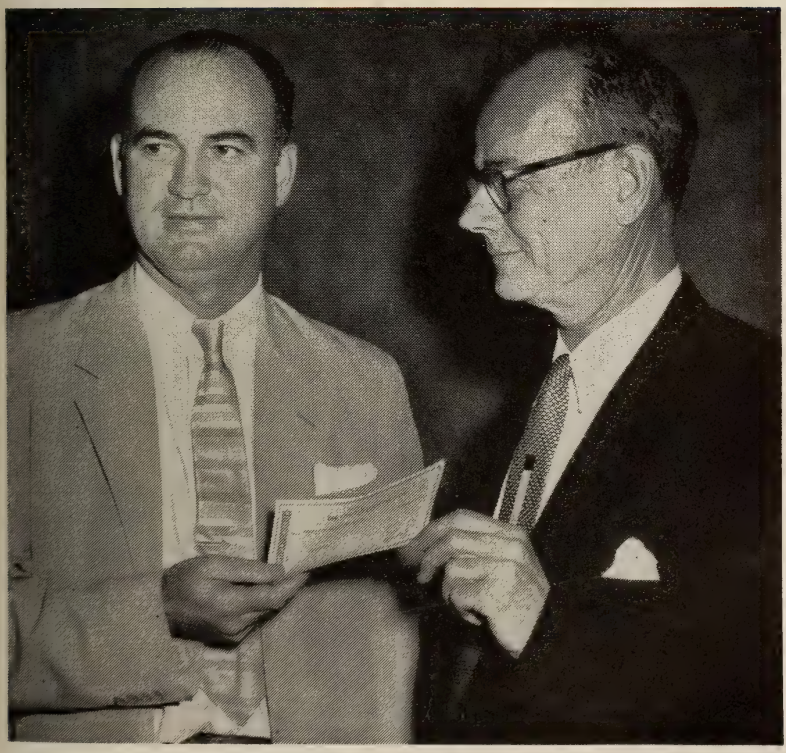
George Liberace!

TELEVISION PRECEDENT SET



A television and judicial precedent was set in December of last year when District Court Judge D. W. Bartlett permitted the cameras of KWTX-TV to telecast an actual murder trial while in session, with the camera deftly placed in a little-used balcony. (Shown left.)

O'NEIL BUYS RKO



In what is believed to be the largest single financial transaction in the motion picture industry and one of the largest cash transactions in American financial history, Thomas F. O'Neil, president of General Teleradio, is shown presenting a $25 million dollar check to Thomas A. Slack, attorney and representative for Howard Hughes, from whom GT purchased RKO Radio Pictures, Inc.

All-American Favorites of 1955

RADIO	TELEVISION
MAN OF THE YEAR	
SYLVESTER L. WEAVER—NBC	PHIL SILVERS—CBS-TV
WOMAN OF THE YEAR	
MARGARET TRUMAN—NBC	NANETTE FABRAY—NBC-TV
DRAMATIC SHOW OF THE YEAR	
NBC RADIO THEATRE	CLIMAX!—CBS-TV
COMEDY SHOW OF THE YEAR	
AMOS 'N ANDY MUSIC HALL CBS	GEORGE GOBEL SHOW NBC-TV
MUSICAL SHOW OF THE YEAR	
TELEPHONE HOUR—NBC	LAWRENCE WELK SHOW—ABC-TV
COMMENTATOR OF YEAR	
EDWARD R. MURROW—CBS	EDWARD R. MURROW—CBS-TV
DOCUMENTARY OF YEAR	
BIOGRAPHIES IN SOUND—NBC	SEE IT NOW—CBS-TV
QUIZ SHOW OF YEAR	
YOU BET YOUR LIFE—NBC	$64,000 QUESTION—CBS-TV
SPORTSCASTER OF YEAR	
MEL ALLEN	MEL ALLEN

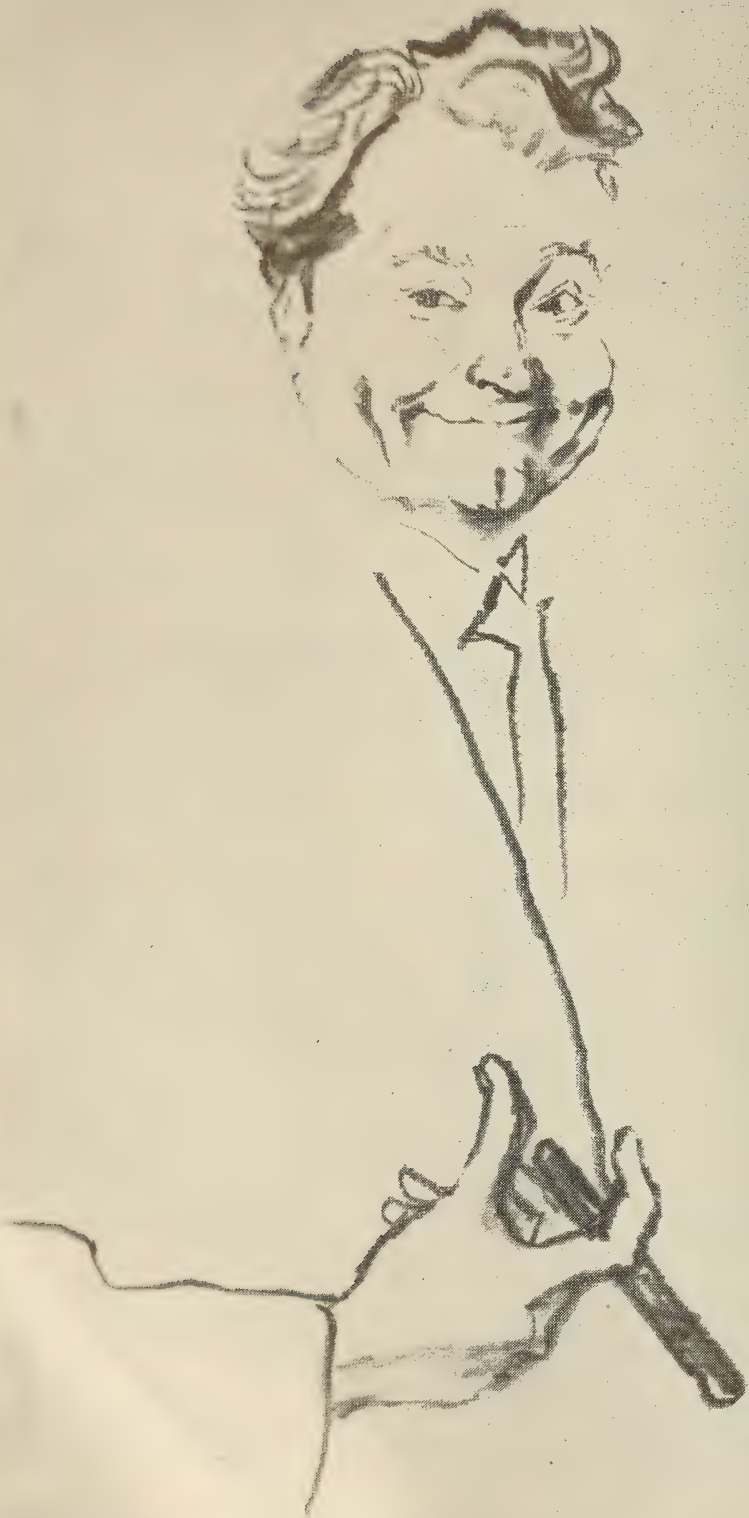
BEST NEW PROGRAM IDEA
MONITOR—NBC

COLOR PROGRAM OF YEAR
PETER PAN—NBC-TV

BEST TRANSCRIBED SERIES
BIOGRAPHIES IN SOUND—NBC

BEST FILMED SERIES
I LOVE LUCY—CBS-TV

CHILDREN'S SHOW OF YEAR	
NO SCHOOL TODAY—ABC	DISNEYLAND—ABC-TV
VOCALIST OF THE YEAR	
MALE—EDDIE FISHER FEMALE—DINAH SHORE	MALE—PERRY COMO FEMALE—DINAH SHORE
SONG HIT OF YEAR	
SIXTEEN TONS BMI	LOVE IS A MANY SPLENDORED THING—ASCAP


R.R. Bonné

TV OWNERSHIP REVEALED BY U. S. CENSUS

☆ ☆ ☆

- The first Bureau of the Census survey of TV set ownership since the 1950 census, conducted in June at the expense of the Advertising Research Foundation, revealed that 67% of America's 48,000,000 homes contain TV sets, an increase of 26,000,000 in five years.
- The survey showed that the number of sets increased in proportion to the density of population. Eighty percent of the homes in cities of 1,000,000 or more contained sets, as compared to 55% in cities of less than a million, and 45% in rural areas. Households of five persons contained more sets than smaller homes.
- The Northeast and North Central areas led with 75% ownership, followed by 67% in the West, and a little better than half in the South. Significant details from the survey are shown below.

Table 1.

HOUSEHOLDS WITH TV, U.S., INSIDE AND OUTSIDE STANDARD METROPOLITAN AREAS: JUNE 1955

(% Distribution)

Area	Number of Sets None	1 or More	2 or More
U. S.	32.8	64.9	2.3
Inside standard metropolitan areas	21.7	74.9	3.4
Outside standard metropolitan areas			
Urban places	44.1	55.1	0.8
Rural territory	54.1	45.3	0.6

Table 2.

HOUSEHOLDS WITH TV SETS BY RESIDENCE AND SIZE OF PLACE, U.S.: JUNE 1955

(% Distribution)

Residence and Size of Place	Number of Sets in Household None	1 or More
Urban	26.5	73.5
In urbanized areas	21.0	79.0
Areas of 3,000,000 or more	19.5	80.5
Areas of 1,000,000 to 2,999,999	18.0	82.0
Areas of 250,000 to 999,999	21.5	78.5
Areas under 250,000	25.6	74.4
Not in urbanized areas	44.3	55.7
Places of 10,000 or more	37.6	62.4
Places under 10,000	48.0	52.0
Rural non-farm	38.7	61.3
Rural farm	57.7	42.3

Table 3.

HOUSEHOLDS WITH TV SETS, U.S. BY REGIONS, INSIDE AND OUTSIDE STANDARD METROPOLITAN AREAS: JUNE 1955

(% Distribution)

Area	Number of Sets in Household None	1 or More
U. S.	32.8	67.2
Inside standard metropolitan areas	21.7	78.3
Outside standard metropolitan areas	50.3	49.7
Northeast	20.3	79.7
Inside standard metropolitan areas	17.8	82.2
Outside standard metropolitan areas	30.9	69.1
North Central	28.2	71.8
Inside standard metropolitan areas	19.1	80.9
Outside standard metropolitan areas	41.4	58.6
South	46.8	53.2
Inside standard metropolitan areas	29.1	70.9
Outside standard metropolitan areas	60.3	39.7
West	37.9	62.1
Inside standard metropolitan areas	26.0	74.0
Outside standard metropolitan areas	59.5	40.5

Table 4.

HOUSEHOLDS WITH SETS BY SIZE OF HOUSEHOLD, JUNE 1955

(% Distribution)

Size of Household	Number of Sets In Household None	1 or More	2 or More
1 Person	64.4	35.6	0.1
2 Persons	36.1	63.9	1.0
3 Persons	26.6	73.4	2.7
4 Persons	20.9	79.1	3.4
5 Persons	22.2	77.8	4.4
6 Persons or more	33.7	66.3	4.0

PICTURES — TELEVISION — RADIO — RECORDS

AND

JIMMY DURANTE MUSIC PUBLISHING CO., INC.

MANAGEMENT:
WILLIAM MORRIS AGENCY
NEW YORK — CHICAGO — HOLLYWOOD

TEN TOP RADIO-TV NEWS EVENTS OF 1955

RADIO-TELEVISION DAILY'S selections of the top ten news events of 1955, covered by Radio and Television follow:

☆ ☆ ☆

RADIO-TELEVISION DAILY'S *selections of the top* 10 *news events of* 1955, *covered by radio and television follow*:

1—President Eisenhower's heart attack.

2—The Salk polio vaccine announcement.

3—Hurricanes and floods in the northeast.

4—Meeting at the Summit.

5—The fall of Argentine dictator Juan Perón.

6—Supreme Court order ending segregation in schools.

7—The Princess Margaret-Peter Townsend story.

8—Earth satellite launching plans.

9—The AFL-CIO merger.

10—The Woodward tragedy.

Outstanding Broadcasts

ABC Radio—"New Sounds for You" premiere.

ABC TV—"Dateline Disneyland."

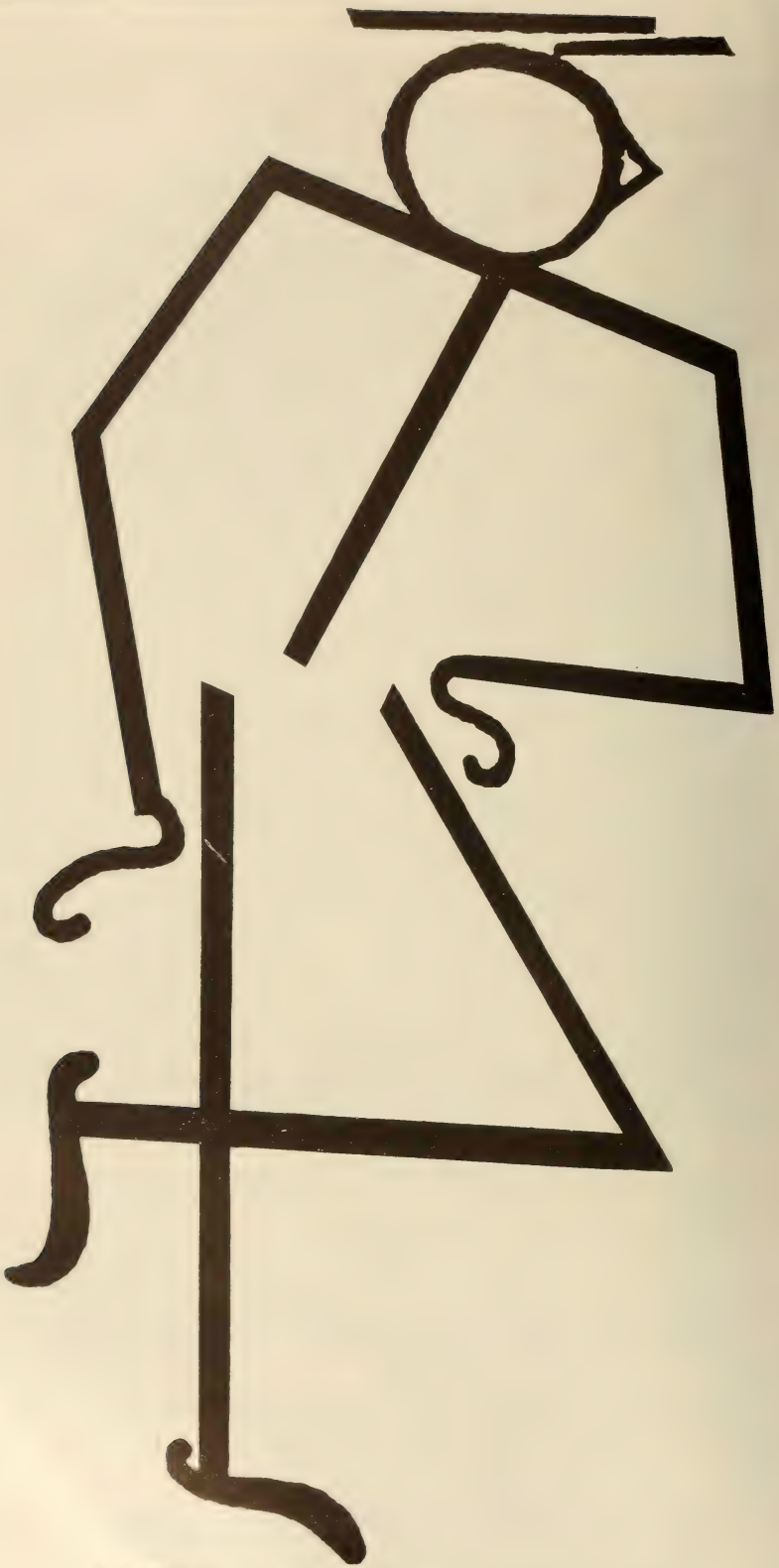
CBS RADIO—"Age of the Atom."

CBS TV—"The Vice Presidency" documentary on "See It Now."

MBS—World Series coverage.

NBC Radio—"Monitor" coverage of hurricanes.

NBC TV—"Peter Pan."



JACKIE GLEASON ENTERPRISES

JACK LESCOULIE

announcer for

JACKIE GLEASON
DAVE GARROWAY
BUICK

TELEVISION

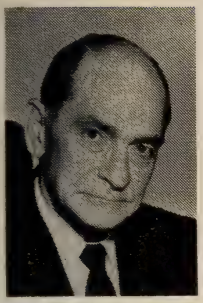
"DO YOU TRUST YOUR WIFE?"

CBS — Tuesday Nights — Frigidaire

RADIO

CBS — Sunday Nights

Total Broadcast Authorizations Pass 6,000



McCONNAUGHEY

FOR FISCAL YEAR ENDED JUNE 30, 1955

HIGHLIGHTING the 21st annual year of the Federal Communications Commission is the realization that for the first time, broadcast authorizations have passed the 6,000 mark. Of these, more than 4,000 were for program outlets and the remainder comprised pickups and other adjuncts. Outstanding also was the fact that of the 582 authorized commercial TV stations, 458 were on the air. This means that over 90 per cent of the people of the country were within service range of at least one television station, and about 75 per cent were served by 2 or more stations.

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The Commission is taking various steps to assist UHF stations to operate on a comparable basis with VHF stations and to help TV in general. These include authorization of "satellite" stations, low power operation, liberalization of the multiple ownership rules to permit joint operation of seven TV stations by the same interest if at least two of the stations are UHF, and amending its chain broadcasting rules to remove a restraint on station competition for the same TV network programs; also, proposals to authorize UHF "booster" operation to fill holes in service areas, to permit an increase in maximum power of UHF stations from 1 to 5 megawatts, to allow broadcasters to establish their own intercity relay systems, and to require transmitters to be located within 5 miles of the station's "home" city. It is not considering petitions for local deintermixture of UHF and VHF channels pending a general rule-making proceeding to consider possible solutions, on a nationwide basis, to the difficulties now hindering expansion of TV service.

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Since the lifting of the "freeze" on construction of new television stations on April 11, 1952, the number of TV stations in operation has jumped from 108 to 458. In 1952, 63 markets had 1 or more local stations — in most cases 1; today there are over 4 times as many communities with their own video facilities. Two hundred and fifty-two communities have at least 1 TV outlet, and 100 communities have 2 or more.

The number of TV receivers in use has grown from 20 to 35 million, and it is estimated that the public has already invested over 10 billion dollars in TV receiving equipment, and the annual volume of TV advertising, set sales, servicing and operating combined runs close to four billion dollars a year.

At the year's close there were 582 commercial TV station authorizations, which was 9 more than in 1954. The net gain in operating stations was 46. The number of authorized AM stations continued to increase, showing a net gain of 143 for the year, which brought their number to 2,840. Those on the air totaled 2,732, which was 149 more than the previous year.

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On June 22, 1955, the Commission amended its chain broadcasting rules to remove a restriction which operated to preclude TV stations from contracting with the networks for particular programs when a station with overlapping coverage in another community had contracted for "first call" on the same network programs. Since, at this stage in TV development, network programming is essential to the profitable operation of most stations, and in many cases, to their very survival, it was desirable to remove this restraint on competition among stations for TV network programming.

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The Commission had long recommended to Congress that it be given funds to conduct an overall study of the broadcast industry — including a review of the chain broadcasting rules — to develop factual information necessary to determine the effectiveness of its present rules and the need for any revision. The Independent Offices Appropriation Act, 1956, earmarked $80,000 to be used by the Commission to begin a study of radio and television network broadcasting. In July, 1955, the Commission designated myself and Commissioners Rosel H. Hyde, Robert T. Bartley and John C. Doerfer as a committee to conduct this study.

Broadcast applications totaled nearly 7,700 in fiscal 1955, which was some 300 less than in 1954. Applications for new TV stations decreased from 106 in 1954 to 58 in 1955. Applications for new AM stations increased from 227 to 330, and applications for new FM stations rose from 33 to 37. Of all AM applications, 114 had to be designated for hearing in 1955 as compared with 84 in 1954, while TV applications designated for hearing decreased from 255 to 26.

MEL ALLEN

RADIO AND TELEVISION ADVERTISING EXPENDITURES 1949-1955

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	RADIO*	TELEVISION*
1949	$571,400,000	$57,800,000
1950	$605,400,000	$170,800,000
1951	$606,300,000	$332,300,000
1952	$624,100,000	$453,900,000
1953	$611,200,000	$606,200,000
1954	$564,900,000	$809,100,000
1955	(not estimated)	$1,091,000,000 (estimated)

* McCann-Erickson
** TvB

1955 AUTOMOTIVE ADVERTISING

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This is an August estimate by BBD & O's Detroit vice president, Robert E. Anderson, on factory-controlled advertising expenditures for new passenger cars in 1955. Because of the terrific spot radio, and TV activities by all automotive manufacturers during November the entire estimate for the year could be projected even further.

Media	Dollar Amount	Percentage
Newspapers	$97,000,000	38.2
Network TV	67,000,000	26.4
Magazines	34,000,000	13.4
Outdoor	17,000,000	6.7
Direct Mail	15,000,000	5.9
Network Radio	8,000,000	3.1
Spot Radio	7,000,000	2.8
Car Cards	3,000,000	1.2
Theaters	2,000,000	0.8
Other	4,000,000	1.6
TOTAL	$254,000,000	

* Spot Television is not included.

Regards from Robert Q. Lewis

Exclusive Representative:
TED ASHLEY ASSOCIATES

Press Relations:
SOLTERS-O'ROURKE ASSOCIATES

Color TV Continues To Gain In Momentum

By
DAVID SARNOFF
Chairman of the Board
Radio Corporation of America

THE year 1955 saw color television get "off the ground" as a new service and become commercially established. The initial steps are behind us. With more and more color TV receivers being installed in homes daily, the entertainment value and other advantages of color pictures become increasingly apparent and are stimulating the desire of more people to acquire color sets. To meet the demand, RCA has introduced a complete line of color receivers, including a table model, consolette and three consoles, each with 250 square inches of viewable picture.

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Color TV will continue to gain in momentum and influence on the American home and the nation's economy. Color programming is being substantially increased by the National Broadcasting Company and we hope by others in the broadcasting industry. This will accelerate the transition from black-and-white to color.

Television sells through both eye and ear, greatly multiplying sales appeal. While the public is becoming more color conscious, advertisers and merchandisers are also attracted by the power of color which gives added sales impact to all products from automobiles to candy bars.

Color is a powerful sales stimulant. It presents things as they are — reveals distinctive characteristics of everything from packages to fashions and foods, from colorful kitchens to cereals and soaps, all of which are made more attractive when identified by their colors.

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Today color is quickening the pace of the broadcasting art and industry on all fronts. Its challenge extends in various directions. Scientists seek new inventions because they are well aware that color presents boundless opportunities for development of new ideas and industrial expansion. Showmen are challenged to produce programs of greater beauty and interest. Manufacturers are challenged to "get into color" and develop and design receiving sets at prices which will put color TV in many millions of homes. I firmly believe that the sale of color sets will eventually exceed the sale of black-and-white sets.

The National Broadcasting Company is now entering its thirtieth year and 1955 was the greatest year in its history.

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Television for the home, however, is but one significant phase of electronics. Industrial uses of TV and electronic controls hold promise of great expansion.

Marked progress is being achieved in RCA's development of an electronic light amplifier; a magnetic tape recorder for television; a high-speed electronic printing process (Electrofax); an electronic air conditioner; and microwave two-way radio communication for virtually all types of mobile vehicles.

Change is a characteristic of electronics as a science and industry; it is synonymous with progress. Electronics is a vast and fertile field for research, discovery, invention and development. The new knowledge acquired through scientific exploration makes it possible to provide the public with improved or new products and services.

Progress is born of change as illustrated by the fact that during 1955, **eighty per cent of RCA's total sales were in products and services which did not exist, or were not commercially developed, only ten years ago.** The majority of these new products and services were created through pioneering efforts that involved substantial expenditures for research, development and engineering.

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Total sales of products and services by the Radio Corporation of America, in 1955, exceeded one billion dollars. This is a record for the RCA. **It is equivalent to more than four million dollars' business for each working day of the year.** At the beginning of 1920, when RCA commenced its operations, the volume of business was running at the rate of one million dollars a year.

From a million to a billion in thirty-five years is a record that gives all of us in the RCA Family a sense of pride in the past and confidence for the future. RCA is now among the top twenty-five industrial companies in the United States.

Our achievements in electronics, radio and television establish 1955 as our best year on record. I look forward to 1956 as a year of continuing progress.

JIMMY NELSON

DANNY O'DAY

and

HUMPHREY HIGSBYE

FARFEL

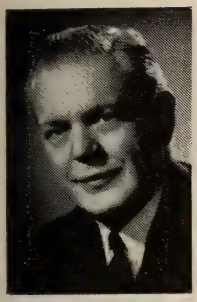
PERSONAL MANAGEMENT

LOUIS W. COHAN

1776 BROADWAY NEW YORK, N. Y.

203 N. WABASH AVE. CHICAGO, ILL.

Radio's Might Is Gradually Reawakening



By
HAROLD E.
FELLOWS

President and Chairman
of the Board
National Association of
Radio and Television
Broadcasters

MOST of the enlightened economists of the nation variously have predicted a continuation of the prosperity which attended 1955. This can only be good news to broadcasters — who, as businessmen, are the legatees of prosperity as well as contributing authors.

I don't suppose that anyone can measure accurately the total contribution of television advertising, for example, to the movement of goods and services during the last few years. Surely it can be assumed, however, that this dramatic medium of demonstration in combination with radio and published media has moved a phenomenal amount of goods from our factories and warehouses to the consuming public.

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Some within the industry believe that 1956 will be the year in which color television comes into its own, a factor which will influence markedly the distribution of advertising dollars, particularly at the national level.

I look for continued prosperity, too, in radio — the "every-place-all-the-time" medium. Radio's gifted ability to deliver buyers at the lowest cost-per-thousand accounts for the stability it has demonstrated, particularly at the local level. As one looks back over the past five-year period, he senses the evolution through which radio has progressed: the changes in program policies, the proper emphasis on community interest, and the gradual reawakening to the need or aggressive selling and sales promotion.

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The National Association of Radio and Television Broadcasters has benefited as a result of the increasing stature and effectiveness of both electronic media. The Association has grown, until today, measured in both income and membership, it is larger than ever before in history. The encouraging aspect of this to those of us who devote our full time to Association activities is not alone the revenue increase (which does enable us to do a better job for the members), but rather the evidence of industry solidarity implicit in such continuing growth.

The need for "strength through unity" is so obvious as to hardly require delineation. We need such cooperation and understanding at all levels of broadcast experience, particularly in the fields of legislation, economics, and public relations. The increase in the number of State Associations also has been encouraging to the Board and management of NARTB. The stronger we become at all levels of Association activity, the more efficiently we shall be able to operate. We shall have more freedom to initiate good broadcasting policies, which will enhance the industry's economic security. More important than this, however, is the benefit that accrues to the public through cooperative action. By being together, we have been able to evolve sound programming and advertising standards.

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In the areas of regulation and legislation, 1956 is going to be a busy year for the NARTB. The management and staff of the Association like to think of their function in these vital fields as that of an organized voice which can bring enlightenment to all branches of the government through speaking with a common purpose. However, it remains true — such is the nature of government — that defense of our rights sometimes must be maintained militantly and without qualification. Here, especially, is where strength through numbers is so important.

The annual NARTB Convention, held in Chicago in April, probably was the biggest yet — for each year recently we have been breaking records in both attendance and size of exhibit. Some broadcasters may not realize the tremendous amounts of money and the exhaustive effort which go into these annual expositions — all of it paid for by our Associate Members. Even now, early in the year, plans have been nearly completed by most of them for the 1956 show . . . and the Convention Committee is well advanced with its planning for the entire meeting.

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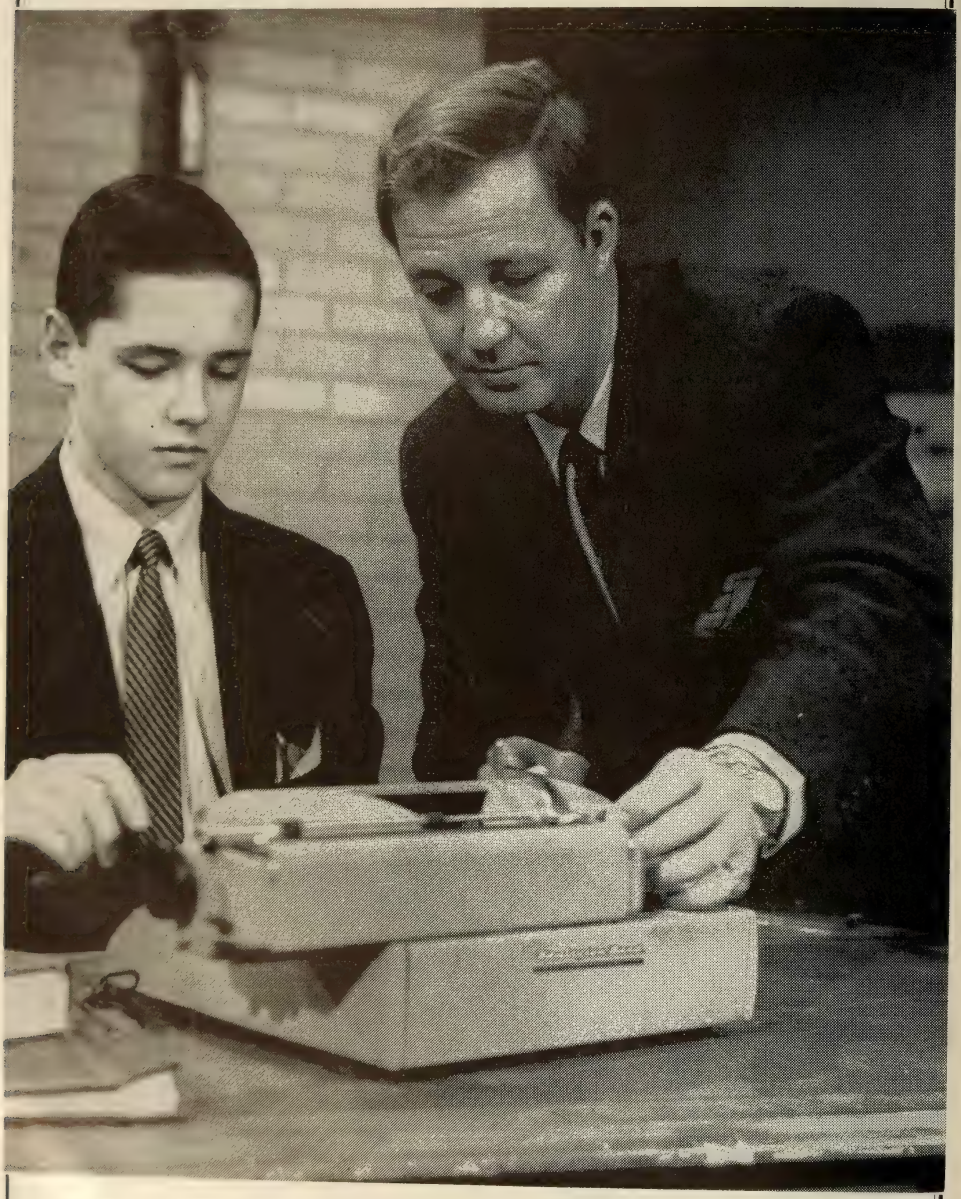
From here, and at this time, 1956 looks good. But such is the growth potential of this dynamic industry that a year from now, no doubt, we shall be expecting 1957 to introduce even brighter horizons.

DICK STARK...



. . . introducing his son, Morgan,
to TV and the sponsor's product

TV Set, Auto Radio Sales Set Record

By
JAMES D.
SECREST
Executive
Vice President
Radio-Electronics-
Television
Manufacturers
Association

THE radio - television - electronics business boomed in 1955 despite increasing competition, and several production and sales records were established. All indications at the beginning of 1956 were that it would be another highly successful year with the greatest growth expected to occur in color television and industrial electronics.

Television receiver and auto radio sales in 1955 were the highest of any year to date, while color TV set sales, though relatively small, were high enough to encourage the industry to make plans for a more substantial output in 1956.

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The greatest industry expansion in 1955 was in industrial electronics. The trends toward automation and product diversification among large manufacturers resulted in an intensified interest and numerous investments in electronic facilities. Thus the industry's boundaries were expanded.

Preliminary compilations by the RETMA Statistical Department show that the following records were achieved in 1955:

- About 7,770,000 black and white TV sets were manufactured. This was 400,000 more than were made in 1954 and 300,000 above the previous peak year of 1950.
- Consumers bought close to 7,400,000 black and white television receivers — about 75,000 more than in 1954, the highest previous year. An additional 100,000 were exported.
- Auto radio sales skyrocketed to a new peak of 7,260,000. This was over 3,000,000 more than were sold in 1954 and 2,000,000 above the previous record of 1953.

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While the output of home radios, including clock and portable sets, did not keep pace with the rise in auto receivers or equal the postwar 1947-48 records, 7,686,000 units were manufactured in 1955 as compared with 6,276,000 in 1954. Retail sales of home sets were approximately 7,000,000. The year also was marked by the entry of a variety of transistor type radios into the consumer market.

With 459 TV stations on the air, there were an estimated 37,100,000 television receivers in use throughout the United States by the end of 1955. An increasing share of new TV set sales were replacements or second sets, and this trend is expected to rise. Industry estimates were that more than 125,000,000 radios were in use with a large percentage of multiple set homes.

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Total sales of all electronic products in 1955 at the factory level rose to a new peak of about $5.5 billion. This was 10 per cent above the 1954 figure. During 1956 further expansions in industrial, military, and parts replacement sales should bring the industry's total to $5.8 billion or higher.

When radio-TV servicing, broadcasting, and distributor-dealer sales are added to the manufacturers' factory sales, the industry's total volume was about $9.7 billion in 1955. By the end of 1956 this over-all total should reach $10.8 billion on an annual basis.

Deliveries of military electronic equipment and components last year increased by about $100 million over 1954 to reach $2.4 billion. However, the rise in radio-TV and electronic sales for civilian and commercial uses for the first time since the outbreak of the Korean War exceeded military electronic procurement. Many electronic developments moved out of research laboratories into production facilities.

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The outlook of the radio-TV-electronics industry in 1956 is very promising. Sales of black and white TV sets are expected to exceed 7,000,000. Color receiver sales will depend to a large degree on the quantity and quality of color telecasts and the availability of color TV tubes. However, present indications are that about 250,000 or more color receivers will be manufactured and sold, bringing total TV receiver sales close to the 1955 record with probably a higher dollar value.

Electronics production of non-entertainment equipment will continue to increase in 1956. Military procurement may rise. Commercial and industrial uses of electronic equipment certainly will grow and require greater production. The growing use of transistors and other semiconductor devices will bring about expansion of plant facilities to supply requirements. Further mergers and acquisitions in the electronics industry are likely with increasing competition in the radio-TV field.

SID CAESAR

CARL REINER

HOWARD MORRIS

ROBERT MONTGOMERY

Presents

THE JOHNSON'S WAX PROGRAM

and

THE SCHICK TELEVISION THEATRE

NBC — TELEVISION

MONDAYS — 9:30-10:30 PM EST

View TV 4 Hours And 57 Minutes Each Day

By OLIVER TREYZ

President
Television Bureau
of Advertising, Inc.

THIS marks the second year that TvB has been invited by the editors of Radio-Television Daily to contribute to its Annual.

This also marks the beginning of TvB's second year.

Perhaps some future historian, goggled-eyed at TvB's meteoric rise in the 20th century mid-fifties, may note — while perusing the yellowed pages of Radio-Television Daily Annuals — that TvB arrived on the television advertising scene in 1955.

If this historian goes through the daily issues with a fine tooth comb, he will find a chronicle of TvB's development.

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We believe annuals serve a useful function . . . the compressing of days and weeks into a yearly review of what's happened, and a look ahead.

In television, to look back is to look down. For the path of television has been constantly up.

The television industry has put TvB in business to help accelerate its rate of climb.

To play our role, we've been constantly at work selling advertisers the productive use of television.

Our initial activities have concentrated on building a focal point or points where television and advertising meet.

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We've been uncovering basic facts about the relationship between television and specific markets.

For example, early in the year Nielsen supplied TvB with the highly intriguing "Quintile" report. This was the splitting of some 35 million homes into fifths, of 7 million each.

The **average** home, according to Nielsen, views television 4 hours and 57 minutes per day.

But the Nielsen report showed that the lightest viewing 20% watched 1 hour and 22 minutes daily, 6% of the total viewing. The next fifth watches 3 hours and 28 minutes; the third fifth, 4 hours and 44 minutes. Curiously, the 60%, accounting for the relatively lightest viewing homes, represents 39% of the viewing. In delineating these findings to more than 200 advertisers, TvB has unfailingly emphasized that the **lightest** viewers of television, give to it an amount of time which would qualify them as the **heaviest** readers of magazines and newspapers. But the heaviest viewers of television, the 20% that view 6 hours and 11 minutes per day, and the **top** 20% which view 8 hours and 59 minutes per day, proved, in special TvB research, to be the "cream" customers of the American market.

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The 14 million homes which keep their sets lit up from 6 to 9 hours a day are, basically, the **post-war** families, products of the post-war marriages, the new and larger families whose emergence and growth are putting the real vigor into the fastest expanding, most productive economy in world history.

These are the families with more and hungrier mouths to feed . . . more teeth to brush . . . more hair to shampoo . . . more lunch boxes to fill . . . more bodies to clothe.

And these are the families which have paced the universal, all-embracing national swing to television, the only advertising medium which can distribute not only advertisements but sales calls, the only advertising medium which can supply the friendliness, the warmth and personal persuasiveness of face to face communication. The only medium which can "teleport" a salesman, who can describe, demonstrate and **sell,** in the prospect's **home,** with the force and power of an in-person visit.

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The cumulative, repetitive documentation of these inherent advantages of television, will represent a good part of TvB's activities in 1956.

If our continuing efforts to forge a mightier link between television and advertising merit reporting, we know they will be chronicled in the 1956 pages of Radio-Television Daily.

The Future of Television Film Programming

By
MARTIN V. ZUZULO
Associate Editor
Radio Annual,
Television Yearbook

THE two great rivers of mass entertainment —Hollywood, and television, are beginning to flow into one gigantic ocean of compatibility and quality for the viewing public. Ironically, the amalgamation does not lessen the one and strengthen the other, but rather like a communion of two great minds, or a blissful marital tie, the relationship has begun to show signs of enhancement for both mediums.

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Shaking at first from the swift and biting currents of television when it swept onto the scene in 1949, Hollywood, of necessity, was cautious enough only to get its feet wet, and wait patiently for the rampaging economic waters to subside. Deftly moving their costly film vaults high and dry, Hollywood, rivalling a Swiss diplomat's acumen, decided to let the main body of television go by and experiment niggardly instead with some of television's tributaries, until a more realistic and opportune time.

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From all indications, the year 1955 seemed to be, for Hollywood, that more realistic and opportune time. Huge holes have appeared in the once seemingly invincible dikes that had been built by film people to protect its precious libraries from the onslaught of television. These ripping holes, such as one of filmdom's greatest financial transactions, the RKO-O'Neil 740 film package, and others, were not gorged out by television, but much to the amazement of many, by Hollywood, removing its own thumb from its own film library dike. There's no doubt that this will bring about a flood of entertainment for the public and a flood of income for both mediums.

Hollywood and television are beginning to know and enjoy each other. They know now they can live with one another. There can be a "prosperous co-existence." In 1940, the movie theaters of the land took in $735,000,000; last year the take was $1,275,000,000. In 1945 Hollywood spent $401,577,800 in production; in 1955, the sum was a little more than $240,000,000. Moreover Hollywood is now enjoying a boom inspired by television. With approximately 75% or more of all television fare now being beamed on celluloid, Hollywood technicians and craftsmen seem likely to monopolize this field. And rightly so, for Hollywood long before the roar of television had always been known as the "film capital of the world." The city's technological craftsmen, ideal weather conditions, and bulk of acting talent, had only to swerve toward the television field in order to captivate it.

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Yet in swerving or re-channeling its own talent and production to meet the surging economical waves of television, Hollywood by its own movement has enhanced itself. It's a truth that movies in the year 1955 have never been better. But it's also a truth that television can take some of the credit. Not for contributing the live teleplay, "Marty," which at this writing could very easily be chosen as the Academy Award winner as the best movie in 1955, or even for another original teleplay "Patterns." But only for the fact that television has presented competition, and in competition only, there is greatness, and quality.

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In the past year it has become apparent to Hollywood that the command of the mass audience of television is greater than any single night of the largest all-time audience of any single picture. That there is only one thing Americans let consume more of their time than television and that's sleep. That this single medium sold more lipstick on just one-half hour program than a sponsor could make. That these at-one-time ominous charging waters of television will not waste themselves and trickle away into nothing. That this great river of entertainment when joined by Hollywood's great river of entertainment will form one of the greatest moving forces that has ever been known to man.

WILLIAM KEENE

Su. 7-5400

Radio Will Pave The Trend Of Business

By
DONALD H.
McGANNON

President
Westinghouse
Broadcasting Co.

THIS year is going to be another big one for our industry. I look for a 10% increase in sales. Television will move forward. One needs no crystal ball to see that. But the dramatic swing toward good times these days is happening in radio, simply because radio is no longer taking the drubbing it took during those first years of television.

I like the prospects for our industry particularly this year because of radio's prospects. It means that we are at last gaining strength on both fronts — in both television **and** radio.

☆ ☆ ☆

Why am I bullish? After 1955, which was the biggest year in our industry's history, how do I justify such optimism for 1956? Should we be content with a sunny plateau, hoping that the future will be just as rewarding as the immediate past? I think not, for we are wiser than we were a year ago. Therefore, we should be better — and that much more successful.

Take television. Television is no longer "in its infancy," a favorite expression of many industry "observers" not so long ago. Today, television is approaching full growth. Of course, it will continue to grow. But, just as important, television is now beginning to mature. It has reached voting age. It is taking on adult responsibilities.

☆ ☆ ☆

For example, during 1956, I look for exciting television programming on the part of local television stations. We saw this happening in a few areas during the past year. We saw stations in certain communities begin to develop local programs that challenged some of the big network productions.

I predict that television in many cities will be strengthened during 1956 because local programming will become a stronger supplement to the network shows.

Very often, local programmers show themselves as courageous journalists. Their subjects are sometimes controversial, because their objective is to make the communities which they serve better places in which to live. When you point a camera at a community trouble-spot, you tread on dangerous ground. But you also gain audience respect for your effort. This is the kind of programming which will strengthen the industry, by adding strength to the stations which make up the industry.

In radio, we have a chance of a lifetime. Along with it, we have a responsibility of a lifetime.

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Some broadcasters were willing to let radio die just a few years ago. The industry was the victim of jokes about youngsters finding strange objects in attics, and not knowing what on earth they were. Radios, of course. And we deserved just about every bad joke that was ever written about radio's obsolescence, because we were not really trying in those days. We were willing to recoup our losses with television.

Today, we are beginning to get smart. It is finally dawning on us that radio has a place, too — and a big place. Many radio stations did well last year, for the first time since television came along. Many more will do well in 1956.

It would be unfair for me to imply that everyone in radio showed weakness when television flexed muscles. Not so.

Certain operators knew the score. They proved that radio would always have a place. They did it by making money while most of the industry shed tears at radio's demise.

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This year, radio gets its big change — its second big chance. It can succeed if it is willing to work; if it is willing to develop new talent — local talent; if it is willing to make itself a community member, and not just an outlet for network shows. I believe that radio must become primarily a local, intimate thing in the future, if it is to succeed.

The major networks, in my opinion, deserve credit for their efforts on radio's behalf during the past year, although I cannot honestly agree with the approach which they have taken, for I believe that the days of big, network radio shows are over, at least for the predictable future. I believe that today's radio audience wants to hear music — good music of all types; it wants frequent news coverage — with a strong play to local goings-on.

Of course, radio's obligation does not stop there. As a public servant, radio must do more. This year, I believe radio will assume a greater responsibility in the areas of education and human understanding, with programs of quality and of intellectual import.

JAN MURRAY

"DOLLAR A SECOND" — ABC-TV 9 P.M., E.S.T.

Management:
WILLIAM MORRIS AGENCY

Never Such A Choice Of Programming

By
FREDERIC W. ZIV

Chairman of the Board
Ziv Television Programs

THE booming growth of the syndicated film industry has meant one thing to television: Never have so many different sizes and classes of sponsors had so wide a choice of film programming.

Our client roster shows names like Carter Products, Phillips Petroleum, Emerson Drug, P. J. Ballantine, Ohio Oil and others who are sponsoring first-run half-hour shows on line-ups that approach network coverage. Lists of 20, or 30, or 40 and more markets carrying the same Ziv TV show for the same national spot advertiser are not uncommon.

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At the same time, our list of over 2,270 Ziv telefilm clients include many local merchants, retailers, auto dealers, bakeries, dairies, banks, breweries, supermarkets and jewelers, whose television campaigns are confined to just one market.

We do not differentiate; no intelligent producer-distributor would. All are important, since they all make up that huge category known as "spot television advertisers." All are seeking the same thing — a top-notch show that will attract a large audience at a reasonable cost-per-1,000 figure to the advertiser's commercials.

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This places a large responsibility in our hands. With more and more advertisers moving into television, we must create more and more telefilm properties of all types for them to sponsor. In one sense, it is a fascinating challenge to our creative ingenuity. In another, it is like having a tiger by tail — while you are reaching out to grab another.

Television filming is getting more expensive all the time. Star talent commands big budgets. The materials of production cost more. Labor costs more. Everything costs more.

We feel we owe it to our advertisers to continue to produce those syndicated shows which have proved themselves over several seasons for Ziv advertisers, and not to turn out a series of "one-season wonders," with no continuing production. This enables our clients to concentrate on getting the finest time availabilities and in preparing the most effective commercials. They can relax (or come as close to relaxing as you can in the fast-paced business of television!), knowing that if a show is in demand, we have the financial stability, the studios, and the manpower to continue to produce the series.

Take the case of Interstate Bakeries, for instance. Interstate has built a major advertising campaign around our "Cisco Kid" for more than five seasons, starting with a modest list of a dozen or so markets and building the list steadily until it stands at more than 60 cities.

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This growth has been possible primarily because we have delivered to Interstate, and other "Cisco" sponsors, a fresh cycle of telefilms each season since 1950. I might add that time clearances for Interstate, and other year-in, year-out Ziv advertisers, have steadily improved over the years. Time buyers are free to scout for the choicest availabilities, knowing the program will continue to be supplied to the advertiser.

One of our largest clients, for example, who has been with us for several seasons, now has 92% of his Ziv-produced programs aired in choice evening time slots on leading stations between the hours of 7:00 p.m. and 11:00 p.m., with more than half of them falling into the peak hours of television viewing!

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We believe we owe other things to our clients as well. For example, we will spend a large portion of our 1956 promotion budget, currently set at $800,000, in promotion campaigns and publicity designed to increase the audience for Ziv shows now on the air.

We furnish promotion-publicity kits to be used by our advertisers in everything from tune-in ads and local publicity to store displays and merchandising campaigns. We also furnish complete plans for a program designed to boost employee recognition of client advertising, since genuine enthusiasm for a television program has to start within a client's own employee family. In addition, we create and merchandise various public service drives, television contests and other promotions in connection with Ziv Television Programs productions.

Finally, we are working ahead of most people in providing a long-range program of color filming at our Hollywood studios. Last year, we shot more than 3,000,000 feet of telefilm footage there — and over 70% was on color film.

Complete facilities for:

television

theatrical

commercial

industrial

films

motion picture center

846 north cahuenga boulevard

hollywood 38, california

Desilu

Desi Arnaz, *president*

Looking Into Syndicated Television

By
WYNN NATHAN
Vice President
in Charge of Sales,
MCA

IN THE aura of claims from other sources that the syndicated television show business is slipping, I think it is good for us to look back on the past twelve months and see if these claims have any foundation.

Of course, I am most familiar with the exceptional progress of MCA-TV Ltd., Film Syndication Division, during 1955, but I am sure that most of the larger distributors have experienced the same trends that we have.

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During 1955, our company added six new series to the 26 properties we already distributed. These additions included 123 Gene Autry and Roy Rogers Western films, never before seen on television; 39 of the new "Doctor Hudson's Secret Journal" program, adapted from the famous Lloyd C. Douglas novel; 104 "The Adventures of Kit Carson," which were sponsored on the network for four years by the Coca Cola Bottling Company and first run in over 200 markets; 39 "Headline" shows, starring Mark Stevens, which played on the network as "Big Town" and 76 of the very successful network series, "The Ray Milland Show."

With these additions, the list of stars appearing **regularly** in syndicated MCA-TV programs has greatly increased. The talent role now reads like a "who's who" in show business, including Gene Autry, Ralph Bellamy, Charles Bickford, Rod Cameron, Preston Foster, Alan Hale, Jr., Paul Hartman, Louis Hayward, John Howard, Guy Lombardo, Thomas Mitchell, Ray Milland, Roy Rogers, Mark Stevens and Bill Williams.

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Sales wise, 1955 was the biggest year ever experienced by our company. To name a few of the success stories that were to be found in the past twelve months, we sold "Soldiers of Fortune" to the 7-Up Bottling Company for 150 cities; 26 more shows were added to "Waterfront" making a total of 78, and they were placed in over 200 cities. "Doctor Hudson's Secret Journal," in its first six months on the market, was bought in more than 140 cities; sales of the Roy Rogers and Gene Autry Western films passed the three million dollar sales mark in less than 2 months; and so on down the line. Each and every show we handle did well in 1955, and the sales were getting stronger as the year drew to a close.

Rating wise, syndicated teleshows proved time and time again that they can compete favorably with **any** locally produced or network show. Such ratings as: 40.9, Videodex, Pittsburgh for "Guy Lombardo"; 39.0, Pulse, New Orleans for "City Detective"; 44.2, ARB, Norfolk for "Pride of the Family"; 45.8, Pulse, New Orleans for "Famous Playhouse"; 37.6, Videodex, Grand Rapids for "Man Behind The Badge"; 40.5, Pulse, Charlotte for "Waterfront"; 34.4, ARB, Pittsburgh for "Doctor Hudson's Secret Journal" and 40.1, Videodex, Toledo for the "Ray Milland Show" substantiate this claim.

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Also during 1955, Revue Productions added 78 more anthology films to their large catalog of half hour dramas. With this added product, any station in the country can bolster its line-up of programs to meet the most rigid demands.

1955 was also a year for expansion in our company itself. New officers were opened in Tampa, Fla. and Indianapolis, Ind., and two new regional offices were opened, Dallas and Cleveland, and were staffed by one of our V.P.'s. A publicity department was added in New York and California better to service our clients with after-sales promotion. The prospect of enlarging our foreign markets was examined, and an International Sales Manager named. Plans were formulated for more complete representation in Mexico City, Rome, and the Orient. With well staffed offices already established in Canada, England and France, MCA-TV will continue to be able to give complete coverage to the entire world.

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Other advancements of our sales plans, executive responsibilities, after-sales services, merchandising division, and all phases of our operation, were many and varied. To name them all would take much more space than I have been alloted or you would care to read. However, I think it is sufficient just to say that 1955 was very good to us, and 1956 looks even better. I don't think syndicated television is slipping one iota; in fact it is stronger now than it has ever been, and it is our hope that our 70 salesmen and 30 offices at MCA-TV have had a part in bringing about this situation. We promise you we will do everything in our power to continue this advancement in the coming year.

ROY ROGERS

"King of the Cowboys"

AND TRIGGER

Television—NBC Coast-to-Coast
Sponsored by Post Cereals
A Division of General Foods
Recordings—Bell Label and Little Golden Records

Exclusive Management
ART RUSH, INC.

Public Relations
A. L. RACKIN

Commercial Tie-Ups
ROY ROGERS ENTERPRISES

357 No. Canon Drive — Beverly Hills, California

Canadian Auto Set Sales Up 75%

By
J. M. DAVIDSON
Past President,
C.A.R.T.B.

THE past year has been one of intense activity in the sale of new broadcast receivers with reported Canadian sales around the one million mark. This was divided almost equally between radio and TV receivers. The increased sale of television receivers was anticipated as new stations came on the air. But few broadcasters or set manufacturers expected such a dramatic increase in sales of radio receivers, especially portables and automobile sets. Sales of radio receivers showed an increase of some 20% over the preceding year. But the purchase of portables and car sets went up an amazing 75%.

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The broadcasting industry is confidently looking forward to 1956 being much the largest volume year in Canadian history. Accurate figures are difficult to obtain but the 20% increase in radio revenues last year is expected to continue, and television revenues are increasing at the rate of about 50% each year. Available information would indicate that gross revenue for the broadcasting industry in Canada would reach some $45 million this year.

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The Canadian Association of Radio & Television Broadcasters shares the industry's expansion with a membership at the beginning of 1956 of 136 radio and 25 television members. The appointment of a Royal Commission to view the broadcasting industry assures a busy year for C.A.R.T.B. The Illsley Commission on Copyright may produce its report this year. As in 1955 there may be appearances before various commissions and boards.

One certain activity this year will be the Association's continued emphasis on providing member stations with information on new program techniques. Few Canadian homes lack radio receivers in kitchens, bedrooms and playrooms. There has been a vast increase in the number of portables and automobile sets. These new radio listeners are welcoming the interesting new programs provided by Canadian stations. The fixed national formula is giving way to the popularity of specially produced programs featuring local talent, local personalities and subjects of special community interest.

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The Broadcast Advertising Bureau established towards the end of last year by C.A.R.T.B. has a carefully planned program for 1956. The Radio broadcasting division of the Bureau will continue its presentations to Advertisers and planning boards of Advertising Agencies. The television sales story was dramatically told to some 500 executives in a special TV seminar held in Toronto in January. This was arranged by the Television Representatives Association in conjunction with C.A.R.T.B.

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Community television stations are serving most areas of Canada excepting the six largest cities which in 1956 are still served only by the government owned CBC. The 25 TV members of C.A.R.T.B. are rapidly expanding their operations, the number of homes served and providing an opportunity for local talent to participate in this expansion.

The broadcasting industry will continue in 1956 to improve and expand its services to the 6 million radio and 2 million television receivers tuned to Canadian stations.

Ralph Edwards

TWO RALPH EDWARDS' HITS ON NBC

This Is Your Life

Wednesday

10 P.M. EST

Truth Or Consequences

Friday

8 P.M. EST

Jack Bailey

5¼ Million Rural Homes Own TV Sets

By
JOHN McDONALD

President, National Association of Television & Radio Farm Directors

THE history of farm broadcasting is as old as radio itself. KDKA, Pittsburgh, the first station to go on the air in 1922, employed Frank Mullen as a part-time farm broadcaster. Mullen later became Executive Vice-President of the National Broadcasting Company. Over the next twenty years the growth of farm broadcasting was slow. On May 5 of 1944, some thirty-five radio Farm Service Directors and other persons interested in agricultural broadcasting met in Columbus, Ohio, and formed the National Association of Radio Farm Directors. It was the opinion of that thirty-five then and of the more than 400 members today that scattered listeners on farms and in small rural towns deserve better and more specialized services than the average city listener. The main objectives of the organization have always been to effect programming of farm broadcasts with the emphasis on service. Realizing that farm people depend on radio for essential business information, weather and market reports, the Federal Communications Commission Hearings in 1946 accented the importance of farm service through radio. Since that time both the organization and the services have grown. Accepting the new media of television as an opportunity for more service, the organization became the National Association of Television and Radio Farm Directors both in name and fact in 1953.

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We feel that the Association, under the able leadership of Frank Atwood, WTIC, Hartford, Connecticut, had its best year in 1955. It now has an active voting membership of more than 400 and an associate membership of more than 200. These associate members represent station management, station sales, agencies, representatives, clients and other friends of the Association and of farm people — the folks we talk to daily.

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The radio and television industry has become aware of the farm service type program gaining and holding audiences. This was evidenced by the invitation of eight Farm Directors to speak at regional meetings of the National Association of Radio and Television Broadcasters in 1955. This was our first attempt to present farm radio to management on a national scale. Judging from the comments, letters, and number of inquiries received, NATRFD gained a lot of prestige. Harold Fellows, President of NARTB, said, "I definitely think getting eight of your men into the field to talk to management at the regional meetings was most constructive and more than justified our thinking as to what it would accomplish."

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NATRFD was glad to tell management that we are a professional group and intend to remain as such. With few exceptions, RFDs are men who have farm backgrounds, agricultural college degrees, and prior to their radio work had jobs as Extension Agents, Vocational Agriculture Teachers or some other related work which kept them close to agriculture and farm people. A lot of effort was put into professional improvement during the year. We cooperated with the National Project in Agricultural Communications in holding a TV Workshop in Columbia, Missouri, and also held a meeting with NPAC on market reporting in Kansas City. We have had representation at practically every meeting throughout the nation that had as its purpose the betterment of farm news reporting or farm life itself.

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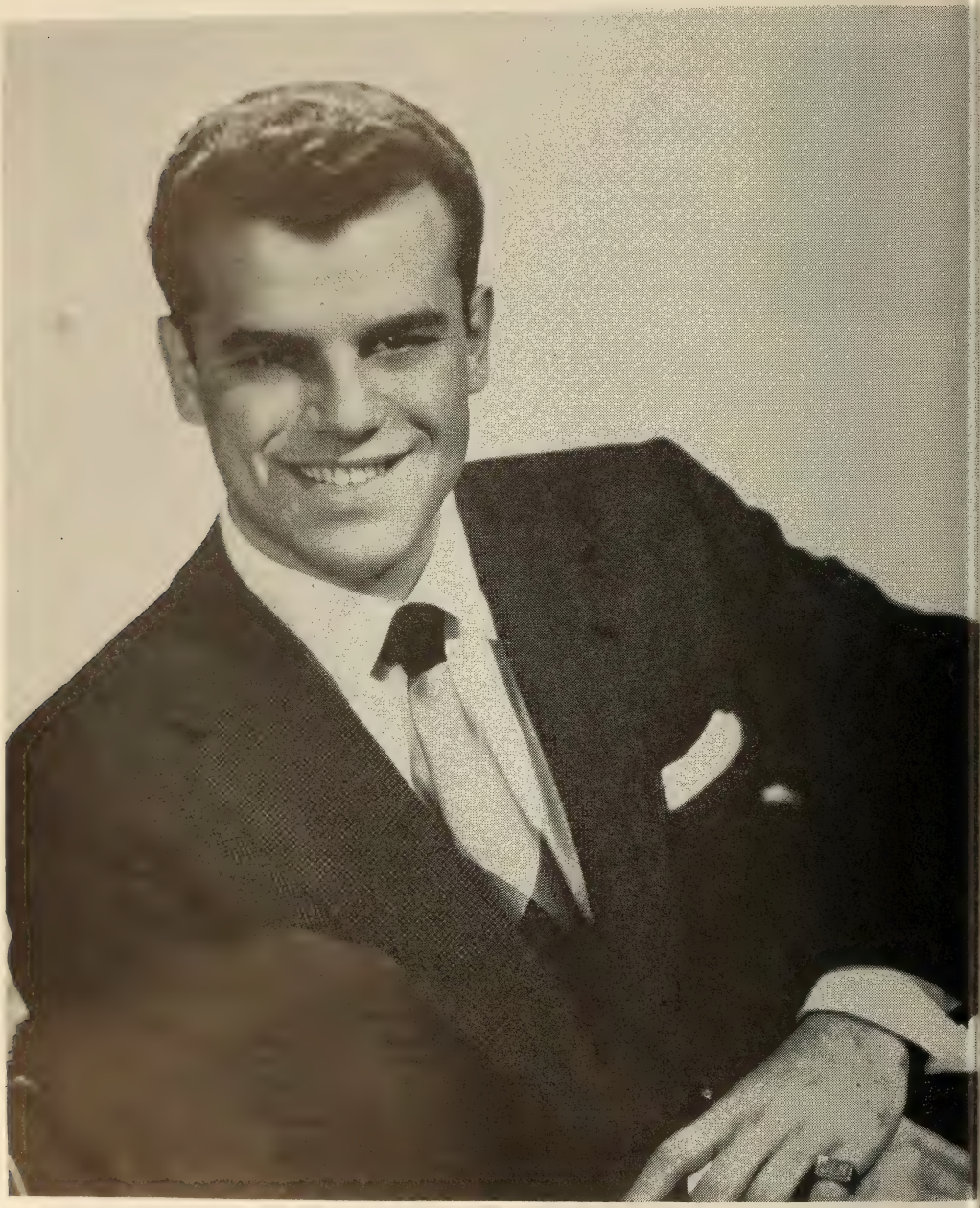
In speaking to our group last June on the lawn of the White House, President Eisenhower said, "The farmer is not just a farmer. He is a citizen of the United States, first and always. And so I think that if we're truly going to interpret the farm problem and farm programs to the farmer, we have got to raise our sights a long ways and interpret . . . and I am told by the Secretary of Agriculture that this group has done a yeoman's job in this regard. For it I hope you will accept my thanks, my gratitude, and more than that my utter conviction that you're doing a truly great service to farmers and to the United States of America."

The last farm census showed that there are 17 million rural homes with radio sets (more than 99%) and more than 5 and one quarter million rural homes with television sets.

Newly elected officers for this year other than myself are: Jack Timmons, Vice-President, KWKH, Shreveport, Louisiana; Dix Harper, Secretary-Treasurer, WLS, Chicago; Herb Plambeck, Historian, WHO, Des Moines, Iowa and Wes Seyler, Editor of "Chats", WIBW, Topeka, Kansas.



Julius La Rosa

Resurgence of Radio In Latin America

By
A. M. MARTÍNEZ

Exec. Vice-President, Caribbean Networks, Inc.

Treas., International Advertising Association, Inc.

AS we begin 1956 and we look at the past twelve months, two important factors seem to stand out in Latin America. The first is the rapid rate of growth of commercial television in such markets as Brazil, Cuba, El Salvador, Guatemala, Mexico, Puerto Rico and Venezuela. It is not so much the number of additional stations, which were very few, but mainly the improvements made to the existing ones, both in programming and equipment, in service to the sponsors and longer hours of operation for the viewers, and, of course, the rapidity with which these factors are creating new TV homes by the tens of thousands. Yet, one must realize sets are imported and their retail prices are loaded with such necessary expenses as transportation, marine insurance and high import duties, therefore, a great deal more expensive than at home. However, Puerto Rico and Cuba, for example, each bought more TV sets than twenty U.S. states during 1955.

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The second factor is the effect television competition has had on radio broadcasters. Radio found out, sooner than its counterpart in the United States, that it would have to be on its toes not only to keep and increase its audience but also to keep and increase its revenue instead of remaining stationary or decline. Hence, painstaking plans were made and put in operation by the most important and progressive radio broadcasters during last year to improve the programming with new ideas, acquire better and more up to date equipment and put its own house in order.

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So far these two factors have brought important economic results to the radio and television industry in Latin America. In addition, advertising budgets were increased to cover both radio and television with the natural chain reaction of increased sales of goods and services for the advertisers.

In general, the outlook for 1956 is good, perhaps even better than it has been for a long time. Here is additional background. It is a well known fact that most Latin American cities have far too many radio stations. Now, in this movement of radio stations to keep and increase revenue and audience, many of the smaller operations, poorly managed and badly equipped cannot stand the pressure. Some already have suspended broadcasting and others soon will be off the air. This is a hard blow but under increased competition, how can a city of the size of San Francisco, as a comparative example, but without its trading area, support thirty-four radio and 5 television stations! It stands to reason some stations must fall by the wayside as there is no other way to stop them, because now it is too late to invest additional capital.

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The management of the radio and television stations represented by Caribbean Networks has had the foresight to look at the future and act by installing better antennas, more powerful radio and TV transmitters, rebuild studios, form radio networks with powerful FM links and television networks with their own microwave relay units, operate longer hours with better programs, etc. One network will transmit 400 sport events by remote control, another network will broadcast over 35 "Soap Operas" daily and still another station will transmit "live," direct from a baseball park, two games a week plus the entire schedule of the top teams of the winter league: I am sure many of you have heard how CMQ broadcast "live" the world series on radio and television with an airplane acting as a "link" and how it fed NBC "live" portions for "WIDE, WIDE WORLD." These are but a few of the many accomplishments necessary to keep pace with competition and progress.

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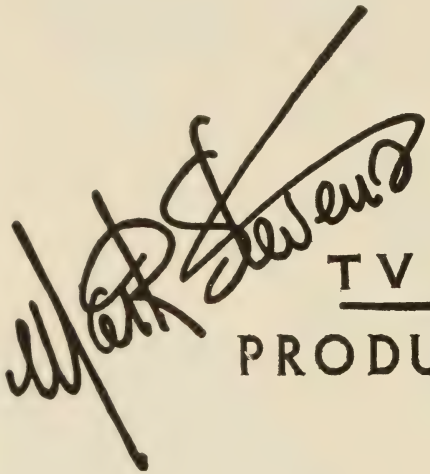
1956 will see a richer and more abundant year for advertisers, advertising agencies, radio and television stations in the international field.



TV COMPANY

PRODUCTIONS INC.

TV COMPANY

"BIG TOWN"

for Lever Bros. Company

and

General Motors,

A.C. Spark Plug Division

PRODUCTIONS INC.

"TIMETABLE"

United Artists Release

Analysis Compulsory For Newscasters

By
JOHN MacVANE

President
Association of Radio
News Analysts

THE Association of Radio News Analysts this year has begun an inquiry into the charge by radio-television critics that the American public is being lulled into a "deceptive sense of security through the failure of television to present news analysis on a regular frequent basis."

In an article last November, Jack Gould, columnist of the New York Times, asserted that the public has suffered from a "coast to coast vacuum in the realm of mature analysis of the contemporary scene." Gould charged that Television, fearful of controversy, has calculatedly avoided the type of program which would require the set owner to think the most and has provided instead a "protective cloak of continuous escapist entertainment," isolating viewers from "adequate awareness of the realities of day to day life." He maintained the public needs news analysts as "watchdogs" to remind listeners and viewers that the world never stands still and to stimulate them to independent thought.

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I have noted Mr. Gould's article because he outlined what other respected critics in the field, notably John Crosby of the New York Herald Tribune, have been saying recently. Many have been emphasizing that as of today Television prefers the "videogenic announcer" who can read a news bulletin — to the men who, themselves, have something to say. I think most professionals in our field would agree that the public is being deprived even of the right to disagree with comment on TV, comment which may be sharp, or controversial, but which is thought provoking. Alas! Not much thought is provoked by the bland baby-gruel of newsreel news now fed the public.

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One of ARNA's major purpose, from its founding fifteen years ago, has been the protecting of "the best interests of the public and the industry," as well as maintaining the "independence and prestige of the profession" and "improving the standards of analytical broadcasting."

ARNA has fought successfully to protect the reputations of its own members as experienced reliable commentators. ARNA did not and does not consider that the public interest would be served by commentators, whose opinion and advice on the state of the world reached so many of their fellow-countrymen, voicing commercials. ARNA fought this battle in the public interest and won it. The stand is now accepted by the networks, although, at a recent private meeting with network officials, it is noted that sponsors still would like to have commentators put their prestige into commercials for the sponsors' products. (One result of this has been that sponsors have applied on occasion the all-inclusive term "commentator" to their newscasters who are naturally not averse to reading a minute of news about the Middle East crisis, followed by a minute of advice to smoke El Ropo cigarettes.) I mention this because the ARNA effort to keep news analysis free was done in the public interest and not seldom at a loss of income for ARNA members.

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Now, since there seems to be a definite feeling among the serious Radio-TV critics that the "best interests of the public" are being affected by the failure of the industry to stimulate though and discussion through news commentary, ARNA has devoted several of its recent meetings to a discussion of this topic. These are being continued and form a field of activity separated from the usual private meetings of ARNA with distinguished American and foreign statesmen, contacts which, of course, have been taking place as usual.

It is too early to reach any conclusions on the extent of the problem, before an adequate number of network officials and other authorities in the field are consulted.

It has seemed to ARNA, however, that the analysis and interpretation of news should find a regular place on the daily schedule if the broadcasters are to fulfill the demands of the charter under which they operate to serve public interest, convenience and necessity.

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ARNA is well aware of the challenge of the new means of communication. How to marry the expert knowledge of the news analyst to the ability of the visual technician must be a subject of experiment, and it may be that at times, the analyst will be behind the scenes working on the preparation of TV news in depth, at others in front of the camera. But the claim of the critics that the public is being subjected to a stupifying mesmerising wheel of escapist entertainment seems to emphasize that news analysis must find a place, if Television's duty to the public is to be anything more than — just words.

"TELEVISION'S NO. 1
MUSICAL SHOW
OF THE YEAR!"*

LAWRENCE WELK

and His Champagne Music

Presented By The
DODGE DEALERS
OF AMERICA...
SATURDAYS — 9-10 P.M. (E.S.T.)
ABC-TV COAST-TO-COAST

*RADIO-TV DAILY'S
ANNUAL POLL OF
AMERICA'S RADIO-TV
NEWSPAPER EDITORS

AWRT Maintains 11 Chapters In America

By
BETTE
DOOLITTLE

AWRT Eastern Area
Vice-President

IT WAS a year full of progress for American Women in Radio and Television, Inc. A year in which membership grew to an all-time high of 1,325. President Jane Dalton of WSPA, Spartanburg, S. C. and all of AWRT are to be congratulated on the growth of the organization, its increased activity and the valuable service to its members in the bringing together of women with something in common — employment in the broadcasting industry.

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The exchange of ideas and information when it is undertaken by women is always of great and far-reaching importance and has been demonstrated in AWRT. We have seen small local chapters form with no more than the seven required minimum of members, women who got together to exchange ideas and information, and within a few months that membership has doubled and even tripled with a program of activity underway which reached all the women in the area in the broadcasting field, cooperating in community and industry projects and furthering their own value and stature by **helping one another.**

AWRT's 1,325 members come from every state, Alaska, Hawaii, Puerto Rico and Canada. There are 26 chapters, with eleven of them chartered in 1955. The majority of members are employed by radio and television stations and networks in widely diversified jobs: broadcasters, disc jockeys, administrators, program directors, continuity directors, lawyers, owners, librarians, and women in traffic, writing, publicity and promotion, education, film, sales and music.

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Another important segment comes from advertising agencies, package agencies and public relations firms. These women are account executives, administrators, writers, actresses, publicists and in agency production. Companies that want to reach Mrs. Consumer have home economists and consumer service women in membership, too. Government agencies and public service organizations also are represented. There are also many free-lance writers and performers, casting directors, researchers, industry consultants, and women writing for the important broadcasting trade press.

AWRT has demonstrated that it has something of value for every woman who is employed in broadcasting, either part or full time, wherever she might be.

News and Views, the AWRT monthly newsletter continues to carry news to every member. All chapter activities are reported, outstanding success stories of members and reports from its board and national committees.

Eleven national committees function in AWRT: Eligibility, Constitution and By-Laws, Membership, Projects, Public Relations, Scholarship, Publicity, Information Services, Convention, Industry and Information and Chapter Services. The latter two are new committees, having been created in 1955.

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The AWRT 1955 Convention held in Chicago in May, was the largest in its history, with a registration of 529. The first AWRT Scholarship was awarded to Heather Woodard, 21-year old student at the University of Miami. Panels, speeches and business meetings gave to every delegate useful information, and more significantly, **inspiration** to improve her own work and contribute her share to the progress of the industry. The McCall Award again was a highlight, with seven women in radio and television receiving gold mikes as symbols of their achievements and service to the listening and viewing public.

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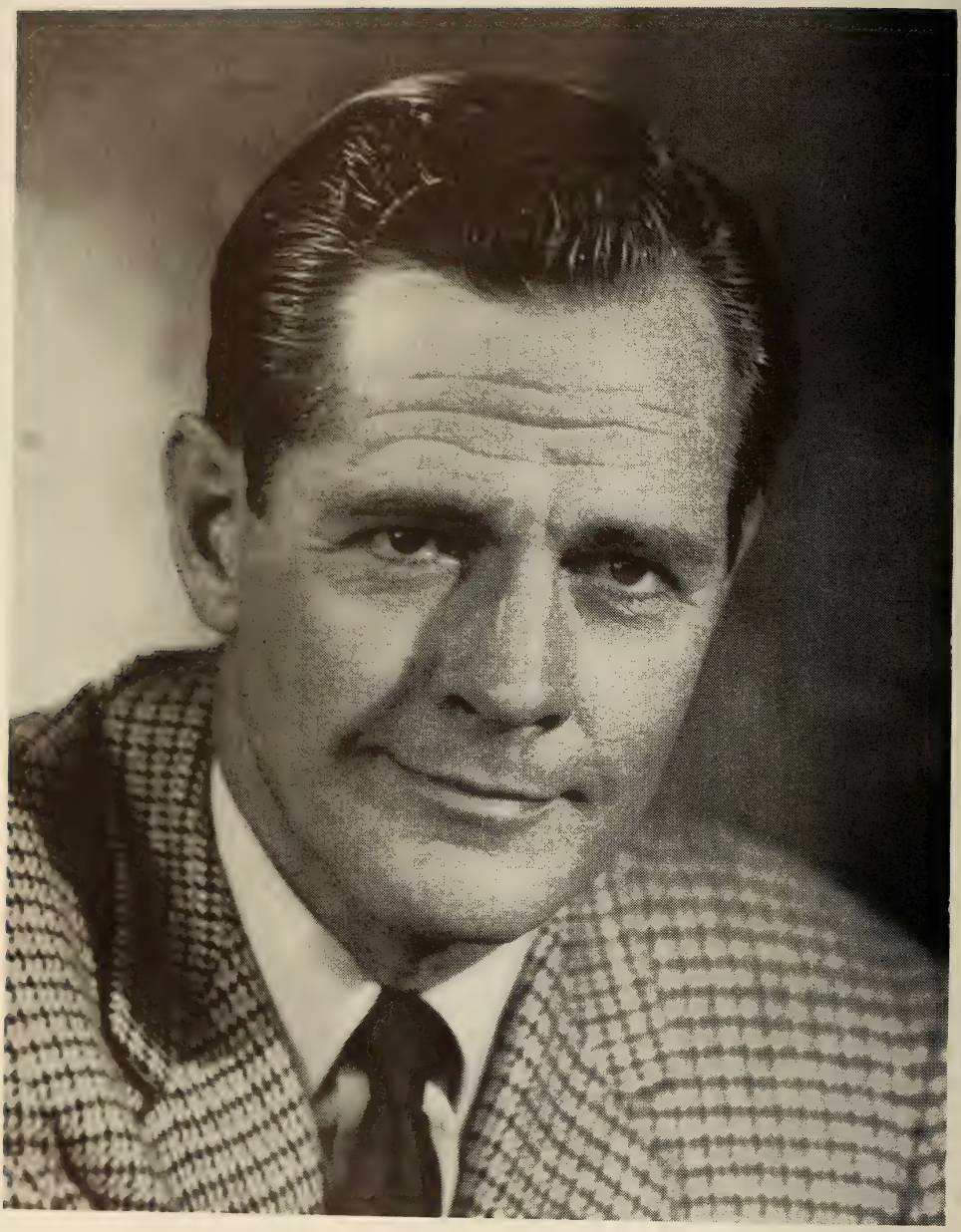
The AWRT Scholarship deserves special mention here, since it is the pioneer effort by women in broadcasting to encourage college women to enter the field. The $500 cash award is given to a woman in her junior year in college, who is majoring in radio and/or television, and with the scholarship goes the guidance and counsel that the winner may draw upon from the membership of AWRT. The Scholarship can be best described as the faith and enthusiasm radio and television women have in their own work and in the future of the industry.

AWRT has great plans for the future. The national convention will be held in Boston in April of 1956, with Heloise Parker Broeg of WEEI as Convention Chairman. In 1957 the convention will be in St. Louis, and in 1958 the West Coast.

AWRT has come a long way since its organizing convention in New York City, in April, 1951 when it had a total of 358 members. But we consider our work only begun and will continue our efforts to build the organization.



DONALD WOODS

YOUR HOST ON

THE DAMON RUNYON THEATRE
CBS-TV

THE WOOLWORTH HOUR
CBS-RADIO

Exclusive Representative
MARTIN GOODMAN
JUdson 6-1180

Public Acceptance Is Sales Barometer

By
DR. W. R. G.
BAKER

Vice-President of the
General Electric
Company

WE can expect significant developments in electronics in 1956, perhaps even greater than the progress achieved in 1955.

During the year just ended, General Electric Company introduced lightweight portable television sets, convertible clock radios and transistorized portable radios which were considered as outstanding innovations in the consumer goods market. The heavy public acceptance of these items was a reliable barometer indicating that the developing trend toward compactness and portability will be with us for some time. This trend will make itself felt not only in consumer goods lines, but in other products as well.

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The trend to miniaturization which we can expect in 1956 goes hand in hand with that of compactness and portability. The year 1955 saw advancements in printed wiring, micro-miniature ceramic and metal tubes, and micro-power transistors. Next year, we can expect a furthering of developments along this line — only one of which will be a tiny resistor-capacitor network assembly now undergoing refinement within our General Electric Electronics Division.

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In the field of broadcast equipment, we pioneered in 1955 in equipment which moved television broadcasting to the highest transmitting powers allowed by FCC, thus insuring better reception in fringe areas. And, to meet the demand for industrial television, an area which will see heavy commercialization in 1956, General Electric made available new high-quality camera equipment, with improved camera tubes. Similar progress was made in cathode-ray tubes during the year.

Our mobile communications equipment line also saw substantial improvement during 1955, and we paid considerable attention to microwave relay systems. A new laboratory of the G-E Electronics Division was established during the year at Palo Alto, Calif., for this latter purpose.

For defense, we are continuing our development of more powerful and more efficient radar equipment, and are placing more emphasis on electronic defense systems. To accomplish this, our Electronics Division was reorganized just before the turn of the year, to bring about a closer coordination of our Company's military electronic businesses.

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This organizational realignment, however, was not concerned with military electronics alone. It also was designed to help us keep pace with the great steps forward which are anticipated in the next five years in industrial electronics including such areas as semiconductors, computers, and automation.

The electronics industry heard the last-mentioned word — automation — with abundant repetition in 1955. Undoubtedly, we will hear more of it in 1956 and the years beyond. It is a catch-all word which is meant to sum up everything the industry in general has been doing to manufacture equipment in the most efficient manner possible.

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Whether we thing of automation in its true sense — that is, the programming of machines by electronic control — or in the sense of achieving increased mechanization with more intricate systems of conveying goods — the ultimate desire is still the same. We have as our goal the primary objective of improving processing and assembly operations so that the consumer, in the long run, will get a better product at the most economical price possible.

As we see it, the technology of automation is only part of the program for progress which will lead us to new horizons in 1956 and the years ahead.

The Adventures of Ozzie and Harriet televised every Friday night over the ABC-TV network.

Public Interest Campaigns Get Results

By
GORDON C.
KINNEY

Radio & Television
Director The
Advertising Council

IT IS nice to be able to report, in this Annual, that the past year has seen a sizeable increase in the time, talent and circulation contributed by broadcasters and advertisers to public service information campaigns. More television and radio circulation was given to more campaigns of government agencies and private organizations last year than in any previous year. And the outlook for even broader broadcasting support of public interest projects in 1956 is very bright.

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The number of network television programs and advertisers that cooperate with The Advertising Council in supporting its campaigns continues to grow. More and more filmed TV shows are finding it possible to insert public service appeals. The many multi-sponsored TV shows are now devoting time to these vital projects. Even the most expensive spectaculars and special shows are sharing time with campaigns in the public interest. The drive of the Council to enlist the help of television's biggest programs in the best time periods — and thereby assure public interest campaigns, the largest audiences and best that TV has to offer — is succeeding.

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It is the Council's goal to have the cooperation of every network television program in Class A Time in support of important public service campaigns. This goal was nearly reached in 1955. We are confident that the few remaining programs and advertisers who have not yet joined in this important phase of broadcasting will participate in 1956. Also, as television stations increase throughout America, they bring these vital messages to new audiences, new markets — broadening further the generous support, expanding further the role of the broadcaster in the public service.

But rather than detail for you here the continuing growth of public service broadcasting and advertising, it might be best to answer the questions, "Do these broad public service campaigns, which America's broadcasters support so generously, achieve any results? Are they effective?"

Here briefly, are reports on a few of the Council's Major campaigns:

Better Schools

- Four-years-ago, there were some 17 local citizens committees working to improve public schools. Today, the total exceeds 10,000. In 1955, there were 34 state citizen committees — an increase of 10 over 1954. In 1947 membership in Parent-Teacher Associations totaled 4½ million. Present membership is over 10 million.

CARE

- In 1955 more CARE packages were shipped overseas than in any previous year. Over one million of the so-called "Dollar Packages" were shipped during the calendar year.

Engineers Wanted

- While overall college enrollments rose 8% as of September, 1955, enrollments in engineering colleges rose 9%. Freshmen enrolled in engineering colleges were 10.4% of the overall college freshmen enrollments. This compares with a 7% figure in 1952, the year the Council originated its campaign.

Fire Prevention

- Statistics for fire losses during 1955 showed a leveling off after four years of steady increase.

Religion In American Life

- In communities mobilized around the RIAL program increases in attendance at religious services have taken place running from 10% to as high as 50%. Experience indicates that these results generally continue long after the conclusion of the program.

Stop Accidents

- In 1954 the national death rate was reduced from 11.3 per 100 million passenger miles to 6.5. While the actual number of deaths for 1955 probably will show an increase over those of 1954, it is indicated that the death **rate** may not be affected adversely.

U. S. Savings Bonds

- Sales of E and H Savings Bonds in 1955 were the highest in peacetime history. Cash sales totaled about $5½ billion compared to $4,900,000 in 1954.

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Broadcasters and advertisers can be proud of their part in helping to produce results like these. If we all work to expand even further the support and effectiveness of television in these areas, we can achieve even more remarkable results in solving America's problems the voluntary way.

SAMMY KAYE

RADIO: Sunday Serenade — ABC

TELEVISION: So You Want To Lead A Band!

COLUMBIA RECORDS

RCA THESAURUS

Management: DAVID KRENGEL

607 Fifth Avenue New York City PLaza 3-2636

Direction — MCA

Public Relations: DAVID O. ALBER ASSOCIATES

Color TV Transition Must Be Smooth

By
JOHN SINN

President
Ziv Television Programs

IN THE past few months, it has become very clear to the television film industry that a plentiful basic supply of film programs is not enough, in itself, to attract either audiences or advertisers — particularly advertisers.

The top advertisers using syndicated films today are paying careful attention to star names, production values, script quality, and promotional opportunities. They are taking a close look before they bet their advertising chips for a whole season.

But, we've learned, when they find a show that measures up, they don't skimp on their program budgets. Quality, more and more advertising executives fully realize, has to be purchased — not bargained for.

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We are very proud of the fact that we have a very low turnover in our clients, year after year, and a very high renewal rate on shows continuing in production. In fact, more than 75% of the clients with which we started out some six seasons ago are still on the roster of Ziv Tv sponsors.

The continuing quality of the film series we have delivered to our clients has built their confidence in us. And, the confidence of our advertisers has enabled us to map out a production goal for 1956 that is expected to be 38% over the level of 1955 — a year in which we produced more than 3.2 **million** feet of program film footage and 428,976 feet of special custom commercials at our Hollywood studios.

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As you might imagine, the number of man-hours and the amount of talent that must be poured into such an ambitious schedule is enormous.

Take actors, for example. We have been able to attract top marquee names — like Barry Sullivan, Richard Carlson, Broderick Crawford, David Brian — and others to star in our telefilm series by paying top prices, and by proving that they will get nationwide exposure on television that rivals any other medium in existence.

But telefilms can't be made with stars alone. You need supporting players, character actors, extras. They, too, must be of a high calibre to maintain your overall quality.

At our Hollywood studios recently, we inaugurated what is probably the biggest schedule of talent auditions ever seen in the film industry. We will screen groups of actors and actresses of all types twice a month, and hope to find as many as 250 "new" faces for our $12 million 1956 production schedule.

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Why are we forced to hunt for "new" faces in Hollywood, the talent center of the worldwide film industry? It's true there's no particular shortage of acting talent. But television, and television filming, has grown so extensive that we must enlarge this talent pool, since we and others are constantly using it. Fresh faces help us to maintain freshness in our productions — particularly those of a semi-documentary nature, such as "Man Called X," "Highway Patrol," and "I Led Three Lives" and dramatic anthologies like "Science Fiction Theatre." And, it ultimately helps to build large program audiences for the advertiser's commercials.

This is only one facet of the problems that face us as a leading telefilm producer. We constantly search for top-notch writers, and have employed such well-known TV dramatists and screenwriters as Jerome Lawrence and Robert E. Lee, authors of "Inherit The Wind"; Robert L. Smith, who scripted "Sudden Fear," Jo Pagano, Gene Levitt, John Larkin and many others. We have sought out the top directors, producers, cameramen, technicians, lighting experts. Everything, from the raw film stock you use right through to your distribution organization, must be top caibre. Otherwise, a weak link in your chain will lower your over-all quality.

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It all adds up to one thing. As film producers, we feel that our primary responsibility is to deliver a quality product to our customers. At the same time, we also feel a responsibility toward the millions of viewers who watch Ziv-produced telefilm shows in over 280 cities in the United States.

The viewer of today is getting more and more selective in his choice of viewing fare. But we at Ziv Television Programs feel confident that we will prove equal to this challenge, and that we will continue to play a major role in an industry which will forge beyond the conventional lines as they are drawn today.

IGOR CASSINI

"MILLION DOLLAR SHOWCASE"

New Television Broadcast Techniques

By
DAVID T.
SCHULTZ

President
Allen B. Du Mont
Laboratories, Inc.

PROBABLY the most significant occurrence during 1955 at Du Mont from a television broadcast industry standpoint was our decision to discontinue television network broadcasting, to spin-off our broadcasting properties as a separate corporation, The Du Mont Broadcasting Corporation, and to concentrate upon furnishing technical equipment to the industry.

Du Mont had participated in television network broadcasting since 1946, and in the succeeding years we made many contributions to the development and growth of nation-wide television as we know it today. With the type F.C.C. allocation plan under which the industry is now operating, there is no likelihood in the near future that there can be enough strong television outlets in major markets to support four network operations.

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With the spin-off of our broadcasting properties in December, Du Mont Laboratories divorced itself from broadcasting. Our direct interest in television broadcasting is now to provide service, transmitting equipment, and new technical advances at the transmitter, studio and film making levels to broadcasters and film producers.

An example of the technical advances and service which Du Mont is equipped to provide is the Electronicam TV-Film System. In this completely new concept for the making of motion picture films, all of the electronic advantages of live television broadcasting are combined with motion picture techniques so that highest quality film can be made in a fraction of the time required by conventional methods.

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The camera units of the "Electronicam" combine an image orthicon view finder with a specially-adapted 16mm or 35mm motion picture camera, using a single common lens system. As a result, film directors, producers and all members of the creative team see the action that is being filmed on television monitors exactly as the motion picture camera sees it. There is no need to wait to see results of a day's shooting. It is seen instantaneously on the monitors by all persons concerned.

The "Electronicam" is a complete system which includes monitors, television switching control units, and matting amplifiers. An editing master film is made electronically while the high definition film is being shot, and this editing master is recorded complete with wipes, fades, laps, super-impositions and other special effects.

In the broadcast equipment field Du Mont pioneered again with a completely new method for live color television pick-up. Called "Vitascan", this new system enables a television station or closed-circuit broadcaster to present live color television without the need for expensive tri-color cameras and their problems of registration, long warm-up time and numerous highly-trained technicians.

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This is accomplished by scanning a scene with a beam of light and using photoelectric cells to pick up the reflected light and convert it to electrical energy. In the "Vitascan" system, the scanning is done by a cathode-ray tube and the reflected light is picked up by multiplier phototubes which not only convert the light to electrical energy but multiply it many times. Correct signals for color transmission are achieved through the use of color filters placed in front of the phototubes.

"Vitascan" is actually the reverse of usual television techniques. In "Vitascan", what appears to be the camera is actually the light source or scanner. Above the studio, where floodlights would ordinarily be, are the multiplier phototubes.

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Because "Vitascan" works on the principle of a reflected beam of light, the action must take place in a light-tight studio. So that actors can see in the studio, stroboscopic lights flash on 60 times a second during the blanking interval when the cathode-ray beam is shut off.

The "Electronicam" and Vitascan" are two of our most recent developments to serve the television broadcast industry. Du Mont continues its basic research in transmitter circuitry, studio equipment, optics, film production and color television transmission to give broadcasters the best technical products and service.

LEE GRAHAM

Mutual Broadcasting System-Radio — WABD-Dumont Television

Cuban Annual Ad Investment $7 Million

By GOAR MESTRE
President, Circuito CMQ, S.A.

CUBA'S first TV license was granted to CMQ early in 1950 and our Channel 6 transmitter went on the air in mid-December of that year, before our television building, adjoining our radio installations in Radiocentro, had been completed. A 5 kw transmitter, with a 3-bay superturnstile antenna on a 200 ft. hurricane proof tower atop the television building, was inaugurated together with two iconoscope film chains and four projectors and two studios, with two cameras each, plus a mobile unit equipped with microwave and cameras.

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A small 16 mm film processing laboratory was installed in order to provide adequate facilities for the production of TV commercials, and the usual provisions for a reasonable amount of scenery and props were also included.

On March 12, 1951, the official inauguration of CMQ-TV took place with the attendance of the highest Cuban authorities, including the President of the Republic and a group of U. S. advertising agency representatives, newspapermen and editors of trade magazines, who came to Cuba as guests, to join their Cuban colleagues on the eventful occasion.

From the very beginning of television in Cuba, it became evident that response to the new medium, on the part of the advertisers and the general public, was surely to exceed our fondest expectations. By the end of 1951, CMQ-TV was in the black, the number of live programs was far greater than could be adequately handled with the existing facilities and there were more than 25,000 TV-homes in Greater Havana.

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In November, 1951, CMQ inaugurated in the city of Camaguey, the first of four TV stations in the Interior of the island which were to make up its national network, for which both advertisers and the general public had been clamoring since the inception of television in Havana, less than a year before. In March and April of 1952, additional transmitters went operative in the cities of Matanzas, Santa Clara and Santiago de Cuba, and our Video Recording Department was ready to handle over 20,000 feet of 16 mm film daily, containing all of CMQ's 6 hours of daily program fare. By May 1st, 1952, our national TV network was a reality and TV had come within the reach of nearly 70% of all Cuban homes.

While this expansion in our transmitting facilities was taking place, additional studios and cameras were being added in Radiocentro and by mid 1952, the number of studios had increased to five, the mobile units to two and sixteen cameras were in daily use.

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While there are no official figures available, we estimate that total advertising investment in the television medium in Cuba is currently approaching a figure equivalent to seven million dollars a year, a substantial share of which is being invested in the CMQ-TV network. This is due to CMQ's superior programming, which commands at all times an audience in excess of 50% of all sets tuned in at any one time.

Program ratings in Cuba are undergoing the same process which has been observed in the United States and while three years ago it was not uncommon for a top program to hit a rating of over 60, today there is only one program on Cuban television that exceeds 50, and those that exceed 40 can also be counted with the fingers of both hands. At CMQ, however, when a program does not obtain a rating of more than 25, we seriously begin to consider throwing it out the window.

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Summing up, boldness in programming, boldness in creative selling, and a tremendous expansion in technical facilities, have made CMQ-TV grow spectacularly during the past five years. What the future holds for Cuban television, greatly depends on the general over-all economical situation of the country which, in turn, hinges to a greater extent than most people realize, on what happens to U. S. purchases of Cuban sugar.

This little island in the Caribbean, everyone knows, is among the world's best and largest consumer of U. S. manufactured and agricultural products, having one of the world's highest per capita rates of consumption of such products. The extent to which television will participate in the overall advertising picture greatly depends on the demand for such imported or locally manufactured goods.

JEAN MARTIN

ABC-TV

Syndication Now Permanent In TV Field

By
DAVID V.
SUTTON

Vice President
in Charge of
MCA-TV Ltd.

DESPITE some comments to the contrary, I think 1955 saw syndicated television reach a mature stage. I think further that syndication has become one of the basic mainstays of the medium, and 1956 will see it established even more firmly.

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Many previously notable trends became more in evidence in 1955 and will play an important part in shaping the future of syndication in the year to come. In 1955, these four factors underlay the development of most national trends: the emergence of top-quality productions filmed expressly for syndication; the rating success achieved by syndicated shows even when paired against well-known network fare; the choice time periods obtained by syndicated properties, notwithstanding the general "tightness" of prime time experienced by the industry as a whole; and finally, the entering en masse of the medium by a big number of national advertisers.

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With the emergence of the dramatic spectaculars during 1955 by the networks, tv film distributors met the challenge with quality products. In line with the trend of handling only top-quality shows, MCA-TV, for example, in June, 1955, released a work of Lloyd C. Douglas for presentation on television for the first time. "Dr. Hudson's Secret Journal," based on the novel by the eminent author, has presented the film buyer with the opportunity of sponsoring a show of quality with originality and the opportunity of associating his station or product with the works of one of the most distinguished writers in the literary world. This is the trend which became so evident during 1955 and will be of primary importance if syndication is to present the type of product that can pull high ratings against a national show.

Given a good time period, a high-quality show made for syndication can match the rating of a network show. Carrying this one step further, there is little doubt that a good syndicated show, given broad coverage, can offer fierce competition to a network presentation. Using MCA-TV's own highly successful "Waterfront" series as an example, we found that in 34 ARB metropolitan market reports listed as carrying the series, an approximate 4,200,000 homes watched the program out of a potential of 15,900,000 unduplicated homes. This is a highly respectable audience level for any show, syndication or net.

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As a result of proving they can attain high ratings, syndicated shows are now able to obtain prime telecast time. For example, "Waterfront" was able to obtain prime evening time in such major markets as: 8:00-8:30, Wednesday, Houston; 8:30-9:00, Friday, in San Francisco; and 8:30-9.00, Thursday, in Portland, Oregon. These are time slots once considered the exclusive domain of the networks. It is interesting to note that even in markets where "Waterfront" did not get prime time, like Philadelphia, where it is telecast Sundays 6:30, the high quality of the show earns a 35.6 rating which ranked eighth in the market among all shows, network or local origination.

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There is still another vital factor to be taken into consideration when attempting to define the scope of film syndication. There is the sponsor's angle. Many of the nation's biggest and most astute advertisers have realized the value of syndication, as evidenced by their entering the medium en masse. The list of major advertisers now using syndication reads like the blue book of advertising. Such important sponsors as Procter and Gamble, Standard Oil Company, Ford Dealers, Coca-Cola Dealers, Liebman Breweries and Heinz Company have entered syndicated television in the past. Major advertisers found they could purchase syndicated fare and get prime time rather than go into fringe network time. This allowed the advertisers to slant their campaign toward the consumer situation in the market and maintain one theme through their advertising campaign.

Today in any evaluation of television, syndicated TV must be considered a major factor in the broadcasting industry. We are headed toward a stabilized business year. It is apparent that syndication is moving ahead into a permanent and prominent position in the nation's most dynamic advertising medium.

FRED ASTAIRE — CHARLES L. CASANAVE

FRED ASTAIRE DANCE STUDIOS

187 PARK AVENUE • NEW YORK 22, N. Y.

PLaza 9-5800

65 TV Stations Across Canada By 1958

By
JULES
LaROCHELLE

Canadian
Correspondent
Radio Television Daily

THE Canadian radio and television industry in all its phases recorded further sharp growth in 1955 and outlook for 1956 is declared highly favorable by all those connected with the industry — either in the broadcasting, advertising and manufacturing ends.

Numerous other outlets were initiated during the year, both for television and radio broadcasting and it is now estimated that television coverage spreads to reach over 10,000,000 Canadians, while radio coverage, of course, is pretty near the 100 per cent mark.

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Canadian manufacturers of television and radio sets report higher production and sales for the year 1955. It is estimated that already Canadians have spent more than $500,000,000 for television sets and other related appliances thus far. There are at present some 1,600,000 black and white TV receivers in homes across the country. For this year, official associations report that when final figures become available it will be shown that 1955 tv set sales amounted well over 750,000 units. (Latest official figures indicated that in the first eleven months of 1955 there were 690,071 TV sets sold, compared with 530,350 in the corresponding period of previous year. Value of television sets sold in the eleven month period of 1955 was $209,160,-249). There was a decline in average value of sets in that period — from $348 year before to $303 in latest period.

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As for the sales outlook of tv sets, makers feel that growth will not be as pronounced in 1956 but the market just the same is not expected to ever become saturated. They point out to the experience of the radio receiver market where despite the fact that television has given stiff competition to the older system, sales have continued at high level right along.

As far as the broadcasting end of the radio and television industry, conditions remained favorable. Advertising revenues were good, especially for television operations. Also, radio broadcasters managed favorably despite the fact that they had to considerably re-arrange program schedules.

An important development in the year and one that will have an all-important bearing on the future of the whole television broadcasting business was the progress reported in the cross-country 3,800-mile coast-to-coast microwave system. Using 135 relay points to make simultaneous transmission of nationwide TV programs, the system is expected to be completed on schedule by 1958.

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Contract for the giant network was awarded to the Bell Telephone Company of Canada, acting for the Trans-Canada Telephone System, an association formed of Maritime Telephone & Telegraph Co., New Brunswick Telephone Co., Bell Telephone Co. of Canada, Manitoba Telephone System, Saskatchewan Government Telephones, Alberta Government Telephones and the British Columbia Telephone Co. The seven members are responsible for construction in areas they serve. Also to extend the French-language television network in Eastern Canada, the Canadian National Railways and Canadian Pacific Railway Company have opened micro-wave networks from Montreal to Quebec City — which is now used by the CBS — and further contract has been awarded to push the service from Montreal to Sherbrooke, Que., as far east as Rimouski, Quebec. The railways have also developed a network between Toronto, Hamilton, Kitchener, Wingham, London and Windsor, in Ontario.

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Latest compilation available showed that the following Canadian cities were serviced by private television stations: St. John's, Nfld., Sydney, N. S., Charlottetown, P. E. I Saint John, N. B., Moncton, N. B., Jonquiere, Que., Rimouski, Que., Quebec City; Sherbrooke, Que.; Hamilton, London, Windsor, Wingham, Barrie, North Bay, Timmins, Sudbury, all in Ontario; Brandon, Man., Saskatoon, Sask., Regina, Sask., Lethbridge, Edmonton and Calgary, Alberta, Peterborough, Kingston, Sault Ste. Marie and Port Arthur, Ont. The CBS operated TV stations at Halifax, N. S., Montreal, Ottawa, Toronto, Winnipeg and Vancover. Of the immediate future as far as television stations additions is concerned, private interests maintain that they could have up to 65 stations operating across Canada by 1958 — if more than one outlet is permitted in all centers.

Seen Coast to Coast
Monday Through Friday
7:00 P.M. EST., ABC-TV

Burr Tillstrom's

KUKLA, FRAN and OLLIE

with Fran Allison

SPONSORED by the GORDON BAKING COMPANY
in NEW YORK, CHICAGO, DETROIT and ELKHART, IND.

Produced by BEULAH ZACHARY
Directed by LEWIS GOMAVITZ
Assistant to BURR TILLSTROM — JOSEPH LOCKWOOD
Music by CAROLYN GILBERT

We Are an ABC-TV Co-op Program

Radio-TV Members Boost Press Corps Total

By
LOUIS P.
LOCHNER
President
Overseas Press Club

THE Overseas Press Club of America was organized in 1939 under the leadership of Wythe Williams, veteran New York Times foreign correspondent, as an association of journalists who have served or are serving American newspapers, news associations, magazines, radio and TV abroad as foreign correspondents or photographers.

Beginning with 40 charter members, the Club now numbers 1500 and includes virtually every foreign correspondent whose name has become familiar through radio and television appearances, or by his or her byline in newspapers and other periodicals.

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In December of 1954, the Club dedicated the Memorial Press Center, a beautiful brownstone club house at 35 East 39th Street, New York, to the memory of over eighty American correspondents on overseas duty who gave their lives during and after World War II so that a free press might continue in a free world.

The furtherance of freedom of speech, press, and assembly is one main aim of the Club. During 1955 it has supported efforts to liberate American journalists in several Latin-American countries who were arrested by dictatorial regimes. It has insisted upon a fair inquiry into the murder of Gene Symonds in Singapore, and has championed Dr. Alberto Gainza Paz's right to regain ownership of La Prensa of Buenos Aires, wrenched from him by Juan Peron.

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In October, 1955, the Club joined the Americas Foundation in sponsoring a two-day Assembly on News, Knowledge and Freedom in the Americas, held in the Memorial Press Center. Problems of inter-American interest were discussed with intimate frankness by a gratifying array of publicists and savants from both continents, among them Dr. Gainza Paz, and general chairman of the Assembly; former President Eduardo Santos of Colombia, publisher of El Tiempo of Bogota; A. A. Berle, associate professor of law, Columbia University; former President Galo Plaza of Ecuador, and Spruille Braden, president of the Pan-American Society.

The Club maintains cooperative relations with the International Press Institute at Zurich, Switzerland. It helps combat the growing tendency in government to render access to information to which the public is entitled, increasingly difficult.

The Annual Awards Dinner, held at the Waldorf-Astoria in April, 1955, was the high-point of the year. An inspiring address by U.S. Senator Margaret Chase Smith preceded the presentation of a series of awards to foreign correspondents for exceptional journalistic and photographic work.

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At the Club's Tuesday afternoon "at homes" members returning from overseas assignments have reported intimately and authoritatively on the political, social, and economic situation abroad, often speaking off the record.

The Club appeared on the air repeatedly during 1955. Principal event in this category was the NBC Producer's Showcase in November. This TV show was produced for and with the Overseas Press Club. Club members also participated in an NBC panel discussion on Disarmament, with Harold Stassen as guest. Others contributed a WNYC program on Freedom of the Press. The CBS Overseas Round-up by this network's foreign correspondents has become an annual luncheon feature of the Overseas Press Club's Christmas season. The CBS colleagues are plied with searching questions.

One of the most popular features of 1955 Club life was a series of regional dinners, or "national nights," which acquainted the members with the history, customs, arts, and cuisines of France, Israel, Greece, Hawaii, India, Austria, Mexico, and Norway.

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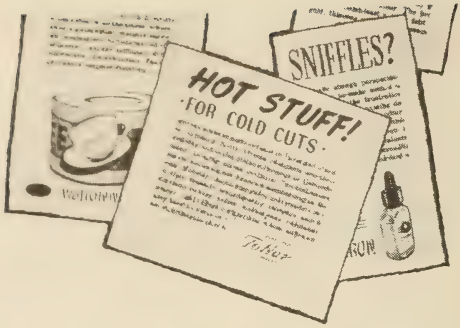
"Book evenings" centering about works of Club members proved impressively stimulating.

One of the Club's many services is that of a Placement Committee, which finds jobs for many members; another is a Group Insurance Plan which furnishes members inexpensive protection of life and health.

The Club publishes a weekly BULLETIN which keeps the membership informed both of the Club's doings and the whereabouts, nature of work, and personal data of the 1500 members. A Who's Who of the membership is in process of publication.


HOT STUFF!
FOR COLD CUTS
SNIFFLES?

NOW ON ABC!

INTRODUCTORY OFFER!
REDUCING PLAN FOR HEAVY EATERS
THE CAT'S MEOW! FOR IT.
FREE!
SALAD IDEAS
HEADACHES VANISH!!!
PROTECT YOUR CAR!
FEEL LIKE A MILLION
FIT TO BE TIED!
10¢

NETWORK RADIO FOR SMALL-SPACE ADVERTISERS!

Sometimes network radio is labeled "Big Advertisers Only." But ABC Radio offers smaller budgets network radio in "bite size." Programs or segments . . . there is a plan tailored to fit every need . . . completely flexible, surprisingly economical. Get all the facts today from your ABC radio representative. This is *your* opportunity to sponsor network radio . . . still the biggest medium for broadest coverage and greatest circulation at lowest cost.

LISTEN . . . the new sound of ABC Radio

7 West 66th St., New York 23, N. Y., *SUsquehanna 7-5000*
20 North Wacker Drive, Chicago, Illinois, *ANdover 3-0800*
277 Golden Gate, San Francisco, Cal., *UNderhill 3-0077*
1539 N. Vine St., Hollywood 28, Cal., *HOllywood 2-3141*

Radio and Television

TELEPHONE NUMBERS

in New York

☆ ☆ ☆

AM Radio Stations

WABC	SUsquehanna	7-5000
WBNX	MElrose	5-0333
WCBS	PLaza	1-2345
WEVD	PLaza	7-0880
WFAS	WHite Plains	9-6400
WGBB	FReeport	9-1400
WHLI	OLympia	8-1100
WHOM	CIrcle	6-3900
WINS	BRyant	9-6000
WKBS	PIoneer	6-6700
WLIB	MOnument	6-1800
WMCA	CIrcle	6-2200
WMGM	MUrray Hill	8-1000
WRCA	CIrcle	7-8300
WNEW	PLaza	3-3300
WNYC	WHitehall	3-3600
WOR	LOngacre	4-8000
WOV	CIrcle	5-7979
WQXR	LAkawanna	4-1100
WWRL	DEfender	5-1600

FM Radio Stations

WABC-FM	SUsquehanna	7-5000
WCBS-FM	PLaza	1-2345
WFAS-FM	WHite Plains	9-6400
WGHF-FM	LExington	2-4927
WNRC	New Rochelle	6-0800
WHLI-FM	IVanhoe	1-8000
WMGM-FM	MUrray Hill	8-1000
WRCA-FM	CIrcle	7-8300
WNYC-FM	WHitehall	3-3600
WOR-FM	LOngacre	4-8000
WQXR-FM	LAckawanna	4-1100

TV Stations

WABC-TV	SUsquehanna	7-5000
WABD	LEhigh	5-1000
WATV	BArclay	7-3260
WCBS-TV	PLaza	1-2345
WRCA-TV	CIrcle	7-8300
WOR-TV	LOngacre	4-8000
WPIX	MUrray Hill	2-6500

National Networks

American Broadcasting Co.	SUsquehanna	7-5000
Columbia Broadcasting System	PLaza	1-2345
DuMont Television Network	LEhigh	5-1000
Keystone Broadcasting System	PLaza	7-1460
Mutual Broadcasting System	LOngacre	4-8000
National Broadcasting Co.	CIrcle	7-8300

Station Representatives

ABC Spot Sales	SUsquehanna	7-5000
Avery-Knodel, Inc.	JUdson	6-5536
Hil F. Best	LExington	2-3783
John Blair & Co.	MUrray Hill	2-6900
Blair-TV, Inc.	MUrray Hill	2-5644
Guy Bolam	MUrray Hill	5-1300
The Bolling Co., Inc.	PLaza	9-8150
The Branham Co.	MUrray Hill	2-4606
Burn-Smith Co., Inc.	MUrray Hill	2-3124
CBS Radio Spot Sales	PLaza	1-2345
CBS TV Spot Sales	PLaza	1-2345
Henry I. Christal	MUrray Hill	8-4414
Thomas F. Clark Co. Inc.	PLaza	5-0376
Continental Radio Sales	LExington	2-2450
Donald Cooke, Inc.	MUrray Hill	2-7270
Devney & Co.	MUrray Hill	7-5365
Everett-McKinney, Inc.	PLaza	9-3747
Forjoe & Co., Inc.	JUdson	6-3100
Free & Peters, Inc.	PLaza	1-2700
Melchor Guzman Co., Inc.	CIrcle	7-0624
H-R Representatives, Inc.	OXford	7-3120
Headley-Reed Co.	MUrray Hill	5-8701
George P. Hollingbery Co.	OXford	5-5560
The Katz Agency, Inc.	PLaza	9-4460
Joseph Hershey McGillvra, Inc.	MUrray Hill	2-8755
Robert Meeker Associates, Inc.	MUrray Hill	2-2170
NBC Spot Sales	CIrcle	7-8300
Pan American Bcstg. Co.	MUrray Hill	5-1300
John E. Pearson Co.	PLaza	1-3366
John H. Perry Associates	MUrray Hill	7-5047
Edward Petry & Co., Inc.	MUrray Hill	8-0200
Radio-TV Representatives	MUrray Hill	8-4340
William G. Rambeau Co.	MUrray Hill	6-5940
Paul H. Raymer Co., Inc.	PLaza	9-5570
Venard, Rintoul & McConnell	MUrray Hill	8-1088
The Walker Representation Co., Inc.	MUrray Hill	3-5830
Weed & Co.	PLaza	9-4700
Adam J. Young, Jr., Inc.	PLaza	9-1810

Advertising Agencies

Anderson & Cairns, Inc.	MUrray Hill	8-5800
N. W. Ayer & Son, Inc.	CIrcle	6-0200
Badger & Browning & Hersey, Inc.	CIrcle	7-3719
Ted Bates & Co.	JUdson	6-0600
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	MUrray Hill	8-1100
Biow Company	PLaza	9-1717
Franklin Bruck Advertising Corp.	CIrcle	7-7660
Bryan Houston	PLaza	7-6400
Leo Burnett	MUrray Hill	8-9480
Calkins, & Holden	PLaza	5-6900
Campbell-Ewald Co., Inc.	MUrray Hill	8-3400
Harry B. Cohen	OXford	7-0660
Compton Advertising, Inc.	OXford	7-2400
Cunningham & Walsh, Inc.	MUrray Hill	3-4900
Dancer-Fitzgerald-Sample	ORegon	9-0600
D'Arcy Advertising Co.	PLaza	8-2600
Doherty, Clifford, Steers & Shenfield, Inc.	BRyant	9-0445
Donahue & Coe, Inc.	COlumbus	5-2772
Doremus & Co.	WOrth	4-0700
Dowd, Redfield & Johnstone	MUrray Hill	8-1275
Roy S. Durstine, Inc.	TEmpleton	8-4600
Erwin, Wasey & Co., Inc.	LExington	2-8700
William Esty & Co.	OXford	7-1600
Foote, Cone & Belding	MUrray Hill	8-5000
Albert Frank-Guenther Law	COrtlandt	7-5060
Fuller & Smith & Ross, Inc.	MUrray Hill	6-5600
Gardner Advertising Co.	COlumbus	5-2000
Geyer Advertising, Inc.	PLaza	1-3300
Grant Advertising	TEmpleton	8-9393
Grey Adv. Agency, Inc.	PLaza	1-3500
Charles W. Hoyt Co., Inc.	MUrray Hill	2-2000
Duane Jones Co., Inc.	PLaza	3-4848
Kastor, Farrell, Chesley & Clifford, Inc.	PLaza	1-1400
The Joseph Katz Co.	MUrray Hill	7-0250
Kenyon & Eckhardt, Inc.	MUrray Hill	8-5700

Abbott Kimball Co., Inc. ..... PLaza 3-9600
Kudner Agency, Inc. ..... MUrray Hill 8-6700
Al Paul Lefton Co., Inc. ..... MUrray Hill 9-7470
Lennen & Newell, Inc. ..... MUrray Hill 2-5400
MacManus, John & Adams ..... PLaza 9-3221
Marschalk & Pratt Co. ..... VAnderbilt 6-2022
J. M. Mathes, Inc. ..... LExington 2-7450
Maxon, Inc. ..... PLaza 9-7676
McCann-Erickson, Inc. ..... JUdson 6-3400
Emil Mogul Co., Inc. ..... JUdson 2-5200
Morey, Humm & Johnstone, Inc. ..... LOngacre 4-2240
Morse International, Inc. ..... OXford 7-2100
Needham, Louis & Brorby ..... PLaza 7-0333
Norman Craig & Kummel ..... PLaza 1-0900
Peck Adv. Agency, Inc. ..... PLaza 3-0900
Fletcher D Richards, Inc. ..... JUdson 6-5400
Ruthrauff & Ryan, Inc. ..... MUrray Hill 6-6400
St. George & Keyes ..... PLaza 5-1180
Sullivan, Stauffer, Colwell & Bayles . MUrray Hill 8-1600
Tatham-Laird ..... PLaza 3-7057
J. Walter Thompson Co. ..... MUrray Hill 3-2000
J. Franklyn Viola ..... CHickering 4-3254
Geoffrey Wade ..... PLaza 5-4156
Warwick & Legler, Inc. ..... MUrray Hill 4-5800
Weiss & Geller, Inc. ..... PLaza 3-4070
Young & Rubicam, Inc. ..... MUrray Hill 9-5000

Publications

Advertising Age ..... PLaza 5-0404
Advertising Agency ..... LOngacre 5-3320
Billboard, The ..... PLaza 7-2800
Broadcasting-Telecasting ..... PLaza 5-8354
Editor & Publisher ..... BRyant 9-3052
Film Daily ..... BRyant 9-7117
Printers' Ink ..... MUrray Hill 3-6500

RADIO-TV DAILY . . WIsconsin 7-6336

Radio & Television Weekly ..... WAlker 5-2576
Sales Management ..... LExington 2-1760
Sponsor ..... MUrray Hill 8-2772
Standard Rate & Data Service ..... MUrray Hill 9-6620
Television Magazine ..... PLaza 3-3671
Tide ..... MUrray Hill 3-7700
Variety ..... JUdson 2-2700

News Associations

Associated Press ..... PLaza 7-1111
International News Service ..... MUrray Hill 7-8800
Press Association, Inc. ..... PLaza 7-1111
Reuters ..... BRyant 9-8558
United Press Associations ..... MUrray Hill 2-0400

Talent Agencies

Affiliated Artists ..... CIrcle 5-8410
Columbia Artists Management, Inc. ..... CIrcle 7-6900
Consolidated Concerts Corp. ..... COlumbus 5-3580
Frank Cooper Associates ..... VAnderbilt 6-5661
Gale, Inc. ..... PLaza 7-7100
William McCaffrey Agency ..... ELdorado 5-1076
Music Corp. of America ..... PLaza 9-7500
Marjorie Morrow ..... CHickering 4-0644
William Morris Agency, Inc. ..... JUdson 6-5100
National Concert & Artists Corp. ..... PLaza 9-6000
Robbins Bros. ..... MUrray Hill 7-2033
Shaw Artists Corp. ..... MUrray Hill 8-2230

Organizations, Unions and Government Agencies

Actors' Equity ..... PLaza 7-7660
Advertising Federation of America ..... CIrcle 6-2431
AAAA ..... LExington 2-7980
American Communications Assn. ..... COrtland 7-1374
American Federation of Musicians ..... PLaza 8-0600
AFTRA ..... VAnderbilt 6-1810
ASCAP ..... MUrray Hill 8-8800
AMP ..... PLaza 9-8470
Broadcast Music, Inc. ..... PLaza 9-1500
Federal Communications Comm. ..... WAtkins 4-1000
Federal Trade Commission ..... COrtland 7-7100
Institute of Radio Engineers ..... LE 5-5100
Music Publishers' Protective Association CIrcle 6-3084
NAPA ..... CIrcle 7-8194
Professional Music Men, Inc. ..... COlumbus 5-7362
SESAC, Inc. ..... MUrray Hill 5-5365
Song Writers' Protective Assn. ..... CIrcle 6-7536
Station Representatives Assn. ..... MUrray Hill 5-4141
Writer's Guild of America ..... PLaza 7-3317

Radio-TV Program and Transcription Cos.

Advance Television Pictures Service ..... CIrcle 5-6873
Affiliated Program Service, Inc. ..... Murray Hill 7-1881
Air Features ..... JUdson 6-8500
Alton Alexander Productions ..... PLaza 9-3277
American Institute Food Products ..... JUdson 6-7600
Audio-Video Recording Co. ..... PLaza 7-3091
Barry & Enright ..... TEmpleton 2-8600
Basch Radio & TV Productions ..... MUrray Hill 2-8877
V. S. Becker Advtg. Service ..... MUrray Hill 2-0777
The Bruce Chapman Co. ..... WIsconsin 7-9244
Cineffects, Inc. ..... CIrcle 6-0951
Coastal Recording Co. ..... CIrcle 6-3900
Louis G. Cowan, Inc. ..... PLaza 9-3700
Frederic Damrau, M.D. ..... PLaza 5-3638
Gordon M. Day Productions ..... Oregon 9-3595
Decca Records, Inc. ..... COlumbus 5-2300
Roy DeGroot, Consultants, Inc. ..... MUrray Hill 7-6865
Empire Broadcasting Corp. ..... PLaza 9-4500
Allen A. Funt Radio Productions ..... JUdson 6-5227
Gale, Inc. ..... PLaza 7-7100
General Artists Corp. ..... CIrcle 7-7543
John E. Gibbs & Co. ..... PLaza 7-5959
Harry S. Goodman Radio Productions ..... PLaza 5-6131
Arthur Henley Productions ..... PLaza 5-7145
Hummert Radio Features ..... JUdson 6-8500
International 16mm Corp. ..... PLaza 7-2265
Keystone Broadcasting System, Inc. ..... PLaza 7-1460
Lang-Worth Feature Programs, Inc. ..... JUdson 6-5700
Charles Michelson, Inc. ..... PLaza 7-0695
William Morris Agency, Inc. ..... JUdson 6-5100
Motion Picture Stages, Inc. ..... PLaza 3-4840
Music Corp. of America ..... PLaza 9-7500
Muzak Corp. ..... ORchard 4-7400
NBC Radio Recording Div. ..... CIrcle 7-8300
National Concert & Artists Corp. ..... PLaza 9-6000
Prockter Productions, Inc. ..... PLaza 1-0430
Radio Artists Corp. ..... MUrray Hill 8-0940
Radio Features of America ..... JUdson 2-5130
Reemack Enterprises, Inc. ..... CIrcle 6-7300
Reeves Sound Studios, Inc. ..... ORegon 9-3550
Rockhill Radio ..... PLaza 9-7979
Bernard L. Schubert, Inc. ..... MUrray Hill 8-0940
SESAC, Inc. ..... MUrray Hill 5-5365
K. R. Smith ..... Rye, N. Y., RYe 7-1322
Henry Souvaine, Inc. ..... TRafalgar 3-1158
Richard Stark & Co. ..... REgent 7-9608
Television Screen Productions, Inc. . MUrray Hill 2-8877
Transfilm, Inc. ..... JUdson 2-1400
United Press Associations ..... MUrray Hill 2-0400
Thomas J. Valentino, Inc. ..... CIrcle 6-4675
Chick Vincent Co. ..... ELdorado 5-0734
Roger White Productions ..... PLaza 5-3560
Wolf Associates ..... PLaza 5-2050
World Broadcasting System, Inc. . . MUrray Hill 8-4700
Wright, Wynn Associates ..... PLaza 3-4417
Frederic W. Ziv Co., Inc. ..... MUrray Hill 8-4700
Ziv TV Programs ..... MUrray Hill 8-4700

Radio and Television

TELEPHONE NUMBERS

in Chicago

AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	FRanklin	2-0660
WBBM	WHitehall	4-6000
WBEZ	DEarborn	2-7801
WCFL	MOhawk	4-2400
WCRW	EAstgate	7-6860
WEAW	AMbassador	2-1128
WEDC	CR	7-4100
WGES	SAcramento	2-1700
WGN	MIchigan	2-7600
WHFC	CLiffside	4-7411
WIND	WHitehall	4-2170
WJJD	STate	2-5466
WLS	MOnroe	6-9700
WMAQ	SUperior	7-8300
WMBI	MIchigan	2-1570
WNMP	SHeldrake	3-1590
WSBC	MOnroe	6-9060

FM Radio Stations

WEAW	UN	4-4606
WEFM	STate	2-1357
WFMT	STate	2-5668
WXRT	MOnroe	6-9060
WSEL	ANdover	3-6767

Television Stations

WBBM-TV	WHitehall	4-6000
WBKB	ANdover	3-0800
WGN-TV	MIchigan	2-7600
WNBQ	SUperior	7-8300

National Networks

American Broadcasting Co.	ANdover	3-0800
Columbia Broadcasting System	WHitehall	4-6000
DuMont Television Network	SUperior	7-0100
Keystone Broadcasting System	STate	2-6303
Mutual Broadcasting System	WHitehall	4-5060
National Broadcasting Co.	SUperior	7-8300

Station Representatives

Avery-Knodel, Inc.	ANdover	3-4710
John Blair & Co.	SUperior	7-8659
The Bolling Co.	WHitehall	3-2040
The Branham Co.	CEntral	6-5726
Burn-Smith Co.	CEntral	6-4437
Capper Publications	CEntral	6-5977
CBS Radio Sales	WHitehall	4-6000
Thomas F. Clark Co.	STate	2-1663
Crosley Broadcasting Corp.	STate	2-6693
Everett-McKinney, Inc.	SUperior	7-9052
Forjoe & Co.	DElaware	7-1874
Free & Peters, Inc.	FRanklin	2-6373
Headley-Reed Co.	FRanklin	2-4686
George P. Hollingbery	DEarborn	2-6060
H-R Representatives	RAndolph	6-6431
The Katz Agency	CEntral	6-7343
Joseph Hershey McGillvra, Inc.	STate	2-5282
Everett McKinney	SU	7-9052
Robert Meeker Associates, Inc.	CEntral	6-1742
National Broadcasting Co.	SUperior	7-8300
John E. Pearson Co.	STate	2-7494
John H. Perry Associates	HArrison	7-8085
Edward Petry & Co., Inc.	WHitehall	4-0011
William G. Rambeau Co.	ANdover	3-5566
Paul H. Raymer Co.	SUperior	7-4473
Sears & Ayer, Inc.	SUperior	7-8177
Walker Co.	ANdover	3-5771
Weed & Co.	RAndolph	6-7730
Adam Young, Jr., Inc.	ANdover	3-5448

Advertising Agencies

Aubrey, Finlay, Marley & Hodgson, Inc.	FInancial	6-1600
N. W. Ayer & Son, Inc.	RAndolph	6-3456
A. N. Baker Adv. Agency, Inc.	FRanklin	2-8895
BBD&O	SUperior	7-9200
Beaumont & Hohman	RAndolph	6-6181
Blackett Hill	SUperior	7-6500
Bozell & Jacobs, Inc.	CEntral	6-0870
Leo Burnett Co., Inc.	CEntral	6-5959
Campbell-Ewald Co.	CEntral	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Dancer-Fitzgerald-Sample	FInancial	6-4700
W. B. Doner & Co.	DEarborn	2-4674
Doremus & Co.	CEntral	6-9132
Erwin Wasey & Co.	RAndolph	6-4952
Foote, Cone & Belding	SUperior	7-4800
Albert Frank-Guenther Law, Inc.	DEarborn	2-6424
Goodkind, Joice & Morgan, Inc.	SUperior	7-6747
Gordon, Best, Co., Inc.	STate	2-5060
Grant Advertising, Inc.	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	FRanklin	2-9180
Robert Kahn & Assoc. Inc.	DElaware	7-5480
H. W. Kastor & Sons Advertising Co.	CEntral	6-5331
MacFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	ANdover	3-0022
Maxon, Inc.	WHitehall	4-1676
McCann-Erickson	WEbster	9-3701
Arthur Meyerhoff & Co.	DElaware	7-7860
C. L. Miller Co.	CEntral	6-1640
Needham, Louis Brorby, Inc.	STate	2-5151
Olian Advertising Co.	STate	2-3381
O'Neil, Larson & McMahon	ANdover	3-4470
Presba, Fellers & Presba, Inc.	CEntral	6-7683
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Williams & Cleary	RAndolph	6-9760
Ruthrauff & Ryan, Inc.	FInancial	6-1833
Schwimmer & Scott	DEarborn	2-1815
Russel M. Seeds Co.	WHitehall	3-2133
Tatham-Laird, Inc.	HArrison	7-3700
J. Walter Thompson Co.	SUperior	7-0303
Wade Advertising Agency	STate	2-7369
Weiss and Geller	WHitehall	3-2100
Young & Rubicam	FInancial	6-0750

Radio-TV Program and Transcription Cos.

Air Shows, Inc.	SUperior	7-0506
Louis G. Cowan & Co.	RAndolph	6-2022
Columbia Records Corp.	WHitehall	4-6000
Decca Records, Inc.	MOhawk	4-4800
Feature Productions	MIchigan	2-6015
Green Associates	WHitehall	4-7440
L. S. Toogood Recording Co.	CEntral	6-5275
William Morris Agency	WHitehall	3-1744
Jewell Radio Productions	FInancial	6-4474
Herbert S. Laufman	RAndolph	6-4086

Radio and Television

TELEPHONE NUMBERS

in Chicago

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Jules Power Prod. ..... DElaware 7-7422
Les Lear Productions Corp. ..... FRanklin 2-7840
Modern Recording Studio ..... FInancial 6-4183
Monogram — Chicago ..... ANdover 3-7169
Morton Radio Productions, Inc. ..... CEntral 6-4144
Music Corp. of America ..... DElaware 7-1100
NBC Radio Recording Division ..... SUperior 7-8300
RCA Manufacturing Co. ..... WHitehall 4-4600
Standard Radio Trans. Service, Inc. ..... STate 2-5322
Hal Tate Radio Productions ..... FInancial 6-5450
Ziv Television Programs, Inc. ..... WH 4-1030

News Agencies and Ass'ns.

Associated Press ..... STate 2-7700
International News Service ..... DE 2-0427
Press Associates, Inc. ..... SUperior 7-0907

RADIO-TV DAILY ... DEarborn 2-6757

United Press ..... FRanklin 2-9000
City News Bureau ..... STate 2-8100
Community News ..... RAndolph 6-0002

Radio, Television and Government

TELEPHONE NUMBERS

in Washington

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Federal Departments and Agencies

American National Red Cross ..... REpublic 7-8300
Archives, National ..... REpublic 7-7500
Business and Defense Services Administration ..... STerling 3-9200
Capitol, U. S. (Senate, House) ..... NAtional 8-3120
Census, Bureau of The ..... LUdlow 4-3000
Commerce, Department of ..... STerling 3-9200
Copyright Office, Library of Congress .. STerling 3-0400
Court of Customs and Patent Appeals . National 8-4696
Department of Defense ..... LIberty 5-6700
Air Force, Department of The ..... LIberty 5-6700
Army, Department of The ..... LIberty 5-6700
Navy, Department of The ..... LIberty 5-6700
Defense Mobilization, Office of ..... EXecutive 3-3300
Executive Mansion (White House) ... NAtional 8-1414
Federal Communications Commission . EXecutive 3-3620
Federal Trade Commission ..... EXecutive 3-6800
Government Printing Office ..... STerling 3-6840
Interior, Department of The ..... REpublic 7-1820
Justice, Department of ..... REpublic 7-8200
Labor, Department of ..... EXecutive 3-2420
National Labor Relations Board ..... STerling 3-7373
National Research Council ..... EXecutive 3-8100
Patent Office ..... STerling 3-9200
Post Office Department ..... STerling 3-3100
Radio Correspondents Galleries (Senate and House of Representatives) ..... NAtional 8-3120
State, Department of ..... REpublic 7-5600
Supreme Court of the United States .. EXecutive 3-1640
United States Information Agency .... REpublic 7-8340
U.S.M.C., AM-TV, Info. Div. ..... LIberty 5-6700, Ext. 41056
White House ..... NAtional 8-1414

Non-Governmental

Clear Channel Broadcasting Service .. EXecutive 3-0255
National Association of Radio and TV Broadcasters ..... DEcatur 2-9300
National Press Club ..... REpublic 7-2500

RADIO-TV DAILY ... EXecutive 3-4808

Radio, Electronics-Television Manufacturers Association ..... NAtional 8-3902
Radio Corporation of America (Frequency Bureau and RCA Victor Dic.) ..... DIstrict 7-1260
Westinghouse Radio Stations ..... STerling 3-0903

AM Radio Stations

WARL ..... JAckson 7-7800
WEAM ..... JAckson 7-7100
WFAN ..... REpublic 7-8000
WFAX ..... JEfferson 2-0900
WGAY ..... JUniper 9-1050
WGMS ..... EXecutive 3-8676
WINX ..... POplar 2-4357
WMAL ..... KEllogg 7-1100
WOL ..... HObart 2-9300
WOOK ..... REpublic 7-8000
WPIK ..... OVerlook 3-3000
WRC ..... ADams 4-5400
WTOP ..... EMerson 2-9300
WUST ..... HObart 2-0011
WWDC ..... TUckerman 2-7600

FM Radio Stations

WASH-FM ..... DIstrict 7-1356
WBUZ ..... REdwood 6-8000
WGAY-FM ..... JUniper 9-1050
WGMS-FM ..... EXecutive 3-8676
WMAL-FM ..... KEllogg 7-1100
WOOK-FM ..... STerling 3-7265
WRC-FM ..... ADams 4-5400
WTOP-FM ..... EMerson 2-9300
WWDC-FM ..... TUckerman 2-7600

Television Stations

WMAL-TV ..... KEllogg 7-1100
WRC-TV ..... ADams 4-5400
WTOP-TV ..... EMerson 2-9300
WTTG ..... STerling 3-5300

News Services

Associated Press ..... DIstrict 7-1500
International News Service ..... NAtional 8-1733
United Press ..... EXecutive 3-3430

Networks

ABC ..... REpublic 7-6013
CBS ..... EMerson 2-9300
MBS ..... STerling 3-3500
NBC ..... ADams 4-5400

Radio and Television

TELEPHONE NUMBERS

in Los Angeles

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AM Radio Stations

KALI (Pasadena)	RYan	1-7149
KBIG	HOllywood	3-3205
KBLA	STate	7-3619
KABC	HOllywood	2-3141
KFAC	WEbster	8-0161
KFI	DUnkirk	2-2121
KFOX	NEvada	6-7868
KPOP	DUnkirk	8-2345
KFWB	HOllywood	3-5151
KGER	BRadshaw	2-3429
KGFJ	HOllywood	4-0201
KGIL (Sherman Oaks)	STanley	7-3467
KHJ	HOllywood	2-2133
KIEV (Glendale)	CHapman	5-2388
KLAC	HOllywood	2-7271
KMPC	HOllywood	9-5341
KNX	HOllywood	9-1212
KOWL (Santa Monica)	EXbrook	4-6761
KPOL	WEbster	8-2345
KRKD	MAdison	5-2121
KWKW (Pasadena)	RYan	1-6744
KXLA (Pasadena)	RYan	1-6991

FM Radio Stations

KUTE (Glendale)	CItrus	4-1414
KFWB-FM	HOllywood	3-5151
KHJ-FM	HOllywood	2-2133
KNX-FM	HOllywood	9-1212
KFOX (Long Beach	NEvada	6-7868
KNOB (Long Beach)	Long Beach	8-5519
KABC	HOllywood	2-3141
KFAC-FM	WEbster	8-0161
KNX-FM	HOllywood	9-1212
KRKD-FM	MAdison	5-2121
KWKW-FM (Pasadena)	RYan	1-6744
KCBH	BR	2-7105

Television Stations

KABC-TV	NOrmandy	3-3311
KCOP	HOllywood	2-7311
KHJ-TV	HOllywood	2-2133
KRCA	HOllywood	9-6161
KNXT	WEbster	8-3011
KTLA	HOllywood	9-3181
KTTV	HOllywood	2-7111

Networks

American Broadcasting System (Television Center	NOrmandy	3-3311
American Broadcasting System (Radio Center)	HOllywood	2-3141
Columbia Broadcasting System	HOllywood	9-1212
CBS-Radio	HOllywood	9-1212
CBS Television—Television City	WEbster	8-3011
Mutual-Don Lee Broadcasting System	HOllywood	2-2133
National Broadcasting Company	HOllywood	9-6161

Station Representatives

American Jewish Broadcasting	OLive	4-3088
AM Radio Sales Co.	HOllywood	5-0695
Atkinson Co.	CRestview	6-5032
Avery-Knodell, Inc.	WEbster	3-9583
Walter Biddick Co.	RIchmond	9-6184
John Blair & Co.	DUnkirk	7-1333
Blair-TV Inc.	DUnkirk	1-3811
Bolling Company, Inc.	BRadshaw	2-0544
The Branham Co.	WEbster	1-1551
Burn-Smith Co., Inc.	DUnkirk	2-3200
CBS-Radio Spot Sales	HOllywood	9-1212
Forjoe & Co.	MAdison	6-8329
Free & Peters	HOllywood	9-2151
W. S. Grant Co.	MAdison	9-2653
Headley-Reed Co.	HOllywood	4-7738
H-R Representatives, Inc.	HOllywood	2-6453
The Katz Agency	TUcker	8167
Kimball, Maurice A., Co., Inc.	DUnkirk	8-6178
Tracy Moore	HOllywood	2-2351
NBC-KRCA Spot Sales	HOllywood	9-6161
Oakes, Harlan G., Associates	DUnkirk	2-3200
Lee F. O'Connell Co.	OLympia	2-1313
Paschall, Berton, Co.	HOllywood	9-3946
John Pearson Co.	DUnkirk	7-4388
Edward Petry Co.	TUcker	3171
Radio TV Representatives, Inc.	OLympia	5-8582
Wm. G. Rambeau Co.	HOllywood	4-0388
Paul H. Raymer	HOllywood	2-2376
Walker Co.	DUnkirk	2-3200
Weed & Company	HOllywood	2-6676
Western Radio Sales	HOllywood	5-1755
Young, Adam J., Jr.	HOllywood	2-2289

Advertising Agencies

Abbott Kimball Co. of Calif.	DUnkirk	7-7305
Action in Advertising	DUnkirk	3-3115
Ad Associates	WEbster	3-7501
ADCOA	BRadshaw	2-0241
Advertising Engineers Corp.	MUtual	5039
Advertisers Production Agency	PRospect	7761
Alber, R. H., Co.	HOllywood	9-8273
Allen & Marshall Adv., Agency	DUnkirk	7-5163
Allen, Martin, Co.	WEbster	3-0734
Allied Advertising Agency	DUnkirk	7-7331
Anderson-McConnell Adv. Agency	WEbster	1-1761
Associated Advertising Agency	Crestview	1-7227
Atchison, R. B., Adv. Agency	PRospect	2404
Atherton Advertising Agency	OLive	3-2246
Ayer, N. W., & Son, Inc.	HOllywood	3-4871
Baldwin, Ben, Adv. Agency	CRestview	5-5146
Banning Co.	DUnkirk	8-3456
Barnes Chase Co.	DUnkirk	4-1193
Barnes, John, & Assoc.	HOllywood	3-0387
Baron, Richard. Co.	HOllywood	2-5657
Bates, Ted., & Co.	HOllywood	9-2161
Baus & Ross Co.	DUnkirk	8-1107
Batten, Barton, Durstine & Osborn (Hollywood)	HOllywood	9-7337
(Los Angeles)	WEbster	1-1234
Beaumont & Hohman, Inc.	MAdison	9-2676
Beckman, Hamilton & Associates	OLive	3-0910
Bejach, Leo Adv.	CRestview	4-4555
Belford, Ed, Agency	STate	7-1729
Bell, Howard, Advertising	PLeasant	3-2339
Bennett, Harry, Adv. Agency	DUnkirk	7-8371
Benton & Bowles, Inc.	HOllywood	4-9151
Berghoff Associates, Inc.	CRestview	5-6151
Besel Advertising	AN	3-5121
Biow Co.	CRestview	4-7641
Bishop & Assoc. Inc.	NOrmandy	2-1158
Bloch Advertising Agency	HOllywood	2-5668
Bogerts, The	HOllywood	3-6871
Boyd, John R., Co.	LOgan	1644
Bowes, Chas. Adv. Co.	DUnkirk	1-3881
Bozell & Jacobs, Inc.	BRadshaw	2-2081
Brand, Michael, Assoc.	CRestview	6-2991
Brisacher, Wheeler & Staff	HOllywood	9-2197
Broadcasting Advertising	BRadshaw	2-4840
Brooke, Smith, French & Dorrance of the Pacific Coast, Inc.	MUtual	8154
Brooks Advertising Agency	HOllywood	4-1158

Brown, Byron H., & Assoc. ..... OLympia 3-2320
Buchanan & Co., Inc. ..... OLive 2-0810
Bull, Frank & Co. ..... HOllywood 5-4195
Burnett, Leo, Co., Inc. ..... HOllywood 4-7347
Buxton, Erwin ..... RYan 1-5541
California Adv., Agency ..... HOllywood 3-3189
Calkins, Holden, Inc. ..... WEbster 6-5145
Calvert & Perry ..... GRanite 2-9544
Campbell-Ewald Co. ..... DUnkirk 9-1334
Caples Co., The ..... DUnkirk 7-4255
Carlson, Milton, Co. ..... DUnkirk 8-9464
Carson-Roberts Inc. ..... BRadshaw 2-8366
Case, Jack, Adv. Counselor ..... NOrmandy 1-1820
Case, Roger T., Assoc. ..... LOng Beach 7-4474
Castor & Assoc. ..... OLeader 2-1315
Cinema Advertising Agency ..... HOllywood 4-6146
Citizen Advertising Agency, Inc. ..... VAndyke 2463
Clark, Darwin H., Co. ..... MAdison 5-2441
Cloward, Velma, Advertising ..... DUnkirk 4-2558
Collard, Clark, Adv. Agency ..... DUnkirk 7-3388
Cole, Fischer & Rogow ..... CRestview 6-3195
Cole, Val Advertising Agency ..... CRestview 5-8462
Compton Advertising, Inc. ..... HOllywood 9-8107
Consolidated Adv. Directors ..... CRestview 6-4012
Cormier, Ray, Adv. ..... HOllywood 2-1217
Craig & Reed Agency ..... HOllywood 4-8218
Crank Chet, Co. ..... HOllywood 3-5128
Culbertson, Robert C. Adv. ..... BRadshaw 2-2344
Culp, Earl R., Co. ..... DUnkirk 2-8406
Cunningham & Walsh, Inc. ..... HOllywood 7-6131
Dancer-Fitzgerald-Sample, Inc. ..... HUdson 2-3256
D'Arcy Adv. Co. ..... DUnkirk 5-3171
Davis, Charlie, Advertising ..... AXminster 3-5508
Davis-Harrison-Simmons, Inc. ..... HOllywood 3-7101
Dennis, Robt., Adv. ..... CLeveland 5-6367
Donald, Dick, Adv. ..... DUnkirk 8-2371
Doyle, Dane & Bernbach ..... DUnkirk 8-2233
Dozier & Eastman Adv. ..... RIchmond 9-7091
Durstine, Roy S., Inc. ..... DUnkirk 8-3411
Dreyfus Co. Adv. ..... WEbster 1-1831
Ebberts, Dan, Adv. Serv. ..... LUdlo 7-9161
Edwards, Adv. Agency, The ..... BRadshaw 2-5616
Ehlert, Grace ..... MAdison 6-2227
Eisenberg, Ralph, Advertising ..... CRestview 1-5196
Eisaman-Johns, Advertising ..... CRestview 1-5196
Enterprise Adv. Agency ..... MAdison 9-1477
Empire Adv. Corp. ..... OLive 3-2764
Erwin, Wasey, & Co., Ltd. ..... WEbster 1-1211
Fagan, O. K. Advertising Agcy. ..... VAndyke 2192
Fairfax, Inc. ..... OXnard 4-5270
Fehlman, Warren P. Adv. Co. ..... OXnard 4-5270
Foote, Cone & Belding (Hollywood) HOllywood 9-6265
Foote, Cone & Belding (Los Angeles) .. MAdison 9-3611
Gardner, H. M., & Assoc. ..... DUnkirk 5-1474
Geissinger, W. B., & Co. ..... WEbster 3-7178
General Advertising Agency, Inc. .. HOllywood 3-5128
Gerstenkorn, Henry Co. ..... DUnkirk 7-4285
Gill Clifford Agency ..... CRestview 6-1606
Glasser-Gailey, Inc. ..... DUnkirk 4-2141
Glenn Advertising, Inc. ..... WEbster 3-9369
Goldstone, Nat C. Agency ..... CRestview 6-1071
Gonda, Francis D., Adv. Agency ..... DUnkirk 7-6126
Goodman, Anderson Advertising ..... WEbster 8-3993
Grant Advertising, Inc. ..... HOllywood 1-9231
Grant, Gene, Adv. Agency ..... DUnkirk 7-3361
Gregory-House, Inc. ..... HOllywood 4-7511
Gregory, Willard G., & Co. ..... TRinity 0531
Guerin-Johnstone Advertising ..... DUnkirk 5-1788
Guild, Bascom & Bonfigli ..... HOllywood 3-3229
Hadlock & Associates ..... HOllywood 2-6731
Harrington-Richards ..... WEbster 3-5577
Harvey, William W., Inc. ..... HOllywood 2-0874
Heintz & Co., Inc. ..... MAdison 9-3181
Hicks & Griest ..... DUnkirk 5-1721
Hill, Don ..... MI 5149
Hixson & Jorgensen, Inc. ..... DUnkirk 8-3121
Hoel, John D., Adv. Agency ..... RYan 1-7131
Houston Adv. Services Co. ..... DUnkirk 9-4171
Howard, Bob Advertising Agcy. ..... WEbster 3-5701
Hubley Adv. Agency ..... DUnkirk 2-2366
Hunt, W. H. & Associates ..... BRadshaw 2-8293
Hunter & Wilhite Advertising ..... HOllywood 4-4191
Irwin Co., Inc. ..... BRadshaw 2-5455
Irwin, Howard & Associates ..... DUnkirk 8-1219
Jaffe & Jaffe Adv. Agency ..... CRestview 1-6211
Jimmy Fritz & Assoc. ..... HOllywood 3-3251
Johnson, J. Howard ..... MAdison 5-8044
Jordon Co., The ..... DUnkirk 2-2248
Juneau, C. B., Inc. ..... OLive 3-1770
Kaufmann, Hans E., & Co. ..... HOllywood 3-3800
Keane, Raymond, Adv. Agcy., Inc. ..... WEbster 3-9221
Keefer, Ray & Assoc. ..... ANgelus 1-6141
Kellogg, Edward S., Co. ..... DUnkirk 7-5213
Kelso, M. H., & Co. ..... DUnkirk 2-2072
Kenyon & Eckhardt, Inc. ..... HOllywood 3-2101
Killingsworth Co., Inc. ..... BRadshaw 2-7909
Klitten, Martin R., Co., Inc. ..... DUnkirk 7-8396
Landsdale, The Company ..... DUnkirk 5-2007
Lawrence Co., The ..... BRadshaw 2-5820
Lennen & Newell, Inc. ..... CRestview 1-7221
Lenz, J. M., Advertising ..... WEbster 6-1682
Little & Co. ..... DUnkirk 9-1267
Logan, Dudley L., Adv. ..... DUnkirk 2-8471
Mack-Wharton, Advertising ..... WEbster 8-5187
MacManus, John & Adams, Inc. ..... WEbster 3-9569
Mann Advertising Co., Inc. ..... DUnkirk 2-1179
Martha's Adv. Service ..... MAdison 6-4897
Marto, Walter, Adv. Agcy. ..... SYcamore 6-2239
Matthews, Anne D., Adv. Agency .... SYcamore 2-3816
Mayers Co., Inc., The ..... DUnkirk 8-2111
Mayne Charles H., Co. ..... OLive 3-0990
Mays & Co., Advertising ..... TRinity 8534
McCann-Erickson, Inc. (Los Angeles) ..... DUnkirk 5-3301
McCarthy Co., The ..... RIchmond 9-7011
McCreery, Walter, Inc. ..... BR 2-2168
McElroy Advertising Agency ..... RIchmond 9-2047
McHugh-Cather Co. ..... BRadshaw 2-0233
McKee, Burns Advertising ..... HOllywood 7-4218
McLain, W. R. & Associates ..... NOrmandy 3-8209
McNeill & McCleery ..... HOllywood 4-7252
Meany, Phillip J., Co., Adv. ..... MIchigan 3601
Meehl, Michael, Adv. ..... RYan 1-8017
Meltzler, Richard, Adv. ..... WEbster 8-2993
Mercury Adv. Agency, Inc. ..... CRestview 5-8502
Meyerhoff, Arthur A., Agency ..... CRestview 4-6863
Miner, Dan B., Co. ..... DUnkirk 8-3301
Moeller & Somermeir, Inc. ..... HOllywood 2-7451
Moody, Thomas, & Associates ..... DUnkirk 2-0544
Mooge-Privett, Inc. ..... WEbster 6-7243
Morgan, Raymond R., Co. ..... HOllywood 3-4194
Mottl & Siteman Adv. Agcy. ..... WEbster 8-6288
Mullens, Earl ..... HOllywood 7-6318
Neale Advertising Association ..... HOllywood 1-9955
Needham, Louis & Brorby, Inc. ..... HOllywood 2-2391
Nelson Advertising Service ..... DUnkirk 7-8368
Newman, Mike, & Assoc. ..... REpublic 2-6211
Olen, David, Advertising ..... OLive 5-7290
Paige, Erik, Adv. ..... HOllywood 5-6342
Pardee Co., The ..... HOllywood 2-7306
Patch & Curtis, Adv. Agcy., Inc. (Long Beach, Calif.) ..... LB 6-1259
Patrick, Roger, Adv. ..... DUnkirk 5-2007
Patton, George Advertising ..... HOllywood 2-0841
Perrett Co., The ..... MUtual 2388
Porter, Wesley H., Adv. ..... AXminster 3-0400
Productive Advertising ..... AXminster 1-1322
Raymond, J. W. Adv. Agcy. ..... RIchmond 7-5391
Raymond, Larry Co. ..... WEbster 6-8125
Rhodes & Davis ..... MIchigan 2396
Ringer, Lee, Advertising ..... WEbster 3-8131
Robin, Lee & Arnold ..... CRestview 4-5853
Robinson, Elwood J., Adv. ..... MUtual 6293
Roche-Eckhoff & Lee ..... OLive 5-7670
Rockett-Lauritzen ..... REpublic 4-2106
Ross, Charles, Adv. Agency ..... HOllywood 2-1184
Ross, Ellsworth, Inc. ..... DUnkirk 8-3608
Ross, Roy, Inc. ..... HOllywood 9-6263
Ross, W. B., Assoc., Adv. ..... DUnkirk 8-1107
Ruthrauff & Ryan, Inc. ..... DUnkirk 8-0571
Scholtz Advertising Service ..... MIchigan 2396
Schurrer, Lou, Adv. ..... HOllywood 3-3800
Scott, M. B. Inc., Advertising ..... CRestview 4-5301
Sebrell, J. B. Adv. Agcy. ..... MAdison 6-9397
Seeds, Russell M., Co., Inc. ..... CRestview 4-7613
Seidel Advertising Agency ..... HOllywood 4-0255
Shane, Leonard, Agency, The ..... CRestview 1-5683
Shedd, Vaughn, Adv. ..... CRestview 1-3342
Sheldon, Lisle Adv. ..... HOllywood 3-2366

Shelley, James P ..... WEbster 8-2077
Sieck, H. Charles, Inc., Ltd. ..... BRadshaw 2-6403
Simmons, Dean ..... WEbster 1-1311
Smalley, Levitt & Smith ..... MUtual 5336
Smith, T. Tyler, Adv. Agcy. ..... HOllywood 3-9239
Smith & Ganz, Inc. Adv. ..... HOllywood 9-8234
Speer Advertising Agency ..... RIchmond 7-9626
Stahl, Charles N. Adv. Agency ..... HOllywood 2-7344
Stebbins, Barton A., Adv. ..... DUnkirk 8-8131
Stebbins, Hal, Inc. ..... RIchmond 9-5317
Steller, Millar & Lester, Inc. ..... DUnkirk 7-5377
Stiller-Rouse Adv. ..... OLive 5-8550
Stodel Adv. ..... HOllywood 9-7163
Straus, J. M. & Co. ..... DUnkirk 3-5072
Stromberger, LaVane & McKenzie ..... DUnkirk 5-2211
Sudler Co. ..... REpublic 4-2117
Sullivan Stauffer Colwell & Bayles, Inc. ..... HOllywood 4-2119
Swafford & Co. ..... BRadshaw 2-2781
Taggart & Young ..... WEbster 3-8108
Thompson, J. Walter, Co. ..... WEbster 3-7201
Tilds & Cantz Advertising ..... HOllywood 2-1157
Tullis Co., Inc., The ..... HOllywood 2-6333
Universal Advertising Agency, Inc. ..... HOllywood 4-8218
Van der Boom, Hunt, McNaughton, Inc. ..... DUnkirk 2-6203
Van-Scott, Inc. ..... DUnkirk 9-2300
Victor, A. J. Company ..... AXminster 4-7555
Wade, Geoffrey Adv. Agency ..... HOllywood 4-7457
Waldman, Harvey & Associates ..... RIchmond 7-5241
Warwick & Legler, Inc. ..... DUnkirk 3-1141
Webster, R. W., Adv. ..... MAdison 9-2283
Weinberg, Milton, Adv. Co. ..... OLive 3-2300
Weiser & Thomas ..... CRestview 5-4535
Welsh, Hollander & Coleman ..... DUnkirk 9-1171
Wenland, Adolphe & Associates ..... CRestview 4-5241
Wessels, George M., Company ..... WEbster 6-7668
West-Marquis Inc. ..... MAdison 9-2214
Western Advertising Agency ..... WEbster 8-2681
Westwood, Tom Adv. Agcy. ..... CH 5-5051
Whyte, Evers, Agency ..... DUnkirk 2-2188
Wilder, Alvin ..... WEbster 8-2781
Williams, Dallas & Sons ..... HOllywood 2-6396
Willis, Harry G., & Assoc. ..... CHapman 5-3325
Woolf, Len ..... DUnkirk 8-2361
Wynne-Alexander Advertising Agency ..... PY 1-2319
Young, M. M. Adv. ..... HOllywood 2-2684
Young Rubicam, Inc. ..... HOllywood 9-2731

Radio-TV Programs and Transcription Cos.

Alexander Film Co. ..... HOllywood 9-7396
American Broadcasting Co. ..... HOllywood 2-3141
Bates, Bill ..... HOllywood 3-6436
B & B Recording Studios ..... PLeasant 6-0949
Bob White Productions ..... WEbster 5-5398
Bonded TV Film Service, Inc. ..... CRestview 4-5847
Cascade Pictures of Calif., Inc. ..... TExas 0-4520
Cheshire & Associates ..... HOllywood 9-4580
Columbia Records, Inc. ..... BRadshaw 2-5411
Commodore Productions ..... BRadshaw 2-4701
Cooley Spade Enterprises ..... STanley 7-7970
Crosby, Bing, Enterprises ..... BRadshaw 2-2771
Custom Recorders ..... STanley 7-2557
Dudley, Television Corp. ..... CRestview 1-7258
Eccles Recordings, Inc. ..... HOllywood 4-8351
Electro-Vox Recording Studios ..... HOllywood 5-2189
Fairbanks, Jerry, Inc. ..... HOllywood 2-1101
Five-Star Productions ..... HOllywood 3-4807
General Artists Corp. ..... CRestview 1-8101
General Television Enterprises Inc. ..... HOllywood 5-4146
Gibson, Grace, Radio Prods. ..... HOllywood 9-4580
Gray, Jeanne, TV & Radio Prods. ..... CRestview 4-5720
Guedel, John, Radio Productions ..... WEbster 6-6291
Hollywood Central Recording Studios Inc. ..... HOllywood 3-2131
Johnson, Ed Film Co. ..... HOllywood 2-5566
MacGregor, C. P., Sound Studios ..... DUnkirk 4-4191
Marquis, Arnold, Productions, Inc. ..... CRestview 6-8796
MCA-TV ..... SUnset 3-8894
M-G-M Radio Attractions ..... TExas 0-3311
Music City ..... HOllywood 9-8211
Patin, Ray, Productions ..... HOllywood 2-1147
RCA, Victor Division ..... HOllywood 4-5171
Radio Recorders, Inc. ..... HOllywood 3-3282
Reynolds, Stuart Prod. ..... CRestview 4-7863
Rockett, Frederick K., Co. ..... HOllywood 4-3183
Rocket Pictures, Inc. ..... HOllywood 7-7131
Ross, Jack ..... HOllywood 9-4019
Rourke, Jack, Productions ..... HOllywood 3-7178
Sande, Robert ..... STanley 7-2382
Screen Gems, Inc. ..... HOllywood 2-3111
Snader Telescriptions Corp. ..... CRestview 4-6651
Song Ads ..... HOllywood 5-6181
Steffner, Wayne, Prods. ..... HOllywood 3-4173
Stevens, J. G., Inc. ..... HOllywood 4-8361
Stokey, Mike, Productions ..... HOllywood 2-1241
Studio & Artists Recorders ..... HOllywood 4-8241
Sutherland, John, Prods., Inc. ..... DUnkirk 8-5121
Telefilm, Inc. ..... HOllywood 9-7205
Telepix Corp. ..... HOllywood 4-7391
TV Spots ..... HOllywood 5-5171
TeeVee Co., The ..... BRadshaw 2-1376
Television Guild Productions ..... HOllywood 9-2895
Thomas Co., The ..... HOllywood 4-6564
Tuchman, Harris, Productions ..... WEbster 6-7189
Universal Recorders ..... HOllywood 9-8282
Vitapix Corporation ..... CRestview 1-7191
WRS Recording Lab. ..... HOllywood 5-1454
Wendelken, Dick Productions ..... HOllywood 5-9207
Western Recorders ..... HOllywood 3-6811
Wilding Picture Prods. of California ..... WEbster 8-0183
Wiley, Fletcher, Prods. ..... HOllywood 9-1212
World Broadcasting System ..... OLdfield 4-2800
Wright, Carter, Enterprises, Inc ..... HOllywood 9-0944
Ziv, Frederic W., Co. ..... OLdfield 4-2800
Ziv Television Programs, Inc. ..... OLdfield 4-2800

Radio and TV Artists Agencies

Affiliated Artists' Agency ..... CRestview 4-2697
Ainsworth, Helen ..... CRestview 62062
Allied Casting ..... HOllywood 3-7124
Alvarado, Carlos ..... CRestview 57203
American Federation of Radio and Television Artists ..... HOllywood 4-5125
Artigue, Louis ..... CRestview 6-4652
Artists Management Co. ..... CRestview 4-4963 or BRadshaw 2-4531
Artists, Ltd. ..... CRestview 67015
Auer, Miles, Bohm ..... HOllywood 9-1691
Bender-Ward ..... OLympia 2-1465
Bergerman, Stanley, & Co. ..... CRestview 6-9667
Bernie, Herman ..... CRestview 50117
Bloom, Phil, Agency ..... CRestview 6-1339
Brandies, Bob, Agency ..... HOllywood 5-6978
Business Administration Co. ..... CRestview 67071
Candelario's, (Sante Fe., N. Mex.) 2-1391
Charney, William B. ..... HOllywood 9-1131
Columbia Artists Management ..... MAdison 62327
Cooper, Ray ..... CRestview 69769
Stanley Cowan, Inc.., 9163 Sunset—B. Hills ..... CRestview 6-3103
Darrow, Agency ..... GRanite 2-9514
Demling, Gus ..... CRestview 12161
Deuser, Lewis J. ..... CRestview 19134
Doaks, Virginia ..... BRadshaw 2-6211
Douglas, Donald ..... HOllywood 4-8106
Draesemer, Isabelle, Agency ..... HOllywood 4-1782
Edington-Cloutman Agency ..... CRestview 4-5141
Fame Agency, 8208 Sunset—L. A. 46 HOllywood 5-2254
Famous Artists ..... CRestview 15222
Feins, Bernard ..... CRestview 51155
Frings, Kurt ..... CRestview 1-6115
Frye, Clinton L. ..... HOllywood 9-4567
Garfield, Milton, Agency ..... CResview 5-5074
General Artists ..... BRadshaw 2-4259
Gertz, Mitchell ..... CRestview 45491
Gold, Sid ..... CRestview 4-7247
Goldstone, Jules ..... CRestview 51191
Goldstone Tobias ..... CRestview 61071
Gordon-Molson ..... CRestview 16111

Gregory Assts. ..... OLeander 5-7538
Green, Ivan ..... CRestview 45129
Greshler, Abner ..... CRestview 45339
Grossman, Milton M., Agency ..... CRestview 6-6163
Halliburton, Jeanne ..... CRestview 5-5575
Hamilburg, Mitchell ..... CRestview 54171
Herdan-Sherrell ..... CRestview 15236
Hershon, Red, Agency ..... CRestview 46381
Herzbrun, Walt ..... CRestview 64157
H.I.T. Agency ..... CRestview 1-3132
Howard, Sam, Agency ..... CRestview 68370
Hyde Agency ..... HOllywood 22301
Ingersoll, George Agency ..... HOllywood 7-0862
Irwin, Lou ..... CRestview 1-7131
ITA ..... HOllywood 26416
Jackson, Edith ..... HOllywood 7-0155
Jacobson, Vernon ..... CRestview 52545
Jaffe Agency ..... CRestview 66121
Katz, Fred, Agency ..... CRestview 6-3189
Kohner, Paul ..... CRestview 15165
Lance, Leon O ..... CRestview 66014
Lauren, J. W. Agency ..... HOllywood 7-5087
Lazar, Irving ..... CRestview 56153
Leonetti, Caroline, Ltd. ..... HOllywood 2-2345
Leonard, Fred ..... HOllywood 4-7546
Lesser, Ted ..... MUtual 7356
Levee, M. C. ..... CRestview 6-6285
Levee, Sid ..... CRestview 66285
Lewis, Henry ..... CRestview 55129
Jack Linder ..... CRestview 44034
Longenecker, Robt. ..... OLive 33770
McConkey Artists Corp. ..... HOllywood 3-7141
McMillan, Hazel, Agency ..... CRestview 1-7781
MacQuarrie Agency ..... OLive 21180
MCA Artists ..... CRestview 62001
Manuel-Baird ..... CRestview 45288
Marx, Burt ..... CRestview 17171
Medford, Ben ..... CRestview 17021
Messinger, Lili ..... CRestview 5-8541
Meyers, Walter ..... CRestview 18161
Mishkin Agency ..... OLive 20944
Moore, Lola ..... CRestview 65401
Morris, William ..... CRestview 47451
Ochs, Al ..... HOllywood 96470
Oliver, Maurine ..... CRestview 1-6382
Oriental Casting ..... CRestview 6-8475
Orsatti & Co. ..... CRestview 66241
Pearson, Ben ..... CRestview 4-5488
Pomeroy Jack ..... HOllywood 9-6366
Powers-Stanley Agency ..... HOllywood 20791
Preminger, Ingo, Agency ..... HOllywood 27396
Rocamora, Wynn ..... CRestview 45431
Rosenberg & Coryell ..... CRestview 18121
Milt Rosner ..... CRestview 67023
Rush, Art ..... HOllywood 4-5161
Ryan, Frank ..... CRestview 14627
Salkow, Lester ..... CRestview 54505
Schwartz Agency ..... CRestview 55132
Seamen, Geo. ..... HOllywood 21161
Sennes, Frank ..... CRestview 46975
Shauer, M. A. ..... CRestview 11103
Shaw-Wiley Agency ..... CRestview 5-4179
Sherman, Edward ..... CRestview 50186
Shiffrin, William ..... CRestview 17261
Short, Antrim ..... CRestview 54137
Shurr, Louis ..... CRestview 11116
Small, Paul ..... CRestview 15246
Snitzer, Lou-Fritschi, Al, Inc. ..... HOllywood 9-6271
Somlyo, E. T. ..... CRestview 6-2041
Stempel, Frank ..... OLive 21404
Stewart, Rosalie ..... CRestview 46123
Swanson, H. N. ..... CRestview 15115
Swaverland, Harold ..... HOllywood 4-7265
Thompson, D. H. ..... CRestview 12188
Ullman, George ..... CRestview 45238
Vitt, Angie ..... CRestview 64484
Wadsworth, J. B. ..... CRestview 60698
Hilan Wargin Agency ..... HOllywood 30604
Weiner, Jack ..... CRestview 67081
Weintraub, Murry ..... CRestview 1-1137
Welch, Suey, Agency ..... HOllywood 4-2461
Wendling, Chas. ..... CRestview 62348
White, Wm. B. ..... CRestview 46301
Wiley, Richard ..... CRestview 54179
Wilkins, Paul ..... CRestview 16188
Willson, Henry ..... CRestview 6-3201
Winkler, Daniel M ..... CRestview 17244
Woliver-Burr Agency ..... HOllywood 40031
Wookey, Betty, Agency ..... HOllywood 2-2301

Publications

Billboard Publishing Co. ..... HOllywood 9-5831
Broadcasting-Telecasting ..... HOllywood 3-8181
Hollywood Reporter ..... HOllywood 4-7411
Radio & TV Exchange ..... HOllywood 4-0101
RADIO-TV DAILY ..... HOllywood 9-3951
Radio-Television Mirror ..... CRestview 6-6293
Sponsor ..... HOllywood 4-8089
TV Guide Publication ..... NOrmandy 2-3101
TV-Radio Life ..... HOllywood 4-9275
Variety ..... HOllywood 9-1141

Radio-TV Audience Surveys

American Research Bureau ..... CUmberlin 3-3149
Facts Consolidated ..... OLive 3-3114
Moffett Research Co. ..... HOllywood 3-5653

Leading Advertisers of 1955 ..... See Page 37

Radio-TV Set Production, 1955 ..... See Page 39

All-American Favorites of 1955 ..... See Page 43

Ten Top Radio-TV News Events, 1955 ..... See Page 47

Estimated 1955 Automotive Advertising ..... See Page 53

Keep this list of 138 Pulse TV Markets handy

Industry's largest, most accurate sample — 1,800,000 different families interviewed, 1955

Albany-Troy-Schenectady
Albuquerque
Ames-Des Moines Area
Atlanta
Augusta, Ga.

Baltimore
Bangor, Me.
Birmingham
Boise-Meridian
Boston
Buffalo

Cedar Rapids
Charlotte, N. C.
Charleston, S. C.
Chattanooga
Chicago
Cincinnati
Cleveland
Colorado Springs
Columbia, S. C.
Columbus, Ohio

Dallas
Davenport-Rock Island
Dayton
Denver
Detroit
Duluth-Superior

El Paso
Erie

Fresno
Fort Worth

Grand Rapids
Green Bay
Greensboro

Harrisburg, Pa.
Honolulu-Oahu Island
Houston
Houston-Galveston

Indianapolis

Jackson, Miss.
Jacksonville, Fla.
Johnstown, Pa.

Kansas City, Mo.

Lansing
Little Rock, Ark.
Los Angeles
Louisville
Lubbock

Macon
Marietta-Parkersburg
Mason City-Albert Lea-Austin
Memphis
Miami
Milwaukee
Minneapolis-St. Paul
Montgomery, Ala.
Nashville

New Haven
New Orleans
New York
Norfolk

Oklahoma City
Omaha

Peoria
Philadelphia
Phoenix
Pittsburgh
Portland, Maine
Portland, Ore.
Providence
Pueblo

Quincy-Hannibal-Keokuk

Richmond
Roanoke
Rochester, N. Y.
Rockford, Ill.

Sacramento, Calif.
Saginaw-Bay City-Midland
St. Louis
Salt Lake City
San Antonio
San Diego
San Francisco-Oakland
Santa Barbara-San Luis Obispo
Scranton-Wilkes Barre
Seattle
Seattle-Tacoma
Sioux City, Ia.
South Bend-Elkhart
Spokane
Springfield, Mass.
Springfield, Mo.
Syracuse

Tacoma
Tampa-St. Petersburg
Toledo
Tucson
Tulsa

Washington, D. C.
Waterloo
Wheeling-Steubenville
Wichita
Wichita Falls, Texas
Wilmington
Winston-Salem, N. C.

York, Pa.
Youngstown, Ohio

As the service with the most subscribers, Pulse calls your attention to the huge backlog of data available for the 107 markets listed to the left; *the other 31 are new markets added this year.*

Let us explain the many reasons why Pulse, with the largest sampling outside U. S. Census, is winning ever-widening preference.

Now well over 500 subscribers, 1955 was the biggest year in Pulse's experience, dating back to 1941. Wire or phone for details.

PULSE, *Inc.*

15 West 46th Street
New York 36
Telephone: Judson 6-3316

IN LOS ANGELES
6399 Wilshire Boulevard
Webster 1-2412

Allentown
Amarillo
Anchorage, Alaska
Baton Rouge
Bellingham, Washington
Broward & Palm Beach Counties, Fla.
Columbia, Mo.
Columbus, Ga.
Des Moines
Dubuque County, Ia.
Flint
Florence, S. C.
Fort Wayne
Green Bay-Marinette
Greenville, S. C.
Jefferson County, Texas
Joplin, Mo.
Knoxville, Tenn.
La Crosse County, Wisc.
Las Vegas
Madison
Pittsburg, Kan.
Raleigh
Saginaw County, Mich.
Shreveport
Sioux Falls, Texas
Springfield, Ill.
Terre Haute
Texarkana
Waco
Zanesville

RESEARCH ORGANIZATIONS

☆ ☆ ☆

ADVERTEST RESEARCH
90 Bayard St., New Brunswick, N. J.
Phone: CHarter 7-1564

AMERICAN RESEARCH BUREAU, INC.
National Press Bldg., Washington, D. C.
Phone: National 8-0822
551 5th Ave., New York City
Phone: MUrray Hill 7-3787
234 S. Garfield, Los Angeles, Calif.
Phone: CUmberland 3-3149

A. S. BENNETT—CY CHAIKIN, INC.
333 Madison Ave., New York, N. Y.
Phone: MUrray Hill 9-0734

CROSSLEY, S-D SURVEYS, INC.
642 5th Ave., New York, N. Y.
Phone: PL 7-5560

ELLIOTT-HAYNES LTD.
(Radio Research Division)
515 Broadview Ave., Toronto 6, Ont., Canada
Phone: GErard 1144

C. E. HOOPER, INC.
(Executive Office)
579 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 8-2290
Dry Hill, Norwalk, Conn.
Phone: VIctor 7-2461

RICHARD MANVILLE RESEARCH
230 Park Ave., New York 17, N. Y.
Phone: ORegon 9-2435

MARKET RESEARCH CORP. OF AMERICA
122 East 42nd St., New York 17, N. Y.
Phone: OXford 7-3540
425 N. Michigan Ave., Chicago 11, Ill.
Phone: MOhawk 4-4600

A. C. NIELSEN COMPANY
2101 Howard Street, Chicago 45, Ill.
Phone: Hollycourt 5-4400
500 Fifth Ave., New York 36, N. Y.
Phone: PEnnsylvania 6-2848

OFFICE OF RESEARCH, INC.
3470 Broadway, New York 31, N. Y.
Phone: AUdubon 6-7455

ALFRED POLITZ RESEARCH, INC.
270 Park Ave., New York 17, N. Y.
Phone: PLaza 9-5200

THE PULSE, INC.
15 W. 46th St., New York 36, N. Y.
Phone: JUdson 6-3316

RADIO REPORTS, INC.
220 East 42nd Street, New York 17, N. Y
Phone: MUrray Hill 7-6658

RESEARCH SERVICES, INC.
1441 Welton St., Denver 2, Col.
Phone: CH 2742

ELMO ROPER & ASSOCIATES
30 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-4900

N. C. RORABAUGH CO.
347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 6-2193-4

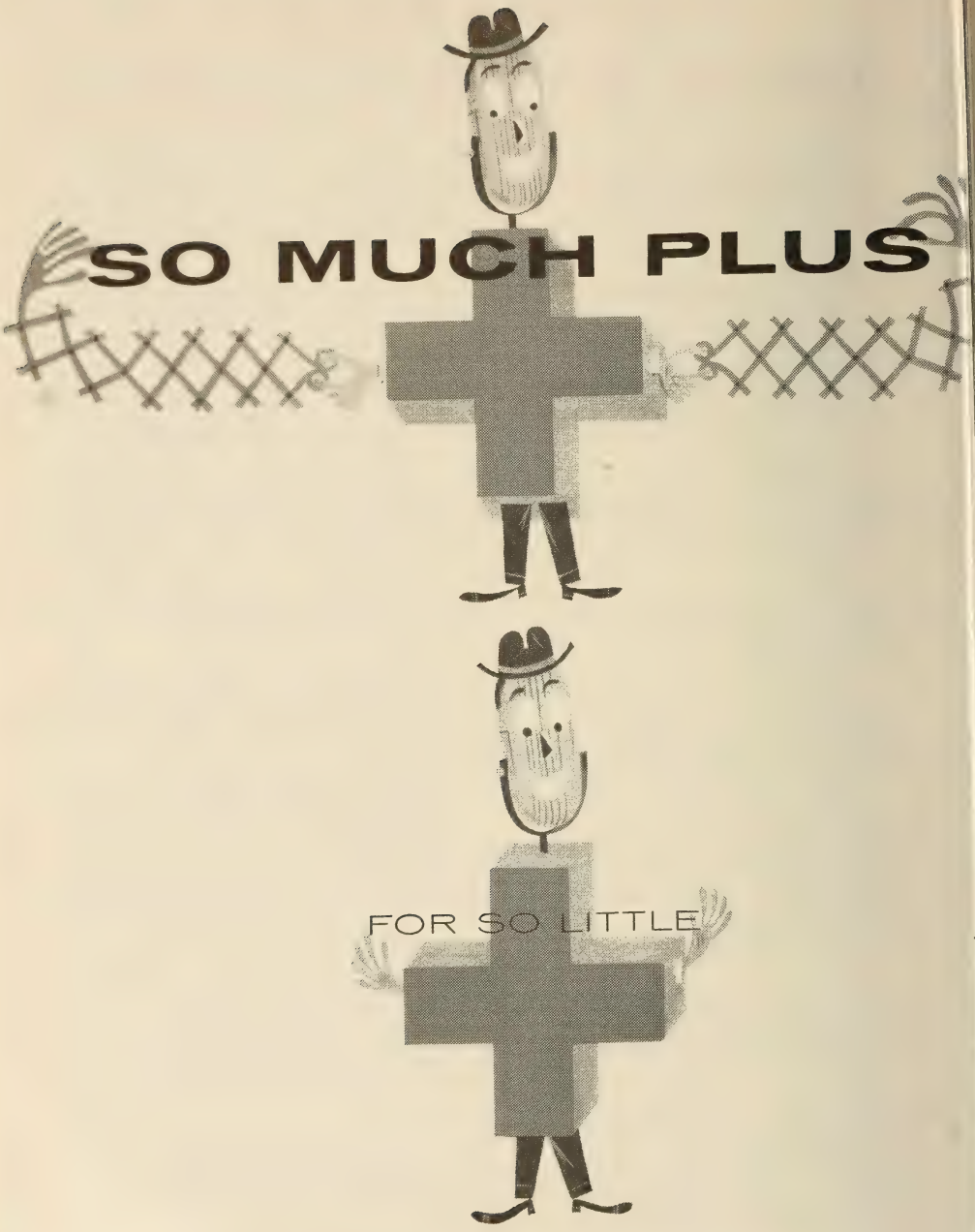
ROSS FEDERAL RESEARCH CORP.
2 W. 45th St., New York 36, N. Y.
Phone: MUrray Hill 7-3194

DANIEL STARCH AND STAFF
Boston Post Rd. & Beach Ave.
Mamaroneck, N. Y.
Phone: MAmaroneck 9-5400
101 E. Ontario St., Chicago, Ill.
Phone: DElaware 7-2888

TRENDEX, INC.
347 Madison Avenue, New York 17, N. Y.
Phone: MU 4-4328-9

VIDEODEX, INC.
342 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-8837

J. A. WARD, INC.
8 W. 40th St., New York, N. Y.
Phone: BRyant 9-3845



The world's largest network – with 560 stations – is also the most economical buy in all advertising.

MUTUAL BROADCASTING SYSTEM

The Plus Network

Advertising Agency Competition Is Keen

By
BILL NUGENT
Staff Writer
Radio-Television Daily

COMPETITIVE belt surrounding advertising agencies stretched to new lengths in 1955. America's consumer goods makers, riding the crest of the healthiest economy in history, shuffled advertising accounts at the rate of better-than two a day.

The "big switch" left few agencies untouched. For some, it meant new life, new power and a record-breaking share of the nation's advertising dollar. For others, the reverse was true.

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Agency zig-zagging by blue-chip giants comes as no accident. It's the direct result of new concepts in today's selling. Marketing and merchandising pressures, more violent than ever because of television, enveloped practically every shop along the Madison Avenue circuit uprooting accounts that had been resting leisurely for years.

Time was when the only function of an agency was to prepare ads. This is no longer true. Today's sponsor expects a complete merchandising and marketing service. If he doesn't get it, he goes a-hunting.

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A record number of agencies felt the pinch last year. Before the smoke clears from this season's hop-scotching, over $150,000,000 in major client billings will have changed hands.

The migrants came from virtually all product fields. Two top soft-drink firms, Coca-Cola and Pepsi-Cola, diverted alliegence from agencies which had directed their spending for decades. Breweries, with combined billings of over $25,000,000, left several of the better-known ad-sleuths crying in their beer.

Automobile and cigarette makers did their share of transplanting in the past year, too. Studebaker named Benton & Bowles while Packard tapped D'Arcy over Ruthrauff & Ryan. In one of the biggest stories of the year, Philip Morris switched $8,000,000 in business from The Biow Company to N. W. Ayer. L&M Filters, which grew up in Cunningham & Walsh, decided Dancer-Fitzgerald-Sample could do a better job.

Soap, drug and toothpaste companies provided plenty of ad alley gossip as did watchmakers, cosmetic firms, appliance makers, food packers and airlines.

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Some of the big changes included Whitehall Pharmacal from Biow to Ted Bates; Westinghouse from Fuller & Smith & Ross to McCann-Erickson; Bulova from Biow to McCann-Erickson; Swift from J. Walter Thompson to McCann-Erickson; Frigidaire from Foote, Cone & Belding to Kudner; American Airlines from Ruthrauff & Ryan to Lennen & Newell; Toni from Weiss & Geller and Leo Burnett to North; Revlon from Norman, Craig & Kummel to BBD&O and a host of others.

Hardest-hit agency was the Biow Company. That firm had over $30,000,000 in billings lopped off within two months. Among the winners were McCann-Erickson (upped over $50-million in billings), BBD&O, J. Walter Thompson, Kenyon & Eckhardt, Benton & Bowles, Ted Bates and Young & Rubicam.

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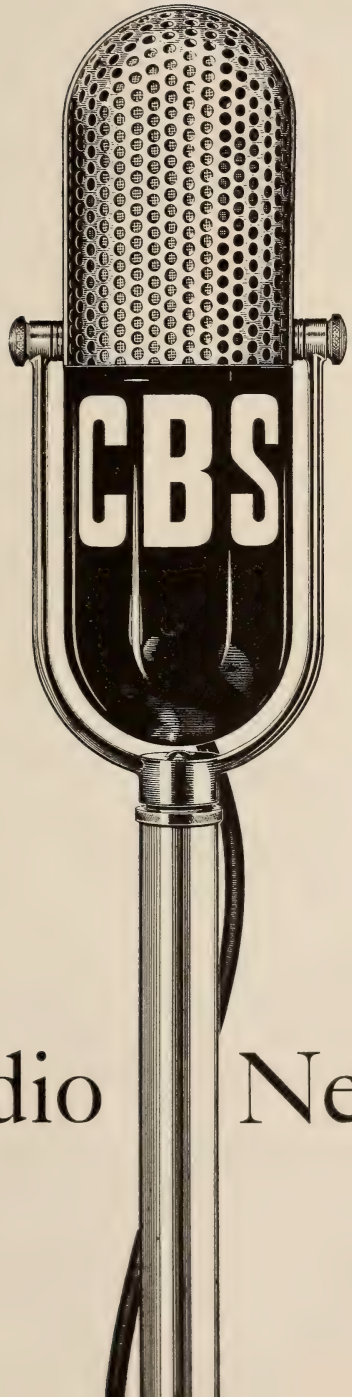
Estimates for the total 1955 advertising expenditure by American business have been placed at $9-billion — a gain of almost 10 per cent over the previous year. A higher figure for 1956 is freely predicted.

Radio and television garnered a sizeable portion of that amount. The video medium accounted for over $1-billion in advertising dollars representing a 25 per cent gain over 1954. With Young & Rubicam leading the pack, the top 35 agencies billed over $800-million in both radio and television.

No knowledgeable adman would dare predict the life-expectancy of an account within his own organization. Last year's wholesale head-rolling makes that pretty clear. But one thing is certain.

Agencies can look forward to bigger billings in 1956. Just where those plums land depends on the agency itself. Ability to keep pace with today's rapidly-changing selling trends is a necessary factor for survival on Madison Avenue.

More top performers in entertainment and business stand behind our microphone than anywhere else in radio. And as a logical result, the biggest audiences are tuned to the CBS



Radio Network

"Direct From Paris"

RDF

THE FRENCH BROADCASTING SYSTEM (RDF) OFFERS YOU FREE OF CHARGE A REGULAR TRANSCRIBED SERVICE

MUSICAL PROGRAMS

Symphonic
Folklore
Popular

ENTERTAINMENT

Theatre
Arts
Books

WOMEN'S PROGRAMS

Fashion
Cuisine
Home Life

AND BY SPECIAL SHORTWAVE FEED
ON-THE-SPOT NEWS • INTERVIEWS • REPORTS

These broadcasts are distributed to American stations as part of a goodwill program to promote better understanding between the peoples of France and the U. S.

THE FRENCH BROADCASTING SYSTEM

PIERRE CRENESSE — *Director in North America*

972 Fifth Avenue • New York 21, N. Y. • REgent 4-1501

NEWS SERVICES

Associated Press

New York—50 Rockefeller Plaza.....PLaza 7-1111

Executives

Executive Director.....Kent Cooper
General Manager.....Frank J. Starzel
Asst. General Manager for Radio.....Oliver Gramling
Secretary.....Lloyd Stratton
Radio News Editor.....John A. Aspinwall

International News Service

New York—235 East 45th Street.....MUrray Hill 7-8800

Executives

General Manager.....J. Kingsbury Smith
Associate General Manager.....Barry Faris
Assistant General Manager.....Philip G. Reed
King Features Sales.....Frank J. Nicht
Business Manager.....Robert W. Brown
Managing Editor.....Paul R. Allerup

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza.....PLaza 7-1111

Executives

President.....Frank J. Starzel
V.P.....Oliver Gramling
Radio News Editor.....John A. Aspinwall

Reuters

New York—Times Bldg., 229 West 43rd Street.....BRyant 9-8558

Executives

Manager.....D. Kimpton Rogers
Editor.....A. W. V. King
Accountant.....Marjorie Hathaway
Chief Washington Correspondent.....Paul Scott Rankine
North American Service Editor.....Charles B. Lynch

Telenews Productions, Inc.

Production Offices

New York—630 Ninth Ave.....JUdson 6-2450

Executive Offices

4 West 58th St.....PLaza 9-2929

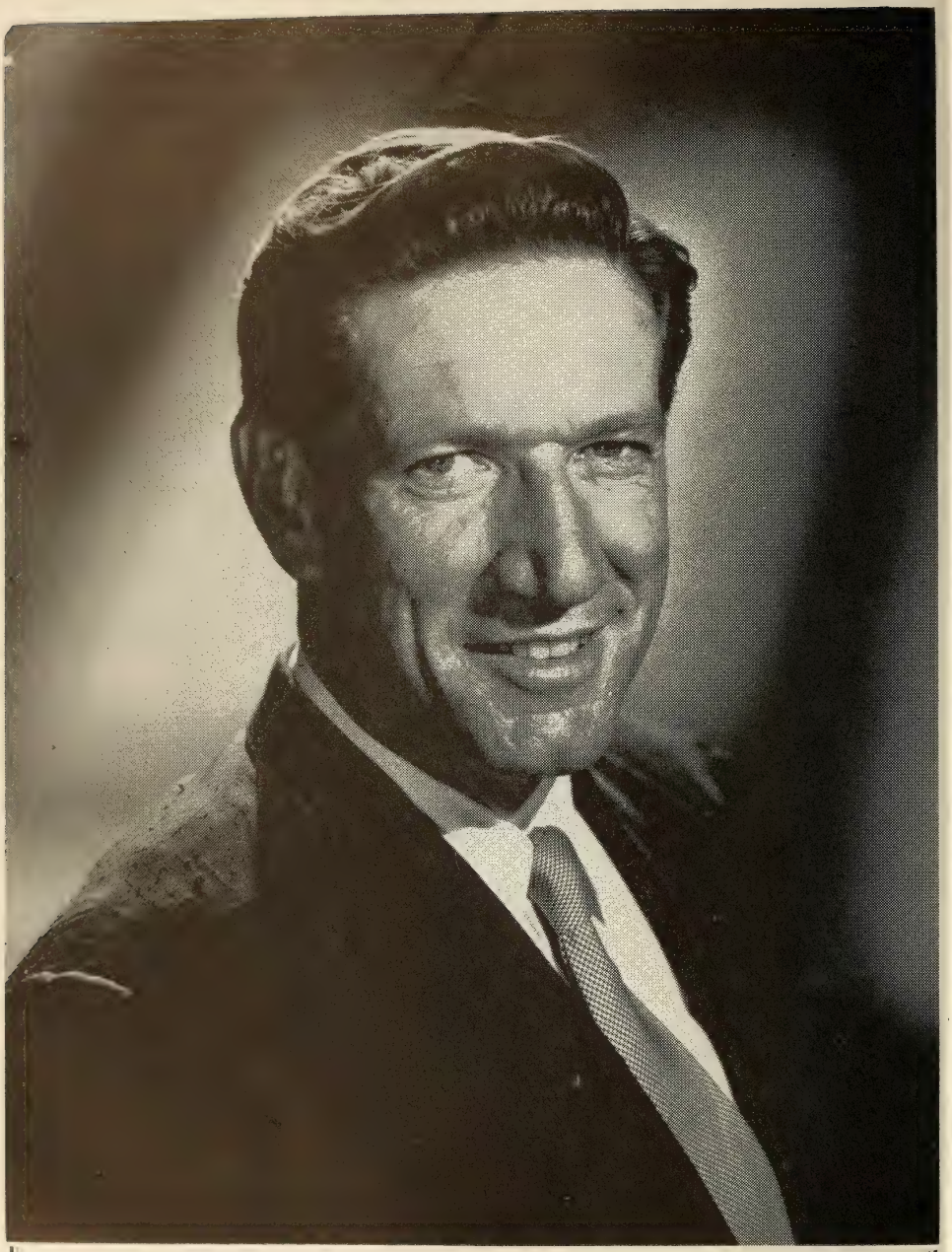
President.....Herbert Scheftel
Exec. Vice-President.....Alfred G. Burger
General Manager.....Norman Livingston
Comptroller.....A. Douglas Comeaux

United Press Associations

New York—220 East 42nd Street.....MUrray Hill 2-0400

Executives

President & General Manager.....Frank H. Bartholomew
V.P. & Ass't General Manager.....Thomas Curran
Vice-President & General Business Manager..Mims Thomason
V.P. and General News Manager.....Earl J. Johnson
V.P., General Foreign Manager.....Joseph L. Jones
Radio News Manager.....John J. Madigan
Ass't General News Mgr.....William C. Payette
V.P. & General Sales Manager.....Leroy Keller



RICHARD BOONE

The Position of Closed Circuit Television

By
JOE MORRIS
Managing Editor
Radio-Television Daily

MOST facets of TV have a very bright future but the current candidate for the title of "Most Likely to Succeed" is the closed circuit application of the medium. There are those who predict that closed circuit TV in all its phases and fringe features will, within 10 years, be an industry with a larger annual dollar volume than TV broadcasting. This of course would include equipment manufacturing, industrial application, use in the home, in buildings, as a communication medium in education and other phases as yet undeveloped and undiscovered.

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Prevailing opinion is that its role as a communication and entertainment medium will eventually be taken over by networks. This holds true both among networks and to a great extent among executives of independent companies engaged in producing closed circuit telecasts.

During 1955, new exploration in use of closed circuits brought astounding results. As a medium of entertainment, it garnered heavy financial returns; as a medium of communication, it found wide use in industry for transcontinental business conferences; as a sales tool, it was put to use selling broadcast TV to potential sponsors and was offered to advertisers as a merchandising adjunct to sponsored programs.

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Currently, networks which use it, apply it as an adjunct to the TV sales department. However, the natural outgrowth of this is eventual domination of the medium's application on a commercial basis, both as a communication tool for industry and as an entertainment vehicle. First steps have been taken in this direction. Production of several telecasts sold by closed circuit firms has been network handled. The resources available to networks—for this role make it inevitable that they will dominate the field since no closed circuit company would be able to muster equivalent staff and equipment to furnish competition.

New developments in the medium currently being rushed are large screen color and merchandising in department stores. There are five large screen color projectors available at present. The use of large screen color at first will be backed up with a safety factor of 21-inch screen color receivers spotted throughout reception locations to safe-guard against breakdowns in the large screen apparatus.

Consensus of opinion is that there will never be a sufficient number of events of national interest to support a closed circuit TV firm. However, many new theories of programming are being put into effect.

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In an overlap into the educational TV area, a series of lectures will be presented this year on a commercial basis. These lectures will not be of general interest but will be aimed at specific professional groups throughout the country, presenting experts in each field in teaching roles.

As a merchandising tool in department stores, the closed circuit TV set uses 21-inch color receivers placed throughout the store to bring customers an electronic merchandising display at one location without requiring them to make a tour of the entire building. Use of the medium in a monitoring role in factories and buildings is becoming widespread since a simple set-up using a portable-size camera and a receiver can be installed for as little as $1,000.

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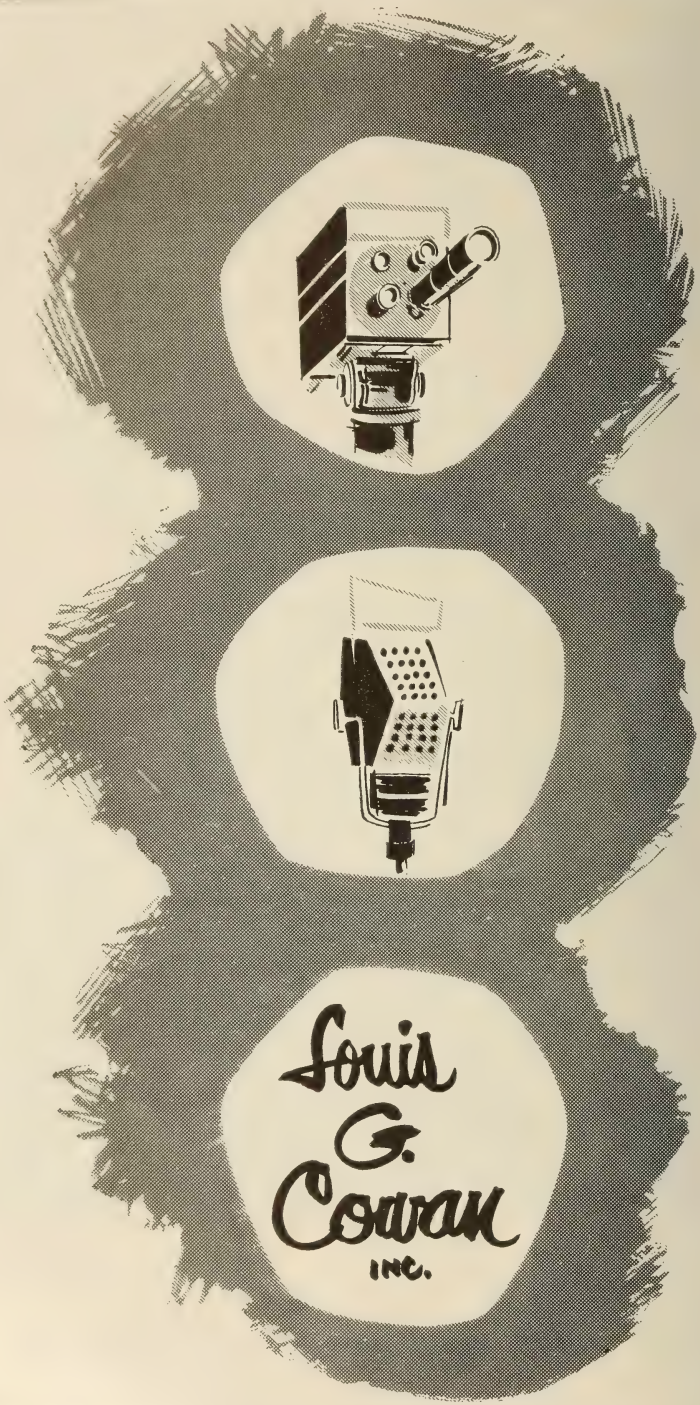
Color makes the medium particularly appetizing to a client as a sales or merchandising tool since color is still enough of a novelty to guarantee him an audience motivated by curiousity about color TV if not about his product.

Currently, closed circuit TV is in a big boom as a medium of communication for large firms. One company holds a closed circuit conference each week of the year, utilizing it to approve TV commercials prepared by its various agencies. Two large advertising agencies are planning to install permanent closed circuit links between branch offices in key metropolitan centers.

In the educational field widespread experimentation with closed circuit TV is in progress on all academic levels, from kindergarten to university graduate instruction, and indications are that it may be the final answer to alleviation of the crucial teacher shortage existing throughout the nation.



NEW YORK *575 Madison Avenue, New York 22, N. Y.* *PLaza 9-3700*

Glowing Future Predicted for RTES

By
CLAUDE
BARRERE

Secretary
Radio and Television
Executives Society

ABOUT a thousand hard-headed men and women in the broadcasting business ranging from Chairmen of Boards of some of America's major enterprises down to junior Time Buyers and Salesmen belong to the Radio and Television Executives Society. Why?

We could say it's because of the inborn industry slogan of "Service." We could equally well recall the statement of an old Greek philosopher that "All of our acts are motivated by selfishness."

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The growing recognition that the RTES, through its various activities, is increasingly serving the industry and the individual therein is the true answer to why so many are members and are supporting it with time, money and energy.

It is recalled that the RTES was formed in 1952 by bringing together the Radio Executives Club of New York, which was founded in 1939, and the American Television Society, junior by a matter of a few months. These two organizations resembled each other in many phases and were quite different in others. The teaming of their various qualities brought about the stronger, sturdier, organization now in its fourth year. The present membership shows a well-balanced representation amongst the networks, stations, station reps., advertising agencies, film organizations and the many other services allied to broadcasting.

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How, then, is the RTES serving the industry and its members? The showiest aspect is, no doubt, its monthly luncheons, a forum attended by consistently large numbers of members and friends. It is pleasant to point to such speakers this current season as Vice-President Richard M. Nixon and George C. McConnaughey, Chairman of the FCC, Bishop Fulton J. Sheen, Sir Ian Jacobs, of the BBC, Louis A. Cowan, Irving R. Levine, and special events with the American Women in Radio and Television, the Peabody Awards luncheon and the huge Christmas party. Yet these "showcases" have perhaps less weight than such things as the Listening Post, the Time Buying and Selling Course and the Workshops.

The Listening Post is something of which the RTES and its members are particularly proud. Its intriguing name originated before the RTES was formed when a group of well-known people in the industry, on a very informal basis, endeavored to help their friends and acquaintances who suddenly found themselves in the unaccustomed predicament of being unemployed. As one of its founders put it: "We lend a sympathetic ear to our friends and keep the other to the ground to hear of openings, hence the name." Frequently, be it said, they didn't wait for openings but energetically sought out possible spots for which their friends were qualified.

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With the monies collected through the Christmas parties the RTES was in a position to help the Listening Post, all of whose members also belonged to the Society. They gave it a headquarters with the necessary administrative personnel and wider publicity, promotion, etc.

It is significant that the Listening Post is not a placement service. It will not accept applications from persons who are in jobs, but insists that they must be, or officially are about to be, unemployed. Furthermore, it will not accept, as applicants, persons who are trying to get into the broadcasting field, nor those, who through other affiliation, might better be helped to locate jobs.

Each week applicants have the opportunity of sitting around the table with members of the Listening Post. This helps them to orientate themselves as well as to acquaint the Committee with their qualifications. Call it an informal screening and counseling session. The applicants are then given leads to likely openings for which they are qualified.

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As can well be expected the applicants outnumber job referals. Perhaps as much as ten to one. However, as people in key positions in the industry become acquainted with the Listening Post's services they are more and more inclined to tap this pool of available talent. The files are thick with commendatory letters from employers who found the man or woman they needed through the Listening Post. There is also quite a collection of notes of gratitude from ex-applicants.

Strict statistics of the Listening Post activities are not available. While applicants far exceed placements, it is estimated that an average of something better than four jobs a week are filled through employers and prospective employees being brought together through the Listening Post.

When a commercial draws the viewer into the picture to such an extent that he sees himself enjoying the benefits of the product . . . *you can be sure that commercial is drawing a lot of sales, too.*

Young & Rubicam, Inc.

Advertising • New York • Chicago • Detroit • San Francisco • Los Angeles
Hollywood • Montreal • Toronto • Mexico City • London

Random Information Bits On Buying Habits

By
RALPH H. WEIL
Executive
Vice President, WOV

A THOROUGH follow-up on several random bits of evidence (a costly wedding dress, a pack of cigarettes, a new automobile and a tin of olive oil) will help clear up the remaining mysteries surrounding the character and activities of the Italian-language market in the U. S.

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Purchase of the Wedding Dress: The wedding dress alluded to, questioning shows, cost approximately as much as a standard fur coat, which puts it into the "considered purchase" class. Obviously the family's income was such that the price was not an obstacle. As is usual, such an important purchase was carefully considered by the bride-elect and her family. With such a sum involved it was naturally selected from a shop which measured up to the entire family's prestige ideals. Their choice of a shop was directly influenced by the family's Italian language listening habits and the gown was sold either by a Fifth Avenue shop — or perhaps one in the Bronx — which has used Italian language broadcast schedules regularly for years, with intensified schedules preceding the wedding boom seasons. The family listening habits tell us something about the family tastes . . . including second and third generations (since the American-born, American-schooled bride herself is either second or third generation). With better than 95% of Italian-American New Yorkers understanding English, only a scant 5% listens because of language limitation. The others listen by choice . . . because it is a beloved part of their heritage. They want to retain it and why not? People who have never yet even visited Italy are imbued with bantering pride about the district from which their forebears originated. Programs from these "home towns" once or twice removed, fascinate the entire family. Many of WOV's produced-in-Italy features are daily broadcast fare for stations in other cities. (These are all flourishing, with the tabs picked on a multi-city basis by a single sponsor).

But The Brand Of Cigarettes Is American: Naturally it is. One of the big standard brands too. National advertisers have found they can garner a bigger share of sales for their brand by using, instead of ignoring, the Italian language broadcast way to influence the Italian Market in their favor. Automobile manufacturers and dealers have caught on to the same fact. They are frank and grateful in their acknowledgement that Italian broadcasting produces a welcome volume of inquiries leading to actual sales.

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But Olive Oil Is An Italian Staple. Right again. The taste for nationally advertised American merchandise and services coexists with the taste for Italian cuisine. Nor should one overlook the fact that grocery stores featuring full lines of Italian type food products magnetize the third generation Italian-American as well as the first. They enjoy roughly the same forum type popularity as the legendary country store of earlier rural America. And incidentally, the majority of these store keepers keep radios tuned steadily to Italian language broadcasting. In New York the number of such stores is 2,700.

Therefore Sherlock Concludes: That there is no end in sight for the influence of Italian language broadcasting on that portion of the American public which is of Italian descent. Today's bride gowned in the expensive finery she acquired as the result of Italian language advertising impact is tomorrow's Italian grocery store customer. Since Italian listening is a happy part of her heritage it is also one of the best ways of influencing her choice of furniture retailer, electrical appliance shop, real estate dealer, etc. (A large summer colony in Long Island has grown up as the result of several years of Italian language broadcast advertising with the young married and middle age groups naturally accounting for the major portion of purchasers).

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That if Americans of non-Italian origin are being swept up in the current fashion for things Italian (clothes and hair styles to name but two) it is clear that with Italian-Americans this taste has been fostered from infancy on and can be considered a lifetime preference.

That Italian language broadcasters, in the WOV tradition, can be counted on to keep the ear-appeal and heart-appeal of programs in prime condition, and of prime influence. They've had long experience with audiences that listen, not from language limitation but from choice.

Year-round enjoyment from

Lever Brothers Company

in 1956

LUX VIDEO THEATRE

Top stars in "live" performances of outstanding movie successes, direct from Hollywood.
Thursdays on NBC-Television.

BIG TOWN

Hard-hitting, realistic news stories starring Mark Stevens. Tuesdays in most areas, on NBC-Television.

GORDON MacRAE SHOW

Famous singing star in his new TV program. Mondays on NBC Television.

And don't forget — for leisurely daytime enjoyment

- **ART LINKLETTER'S HOUSE PARTY**
  Mondays-Wednesdays-Fridays, CBS Radio-Television
- **ARTHUR GODFREY TIME**
  Mondays-Wednesdays-Fridays, CBS Radio-Television
- **GARRY MOORE**
  Wednesdays and Fridays on CBS Television
- **AUNT JENNY**
  Real life stories, Mondays through Fridays, CBS Radio

Business

NETWORK BILLINGS

ADVERTISING AGENCIES

AGENCY PRESIDENTIAL BIOGRAPHIES

AGENCY EXECUTIVES

STATION REPRESENTATIVES

going
places...
HOLLYWOOD
"THE LAST NOTCH"
Televised 3/30/54
HOLLYWOOD
"FREIGHTER"
Televised 2/15/55
TO BROADWAY AND HOLLYWOOD
"No Time for Sergeants"
Televised 3/15/55
HOLLYWOOD
"THE RACK"
Televised 4/12/55
HOLLYWOOD
"Fearful Decision"
Televised 5/10/55
HOLLYWOOD
"INCIDENT IN AN ALLEY"
Televised 11/23/55
U. S. STEEL HOUR
produced by THE THEATRE GUILD

NETWORK RADIO BILLINGS

Estimates For Years 1955 & 1954

☆ ☆ ☆

Editor's Note: These figures, compiled by the Publisher's Information Bureau, are based on one-time network rates before discounts. They do not represent accurate revenues of the networks since the networks decline to divulge their actual net dollar incomes. The 1954 figures are given at the bottom of the page as a basis with which to compare network revenues in 1955.

January-July 1955

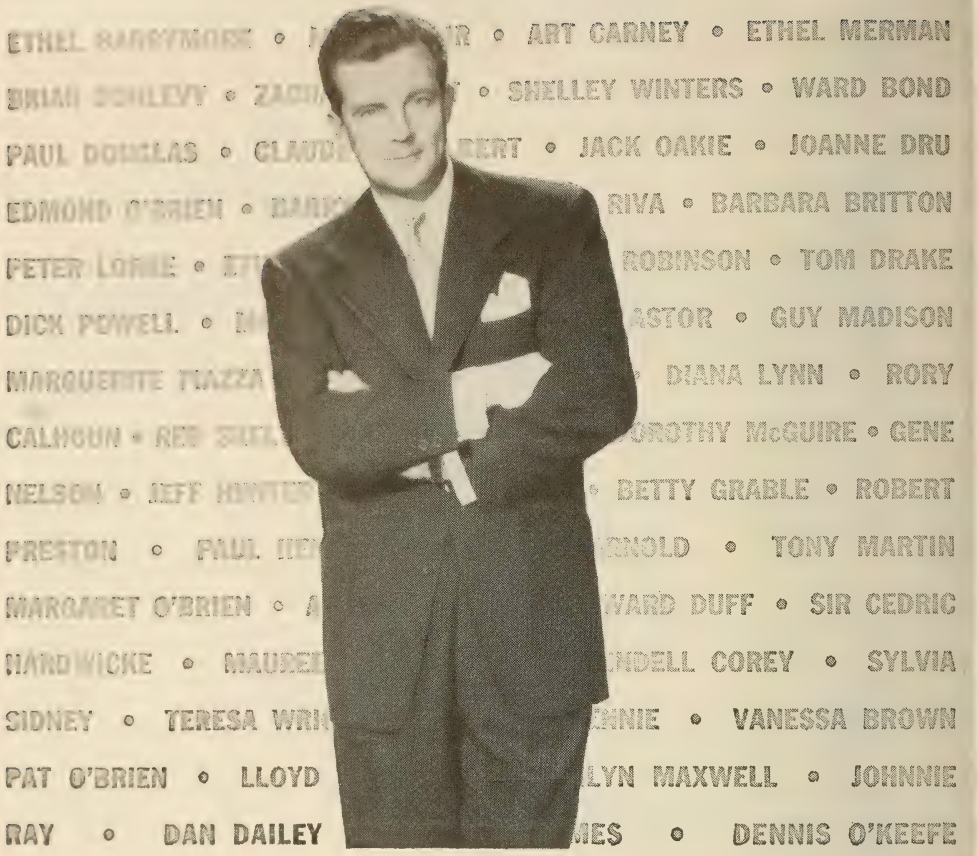
	ABC	CBS	MBS	NBC	Total
Jan. ...	$ 2,487,140	$ 4,181,787	$ 1,372,532	$ 2,744,204	$ 10,785,663
Feb. ...	2,387,900	3,950,767	1,291,938	2,584,620	10,215,225
Mar. ...	2,445,765	4,393,441	1,446,535	2,953,486	11,239,227
Apr. ...	2,096,355	3,837,124	1,365,658	2,624,671	9,923,808
May ...	2,080,272	3,921,807	1,450,889	2,652,560	10,105,528
June ..	1,817,967	3,656,201	1,255,424	2,703,981	9,433,573
July ...	1,676,650	3,122,096	1,022,255	2,452,364	8,273,365
‡Total	$14,992,049	$27,063,223	$ 9,205,231	$18,715,886	$ 69,976,389

† Network radio billings figures were discontinued by PIB as of Aug. 1955 because "recent changes in the rate and discount structures of the various networks have seriously affected the comparability of the gross billing figures, one network with another, and also the comparability of current figures with those of the past."

January-December 1954

	ABC	CBS	MBS	NBC	Total
Jan. ...	$ 2,830,654	$ 5,166,174	$ 1,896,925	$ 3,391,873	$ 13,285,626
Feb. ...	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
Mar. ..	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
Apr. ...	2,367,636	5,044,943	1,891,998	2,962,839	12,267,416
May ...	2,307,029	5,116,152	1,908,198	2,780,725	12,112,104
June ..	2,405,994	4,181,677	1,558,196	2,618,614	10,764,481
July ...	2,098,823	3,821,234	1,481,767	2,127,192	9,529,016
Aug. ..	2,160,025	3,844,135	1,491,503	2,075,531	9,571,194
Sept. ..	2,267,810	4,055,869	1,523,161	2,598,635	10,445,475
Oct. ...	2,506,929*	4,138,633*	1,572,042*	2,738,231*	10,955,835*
Nov. ..	2,484,201	4,397,245	1,540,523	2,926,816	11,348,785
Dec. ...	2,365,762	4,273,131	1,570,561	2,977,773	11,244,857
Total	$29,054,147	$54,245,056	$20,345,032	$34,014,356	$137,641,169

* Revised as of Dec. 30, 1954.



"CLIMAX!" AND "SHOWER OF STARS"

TOPS IN TV DRAMA AND VARIETY

Now in its second year of "Climax!" and "Shower of Stars" with top caliber stories and star casts, Chrysler Corporation is proud to present this outstanding television entertainment. Your host, **Bill Lundigan,** welcomes you to each of these thrilling dramatic or musical productions, telecast live every week from Television City, Hollywood.

Thursday nights 8:30 to 9:30 EST—CBS-TV.

CHRYSLER CORPORATION **THE *FORWARD* LOOK**

PLYMOUTH · DODGE · DE SOTO · CHRYSLER · IMPERIAL

NETWORK TELEVISION BILLINGS

Estimates For Years 1955 & 1954

☆ ☆ ☆

Editor's Note: These figures, compiled by the Publisher's Information Bureau, are based on one-time network rates before discounts. They do not represent accurate revenues of the networks since the networks decline to divulge their actual net dollar incomes. The 1954 figures are given at the bottom of the page as a basis with which to compare network revenues in 1955.

January-December 1955

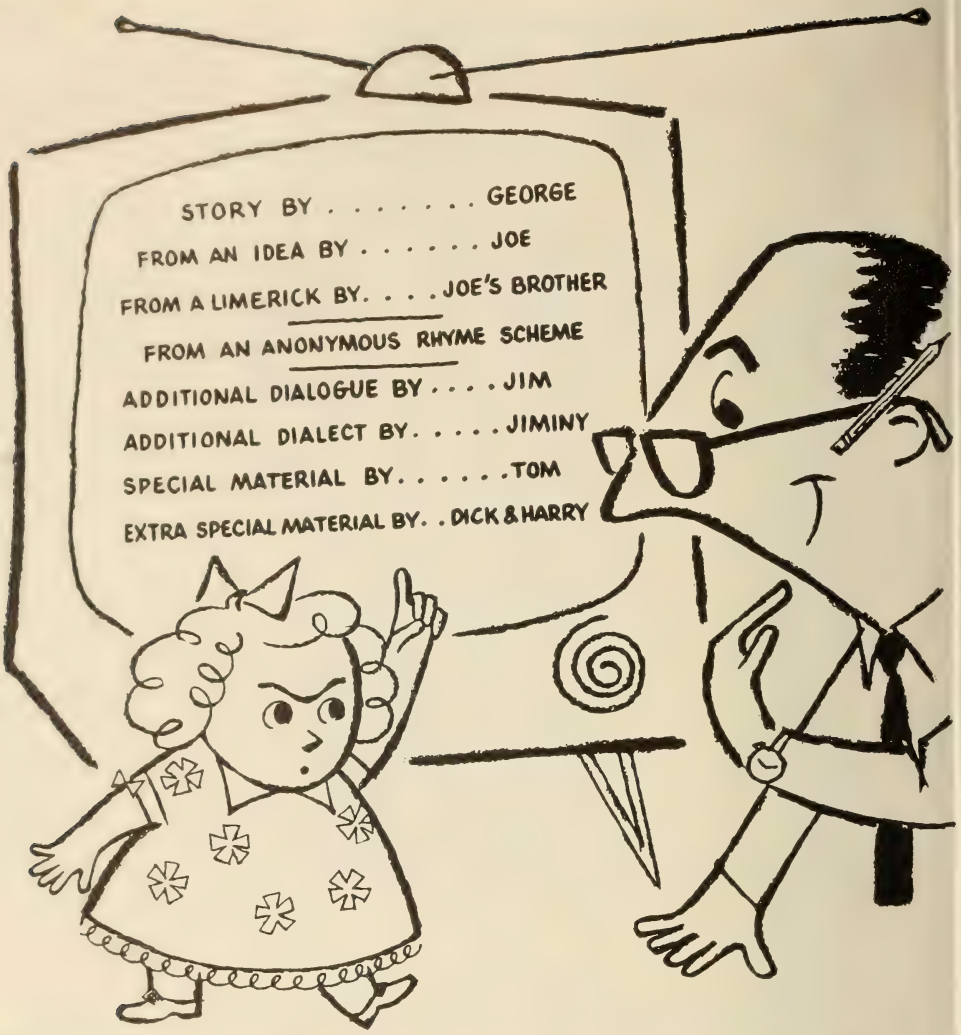
	ABC-TV	CBS-TV	Du Mont	NBC-TV	Total
Jan.	$ 3,718,195	$ 15,831,141	$ 723,960	$ 13,172,695	$ 33,445,991
Feb.	3,567,696	14,694,726	597,275	12,419,641	31,279,338
Mar.	3,806,425	16,036,896	628,625	14,102,093	34,574,039
Apr.	3,527,558	15,426,214	462,335	13,285,933	32,702,040
May	3,606,427	15,978,680	273,640	13,591,687	33,450,434
June	3,542,304	15,724,184	218,845	12,238,694	31,724,027
July	3,263,803	14,635,011	131,105	11,966,760	29,996,679
Aug.	3,562,676	14,959,098	55,385	11,767,789	30,344,948
Sept.	4,123,780	15,188,805	11,538	13,720,643	33,044,766
Oct.	5,876,756	16,590,891*	——	15,618,704	38,086,351*
Nov.	6,496,236	16,866,314*	——	15,489,279	38,851,829*
Dec.	6,301,578	17,086,161	——	16,010,878	39,398,617
Total	$51,393,434	$189,018,121	$3,102,708	$163,384,796	$406,899,059

*Revised as of 2/8/56.
** Effective Sept. 15, DuMont Television network changed from a national network to a local operation.

January-December 1954

	ABC-TV	CBS-TV	Du Mont	NBC-TV	Total
Jan.	$ 2,780,574	$ 10,713,329	$ 1,445,608	$ 10,116,937	$ 25,056,448
Feb.	2,502,372	9,965,481	1,108,157	9,368,148	22,944,158
Mar.	2,640,699	11,379,631	1,205,526	10,981,690	26,207,546
Apr.	2,554,484	10,921,640	1,068,374	10,802,535	25,347,033
May	2,411,656	11,488,168	988,350	11,033,987	25,922,161
June	2,317,879	11,448,180	778,920	9,990,729	24,535,708
July	2,310,281	11,861,534	623,455	8,149,533	22,944,803
Aug.	2,514,815	12,275,908	820,633	8,057,484	23,668,840
Sept.	2,660,601	12,936,020*	802,721	9,780,712*	26,180,054*
Oct.	3,890,802	14,009,286*	1,447,411*	12,352,091*	31,699,590*
Nov.	4,134,103	14,218,622	1,397,328	12,391,828	32,141,881
Dec.	3,994,832	15,060,653	1,457,436	13,047,419	33,560,340
Total	$34,713,098	$146,278,452	$13,143,919	$126,073,093	$320,208,562

* Revised as of Dec. 30, 1954.



"BUT, DADDY, DIDN'T YOU WRITE THE COMMERCIAL?"

Yes, Virginia, there are people who write BBDO television commercials. But they don't get a credit line. Not because we aren't proud of our work. And not only because a long list of our TV writers, artists and technicians would eat up high-priced time. But mainly because BBDO wants to leave the viewer with a stirring memory of just one name—*the client's.*

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SAN FRANCISCO · SEATTLE · HOLLYWOOD · LOS ANGELES · DETROIT · DALLAS · ATLANTA

Federal Communications Commission Report on Broadcast Revenues, Expenses, and Income of Radio Broadcast Services 1953-1954

☆ ☆ ☆

	1954	1953	Percent Increase or (Decrease) 1954
	($ Millions)		
	Total Broadcast Revenues		
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ 88.6	$ 97.3	(9.0)
Other radio stations[2]	361.0	378.0	(4.5)
Total	$449.6	$475.3	(5.4)
	Total Broadcast Expenses		
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ 80.4	$ 86.9	(7.4)
Other radio stations[2]	327.3	333.4	(1.9)
Total	$407.7	$420.3	(3.1)
	Broadcast Income (before Federal Income Tax)		
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ 8.2	$ 10.4	(21.7)
Other radio stations[2]	33.7	44.6	(24.5)
Total	$ 41.9	$ 55.0	(24.0)

[1] Includes the operations of 22 network owned stations in 1953 and 21 network owned stations in 1954.

[2] Includes 2,457 AM, AM-FM or Independent FM stations in 1953 and 2,577 in 1954.

ON-TARGET TELEVISION

KUDNER AGENCY, INC.

LOS ANGELES NEW YORK DETROIT WASHINGTON
DAYTON SAN FRANCISCO

Advertising Agencies

RADIO ACCOUNTS

TV ACCOUNTS

PERSONNEL

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LOVES YOU

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Shower of Stars
Disneyland
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The Lucy Show
Sky King
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Stage Show
Mickey Mouse Club
Esso Reporter
Home
Today
Tonight
Garry Moore Show
Bob Crosby Show
Color Story Spread
Prescription for Living
Science in Action
Sohio Reporter
The Ohio Story

in fact

McCann originates and produces *more* television throughout America (from I.D.'s to hour shows) than any other agency.

M-E (McCann-Erickson) loves *you*, and we just don't care *who* knows it! After all, you—the talent, the producers, the packagers, the people with ideas—helped make this the biggest quarter in McCann's history, so why shouldn't we? To be specific, our little affair this year will give birth to TV and radio billing weighing in at over $75,000,000, and *that's* a heap of lovin' in anybody's book.

Most important of all, our romance has made McCann clients the happiest mothers-in-law on TV, with big bouncy shows like *Climax, Shower of Stars, Studio One, Disneyland,* and many, many, many others.

M-E loves you, so, please, keep right on calling us with those big, bright ideas. (If a man answers, keep talking anyway; we're a pretty broad-minded lot.)

McCANN-ERICKSON, INC.

New York, Boston, Cleveland, Detroit, Chicago, Louisville, Houston, Dallas, San Francisco, Los Angeles, Portland and offices throughout the world.

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Advertising

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AAAA—American Association of Advertising Agencies
ABC—Audit Bureau of Circulation
ABP—Associated Business Papers
AFA—Advertising Federation of America
ANPA—American Newspaper Publishers' Association
APA—Agricultural Publishers Association
NOAB—National Outdoor Advertising Bureau
PPA—Periodical Publishers' Association
SNPA—Southern Newspaper Publishers' Association

A. D. ADAMS ADVERTISING

562 Fifth Ave., New York 36, N. Y.
Phone: CIrcle 6-2940
ABP

Owner.....A. D. Adams
Dynavox Corp. (phonographs), Long Island City, N. Y.

AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.
Phone: HIgate 4-6580
AFA—NBP—CNPA—SCAAA

Owner, Radio & TV Dir.....Ad Fried
Radio & TV Time Buyer..Louise Sirignano
Music Dir., & Librarian.....Elaine Fried
TV Art Dir.....Gerhardt Jacobi
Prod. Dir.....Al Wilson
Acct. Executives.Ad Fried, Louise Sirignano, Al Wilson, Elaine Fried, Gerhardt Jacobi.

Branch Office
260 Kearny St., San Francisco 8, Calif.
Phone: YUkon 2-1291

Radio Accounts: Agalite-Bronson Co. (Glass Shower Doors), Oakland, Calif.; American Upholstering Co. (Furniture Mfg.), Oakland, Calif.; Battery Products Co. (Arro Lyte Batteries), Oakland, Calif.; Betty Elizabeth Shampoo (Hair Formulas, etc.), Oakland, Calif.; Bowersmith Company (Marine Switches), Oakland, Calif.; Cochran & Celli Chevrolet Dealers (Chevrolet), Oakland, Calif.; Commercial Sales Co. (Trucks), San Leandro, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland, Calif.; Daniel Dillon Co., (Children's Sportswear), San Francisco, Calif.; Duplex Dean Plans (Real Estate), Danville, Calif.; Elemin Supreme Formula (Vitamins), Berkeley, Calif.; Carter Lumber Co. (Redwood Green Houses, etc.), Oakland, Calif.; Fruitvale Merchants Assn. (Shopping Area), East Oakland, Calif.; Grimshaw Nurseries (Dwarf Trees), Hayward, Calif.; Mica-Seal Mfg. Co. (Waterproofing Paints), Berkeley, Calif.; Oakland Light Opera Assn. Joaquin Miller Park, Oakland, Calif. (Musicals); Thermae Products, Inc. (Rocky Mt. Hot Springs Mineral Baths), Oakland, Calif.; Rhodes & Jamieson, Ltd. (Ready-mix concrete), Oakland, Calif.; Dick's Home Furnishers (Home Furnishings), Oakland, Calif.; Oakland Police & Firemen (Campaigns), Oakland, Calif.; The Quiet Hour (Religious), Chicago, Ill.; Lou Winston (Surplus), Oakland, Calif.; Roto-Rooter of Bay Area (Area Franchise Holder), Oakland, Calif.; Span-A-Form (Bldg. Forms), Oakland, Calif.; Elysee Cosmetic Co. (Cosmetics), San Francisco; United Trading Stamps, Western Divisional Hdqtrs. (Trading Stamps), Oakland, Calif.; Del-Tra Co. (Bakery Equipment), Oakland, Calif.; Braszil Compounds (Medicine), Las Vegas, Nev.; C. P. Hunt Co. (Automotive Supplies), Oakland, Calif.; Murphy Buick Co. (Car Distributor), Oakland, Calif.; Fred Blakeney Co. (Records), Berkeley, Calif.; Perma-Bilt Homes (Tract Developers), San Lorenzo, Calif.

TV Accounts: Battery Products Co. (Arro Lyte Batteries), Oakland; Betty Elizabeth Shampoo, Oakland; Bell Smoked Fish Co. (Tarabell Brands), San Francisco; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland; Roto-Rooter of Bay Area (Sewage Service), Oakland-Richmond, Calif.; G & W Refrigeration (Ice Machines), Oakland; Lake Merritt Hotel (Night Club & Restaurant), Oakland; Oakland Police & Firemen (Campaigns), Oakland; Cochran & Celli (California's Oldest Chevrolet Dealer), Oakland; Oakland Light Opera Assn. (Musicals); Space-A-Rang (Children's Toy), San Leandro, Calif.; Fruitvale Merchants Assn. (Shopping Area), Del-Tra Co. (Bakery Equipment), Oakland, Bra'zil Compounds (Medicine), Las Vegas, Nev.; C. P. Hunt Co. (Automotive Supplies), Oakland; Murphy Buick Co. (Car Distributor), Oakland; Fred Blakeney Co. (Records), Berkeley, Calif.; Perma-Bilt Homes (Tract Developers), San Lorenzo, Calif.

WILLIAM HART ADLER, INC.

919 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-5210
AAAA—ABP—ABC—ANPA

Pres.-Treas.....William Hart Adler
Vice Pres.....Thorpe E. Wright
Vice-Pres. .....A. B. Stone
V.P., Art Director.....Leslie Meyers
Copy Director.....Carl Petersen
Production Mgr.....Don Grimshaw
Asst. to Pres.....John J. Petrie

Branch Office
726 Lothrop Ave., Detroit 2, Mich.
Phone: TRinity 1-1727

V.P., Manager.....J. Robert Conroy

Radio Accounts: Aladdin Industries, Inc.,

CLIFFORD GILL AGENCY

8685 WILSHIRE BLVD. • BEVERLY HILLS, CALIF.

OLympia 2-3840

OLeander 5-8388

art
for
television

80 west 12th st.
new york, n.y.
CH 2-1150

VIDEO
CRAFTS
incorporated

Arthur Rankin, jr's
Art Studio
For The Television Industry

(Lamps—Vacuum bottles), Nashville, Tenn.
TV Accounts: Aladdin Industries, Inc.; Conlon-Moore Corp., (major appliances).

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Washington 5, D. C.
Phone: District 7-0551
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Secretary.....E. H. Bell
Copy Chief .....J. DuVall

AITKIN-KYNETT CO.

1400 South Penn Square,
Philadelphia 2, Pa.
Phone: RIttenhouse 6-7810
AAAA—ABC—ABP—ANPA—AFA
Senior Partner.....H. H. Kynett
Partners.....M. E. Goldman, H. A. Medholdt, George B. Barnard, Allen C. Smith
TV Dept. Head.....Richard Olanoff
Radio Dept. Head.....Allen Gray

Radio Accounts: Conrad-Pyle Co., West Grove Pa. (Rose Growers); Mrs. Paul's Kitchens, Philadelphia, Pa. (Frozen Seafood); Pennsylvania Refining Co., (Carburetor Cleaner); Stephano Bros., (Cigarettes); Wolf's Head Oil Refining Co., (Motor Oil); Southland Frozen Foods, Inc., (Frozen Southern Vegetables); Electric Storage Battery Co., Philadelphia, Pa.; First Camden National Bank & Trust Co., Camden, N. J.; F & S Brewing Co., Shamokin, Pa.; Girard Trust Corn Ex. Bk., Philadelphia, Pa.; Spaulding Bakeries, Inc., Binghamton, N. Y.; Sunshine Packing Corp. (Frozen Foods); North East, Pa.

TV Accounts: Booth Bottling Co., Philadelphia, Pa.; Electric Storage Battery Co., Philadelphia, Pa.; Mrs. Paul's Kitchens, Inc., New York, N. Y.; Spaulding Bakeries, Inc., Binghamton, N. Y.

R. H. ALBER CO.

439 N. Larchmont Blvd., Los Angeles 4, Calif.
Phone: HOllywood 9-8273
Exec. Vice-Pres.....Pauline Hagen
Secretary-Treas. .....Evelyn R. Jones
Promotion .....Cy Jackson
Acct. Exec.....Fred L. Allen

Radio Accounts: Gospel Broadcasting Assn., Los Angeles, Calif.; Unity School of Christianity, Lee's Summit, Mo.; Christian Science Radio Comm. of Los Angeles County (Lectures and Broadcasts), Los Angeles, Calif.; Christian Science Committee on Publications, Los Angeles, Calif.

TV Account: Christian Science Committee on Publications, Los Angeles, Calif.

Estimated Radio-TV Billings: $6,750.00.

ALLEN & REYNOLDS

1300 Woodmen of the World Bldg.,
Omaha 2, Neb.
Phone: Atlantic 4445
AAAA—ABP—ANPA—AFA—ABC
Partners.....Milton H. Reynolds, R. H. Reynolds, Q. H. Moore, Helen C. Moeller, Milton J. Stephan, Kermit Hansen, W. J. Newens
Dir. Radio-TV.....Milton J. Stephan
Asst. Dir. Radio-TV.....Don B. Amsden
Prod. Asst.....Jack L. Silver
Media Asst.....Sybil Berggren

Radio Accounts: Carpenter Oil Co. (Gas, Oil & Automotive Products); Evans Laundry; Federal Land Bank; Glaser's Provision's Co., Inc. (Prepared Meat Products); T. H. Maenner Co. (Real Estate); Merchants Biscuit Co.; Northrup Jones, (Cafeteria, Bakery); Omaha Public Power District, (Public Utility); P. F. Peterson Baking Co., Omaha, Cedar Rapids, Davenport; Tekseed Hybrid Co. (Hybrid Corn); U. S. National Bank; Walnut Grove Products, Inc. (Livestock Feeds); Fairmont Foods Co. (Dairy, Frozen Foods); Woodmen Accident Co. (Insurance); Lincoln, Nebr.

TV Accounts: Fairmont Foods Co. (Dairy Products & Frozen Foods); Holland Lumber Co. (Retail Lumber); Merchants Biscuit Co. (Cookies and Crackers); Omaha Public Power District (Public Utility); Glaser's Provision's Co., Inc. (Prepared Meat Products); Paxton & Vierling Steel Co. (Industrial Steel Products); P. F. Petersen Baking Co. (Pastries) Omaha, Cedar Rapids, Davenport; Tekseed Hybrid Co. (Hybrid Corn); Sidles Conditioned Air Co. (Air-Conditioning Equipment); U. S. National Bank; Woodmen Accident Co. (Insurance), Lincoln, Nebr.

ALLIED ADVERTISING AGENCIES

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Phone: DUnkirk 7-7331
ABC—ABP—ANPA—AFA
President.....W. Fehr Gardner
General Manager.....Stuart Heinemann
Time Space Buyer.....Maxine Blankenship
Art Director.....Jack Robins
Account Exec.....Dick Gardner

Radio Accounts: Arden Farms (Dairy Products); Gold Furniture Appliances (Furniture & Appliances); Pavo de Grande, Inc. (Turkeys); Dr. F. E. Campbell (Dental Services); West Pico Furniture Co. (Furniture); First Nazarene Church; United Sporting Goods; Calif. Record Distributors, Pacific Hi-Fi House (Electronic Equipment), Los Angeles Examiner (Newspaper), all Los Angeles, Calif.

TV Accounts: Gold Furniture Appliances (Furn. & Appliances); Pridham Davis (Optometrist; Arden Farms (Dairy Products); Pavo de Grande (Turkeys); Westons 909 Garage, Globe Dept. Stores, Dr. F. E. Campbell, (Dental Services), West Pico Furniture Co., Bowles & Co. (Real Estate), all Los Angeles, Calif.

Estimated Radio and TV Billings: $400,000.

ANDERSON & CAIRNS, INC.

130 E. 59th St., New York 22, N. Y.
Phone: MU 8-5800

"Give to the world
the best you have
...and the best will
come back to you."

I don't know the author,
I wish I might have written it.

But Queen For A Day
has been doing all right for nearly
eleven years.

Ray Morgan

AAAA—ABP—ANPA—APA—PPA
Chairman of the Bd...T. Hart Anderson, Jr.
President.....John A. Cairns
Treasurer .....Abraham Fisher
Vice Pres., Radio-TV.....Victor Seydel
Production Asst.....Frank Lowe

Radio Accounts: Aborn Coffee, Union Carbide & Carbon, Baldwin Piano Co., Rootes Motors, Inc., New York, N. Y.; Dow Corning Corp. (Silicone Division), Midland, Mich.; Wynn Oil Co., Mineola, N. Y.; Alderney Dairy, Newark, N. J.

TV Accounts: C. H. Masland & Sons, (Rugs and Carpets), Carlisle, Pa.; Waring Corp. (Mixers and Blenders), Associated Bulb Growers of Holland; Aborn Coffee, New York, N. Y.

ATHERTON ADVERTISING AGENCY

8455 Melrose Pl., Los Angeles 46, Calif.
Phone: OLive 3-2246
AAAA—ABP—ANPA
Acct. Exec.....Alfred A. Atherton
Acct. Exec.....Mildred Fluent

Radio Accounts: Acousticon, Div. of Dictograph Products, Inc.—West Coast only—(Acousticon Hearing Aids), San Francisco, Calif.; Pacific Hawaiian Products Co. (Hawaiian Punch, Hula Highball), Fullerton, Calif.

TV Account: Pacific Hawaiian Products Co. (Hawaiian Punch, Hula Highball), Fullerton, Calif.

Estimated Radio and TV Billings: $40,000.

ATHERTON & CURRIER, INC.

420 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-8795
ANPA—PPA APA—ABP
President.....J. W. Atherton
Vice-President .....Lester Stone
Secy.-Treasurer.....Z. A. Torok
Vice-Pres., Dir., Copy & Plans..J. D. Molnar
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Branch Office
Concourse Bldg., Toronto, Ont., Canada
Vice-President .....William McDonald

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220 West 42nd St., New York 36, N. Y.
Phone: LOngacre 5-2674
PPA
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Art Dir.....M. Charles
Production Mgr.....Don Williams
Space Buyer.....Wm. Silverstein
Acct. Executives.....Irving H. Glick, Murry E. Cohen, August Bacolini, Albert Coleman

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Media, Radio & TV Dir.....Gene Fromherz

Radio Accounts: Butler Manufacturing Co., Steel Bldgs., Farm Equipment, Kansas City, Mo.; The Double Cola Co., Chattanooga; International Harvester Co., Farm Equip., Chicago; McKenzie Milling Co., Pancake and Cookie Mix, Quincy, Mich.; Williamson Candy Co., Oh Henry! Candy Bars, Chicago.

TV Accounts: The Double Cola Co.; Williamson Candy Co.

N. W. AYER & SON, INC.

West Washington Square, Philadelphia 6, Pa.
Phone: LOmbard 3-0100
ANPA—ABP—ABC
Chairman of Board.....H. A. Batten
President.....Warner S. Shelly

Radio-TV Department
30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 6-0200
Vice-Pres. & Dir. of Radio-TV.....James E. Hanna
V.P., Radio-TV Plans.....T. J. McDermott
Programming & Production .....T. H. Calhoun
Copy Chief.....John M. Caldwell
Publicity .....Dorothy Doran Lewis
Radio-TV Research.....H. L. Smith, Jr.
Film Production.....G. D. Gudebrod
Radio-TV Traffic.....Joseph Battaglia, Jr.
Time Buyers.....Richard S. Bunbury, Paul F. Kizenberger, Elaine Ogle, Jean Nolan, W. H. Millar, V. Ritter, Helen Hartwig, Marjorie Freeman

Branch Offices
30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 6-0200
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Statler Office Bldg., Boston 16, Mass.
Phone: HUbbard 2-4970
Vice President.....E. Craig Greiner
135 S. LaSalle St., Chicago 3, Ill.
Phone: RAndolph 6-3456
Vice-President.....Allen R. Memhard, Jr.
Radio-TV Prod.....James E. Robertson
Phone: WOodward 5-3322
Vice-President .....J. Widman Bertch
714 Taft Bldg., Hollywood 28, Calif.
Phone: HOllywood 3-4871
Manager .....Glenhall Taylor
235 Montgomery St., San Francisco 4, Calif.
Phone: SUtter 1-2534
Vice President.....Carl Zachrisson
231 Dillingham Bldg., Honolulu 16, Hawaii
Phone: Honolulu 6193
Manager.....James P. Smith

Radio Accounts: American Telephone and Telegraph Company, The Atlantic Refining Company, B. C. Remedy Company, The Chesapeake & Potomac Telephone Companies, Hawaiian Pineapple Company, Ltd., Hills Bros. Coffee, Inc., Charles E. Hires Company, Illinois Bell Telephone Company, Insurance Company of North America, Johnson & Johnson, Knouse Foods Cooperative, Inc., Michi-

★

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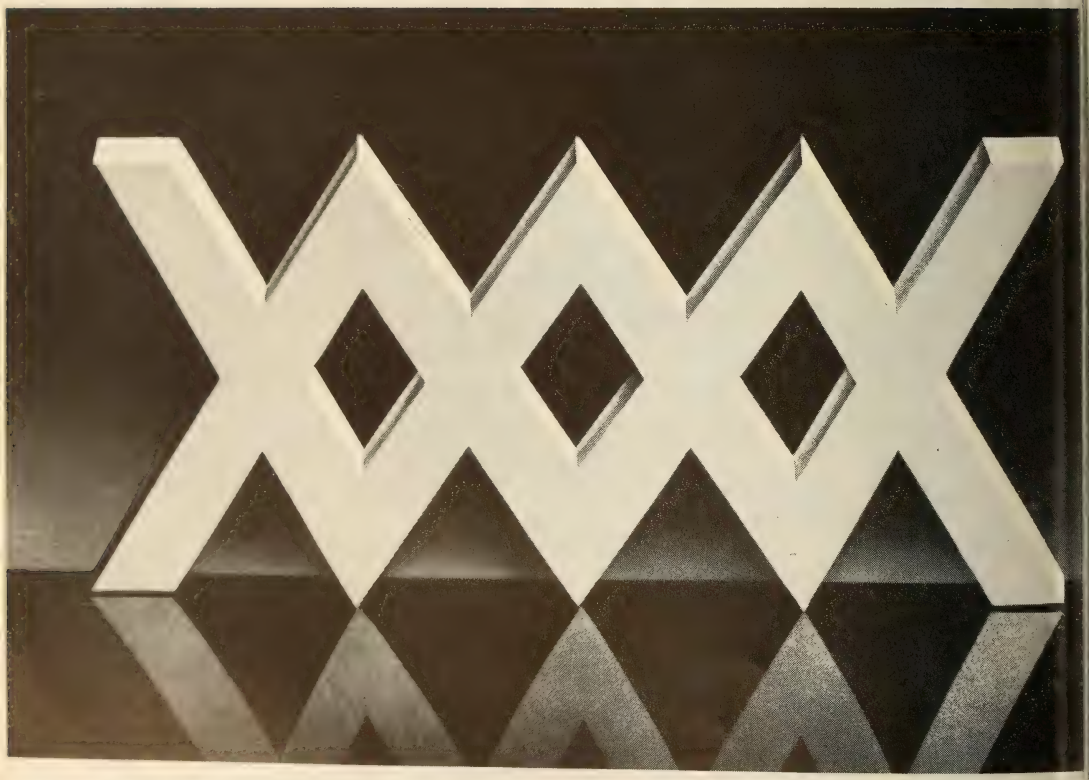

WILLIAM MORRIS AGENCY, INC.
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gan Bell Telephone Company, Plymouth Dealer Cooperative Advertising Program, Seabrook Farms Company, Sheffield Farms Company, Supplee-Wills-Jones Milk Company, Tasty Baking Company, United Air Lines, Avid Rent-A-Car System, Ohio Oil Co., Stephen F. Whitman & Sons, Inc., Howard D. Johnson, Penn Fruit Co., Polk-Miller Products Corp., Hamilton Watch Co., Phillip Morris Co.

TV Accounts: American Telephone & Telegraph Company, The Atlantic Refining Company, B. C. Remedy Company, Bissell Carpet Sweeper Company, Carrier Corporation, The Chesapeake & Potomac Telephone Companies, Container Corporation of America, Reuben H. Donnelley Corporation, Electric Companies Advertising Program, Hawaiian Pineapple Company, Ltd., Hills Bros. Coffee, Inc., Charles E. Hires Company, Illinois Bell Telephone Company, Insurance Company of North America, Knouse Foods Cooperative, Inc., Michigan Bell Telephone Company, National Dairy Products Corporation — Sealtest, Ohio Oil Company, Penn Fruit Company, Plymouth Dealer Cooperative Advertising Program, Plymouth Division of Chrysler Corporation, Polk-Miller Products Corporation, Seabrook Farms Company, Tasty Baking Company, United Air Lines, Yardley of London, Inc., Zippo Manufacturing Company, American Viscose Corp., Armour & Co., Clock & Timer Div. of General Electric, Daystrom Furniture Co., Magna Engineering Corp., Seabrook Farms Co., SePak Corp., Stephen F. Whitman & Sons, Inc., Charles E. Hires Co., Howard D. Johnson, Johnson and oJhnson, The First Penns-Banking & Trust Co., Sheffield Farms, Supplee-Willis Jones Milk Co., Hamilton Watch son, Johnson and Johnson, The First Pennsylvania Banking & Trust Co., Sheffield Farms, Supplee-Willis Jones Milk Co., Hamilton Watch Co., Phillip Morris Co.

AYLIN ADVERTISING AGENCY

904 Lovett Blvd., Houston, Texas
Phone: Lynchburg 3766
AAAA

President.....Robert N. Aylin
Account Executive.....Robert A. Lahr
Account Executive.....Alston P. Cameron
Account Executive.....Charles H. Lewis
Radio & TV Dir.....Jo Moore
Art Director.....Roger I. Helm

Radio Accounts: Black-Brollier, Inc. (Concrete Building Materials), Houston, Texas; Henke & Pillot, Inc. (Chain Supermarkets), Houston, Texas; Second National Bank of Houston, Texas; James Bute Co. (Paints), Houston, Texas; Craig's Women's Apparel, Houston, Texas; Johnston Motor Company (New & Used Cars), Houston, Texas; Weldon Cafeteria (Cafeteria), Houston, Texas; Rheem Mfg. Co. (Heaters), Houston; Clark & Courts (office supplies), Houston, Texas; Gulf Coast Furniture Warehouse, Alvin, Texas; Arthur Murray (Dance Instruction), Houston, Texas; The Houston Post (Daily Newspaper), Houston, Texas; Sanitary Mattress Co. (Mattress Renovation), Houston; Holcomb-Hayes (Dodge-Plymouth Dealer), Jacksonville, Texas.

TV Accounts: Henke & Pillot Supermarkets, Houston, Texas; Rheem Manufacturing Co. (heaters, air conditioners, ranges), Houston, Texas; Sealy Mattress Co., Houston, Texas; Second National Bank of Houston, Texas; Abert Berry (cars); Houston, Texas; James Bute Co. (Paints), Houston, Texas; Gulf Coast Furniture Warehouse, Alvin, Texas; Arthur Murray (Dance Instruction), Houston, Texas; The Houston Post (Daily Newspaper), Houston, Texas; Nichols Industries (Toy Guns), Jacksonville, Texas; Holcomb-Hayes (Studebaker-Packard Dealer), Tyler, Texas.

BADGER & BROWNING & HERSEY, INC.

550 Fifth Ave., New York 36, N. Y.
Phone: CIrcle 7-3719

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Pres., Treasurer.....F. S. Browning
Dir., Merchandising.....Richard Mason

BAKER ADVERTISING AGENCY, LTD.

1315 Yonge St., Toronto, Ont., Canada
Phone: WA 4-2101

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Copy Chief.....W. E. Trimble
Secretary-Treasurer.....R. C. Baker
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Radio, TV Director.....Jack F. Horler
Asst. Radio, TV Dir.....W. Arnold Acton
Production.....John McCadden, Wally Krantz, Tony Firth, John Griffiths
Radio Time Buyers.....Gil Gunton, Helen Blois
Mng., TV Dept.....Hazel Blair
TV Time Buyer.....Don Farrow
Mgr. Radio Dept.....Dick King
Prod. (Radio) .....John Powell
Radio Comm. & Traffic.....Marj Bell

1557 MacKay St., Montreal, Que.
Phone: Harbour 9247

Manager .....Roger Lack

Radio Accounts: General Foods, Ltd.; Canada Packers, Ltd. (Soap Division); Adams Brands Sales, Ltd.; Frigidaire Products of Canada. Ltd.: The Carnation Co., Ltd.; Pharmaco, Inc. (Feen-a-mint); Supreme Drug, Ltd. (Amm-i-dent and Poli-dent); Manufacturers Life Ins. Co.; Canadian Canners Ltd.

TV Accounts: Frigidaire Products of Canada, Ltd.; Adams Brands Sales Ltd.; General Foods, Ltd.; Canada Packers Ltd. (Soap Div.); Canadian Canners Ltd., Canadian Kodak Co. Ltd.; Carnation Co. Ltd.; Manufacturers Life Ins. Co.; Pharmaco, Inc. (Feen-a-mint).

MCA

LYNN BAKER INCORPORATED

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V.-P. & Research Dir.....Jack M. Kline
V.-P. & Copy Dir.....Albert Lynd
Secretary.....Dorothy K. Smith
Treasurer .....John J. Cavanaugh
Media Dir.....Charles J. Weigert
Prod. Mgr. .....O. Paul Fuerstenberg
Radio-TV Dir.....David E. Durston
Acct. Executives.....Lynn Baker, Mary B. Baker, Augustine J. Hilton, James D. Evans, Donald G. Cutler

Radio Accounts: Chivas Bros. Import Corp.; Coast Fisheries, Koppers Co. Inc.; Whitehall Pharmacal Co., N. Y., N. Y.; F. W. Woolworth Co., N. Y.

BALDWIN, BOWERS & STRACHAN, INC.

374 Delaware Ave., Buffalo 2, N. Y.
Phone: Madison 6020
AAAA—ABP—ANPA—NOAB—PPA

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Vice-President.....Everett L. Bowers
Treasurer .....Kenneth Strachan
V.-P., Radio-TV Director.....Everett L. Thompson
Acct. Executives.....Norton E. Forgie, Howard R. Keating, Joseph H. Radder, Malcolm Barney, Charles L. Wells, Ted Higinbotham

Radio and TV Accounts: Buffalo Industrial Bank, Buffalo; Crystal Beach Transit Co., Buffalo; Erie County Savings Bank, Buffalo; Kelly Bros. Nurseries, Inc., Danville; Niagara Frontier Transit System, Buffalo; Pratt & Lambert, Buffalo; Sears Roebuck & Co., Buffalo; William Simon Brewery, Inc., Buffalo; Joseph Strauss Co., Inc., Buffalo.

BARLOW ADV. AGENCY, INC.

742 James St., Syracuse, N. Y.
Phone: SYracuse 9-6644
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Senior V.P.....J. J. Hines
V.P., Media Director.....F. B. Tompkins
V.P., Art Director.....H. C. Millard
Prod. Mgr.....Marc Hughes
TV-Radio Director.....E. C. Jones

Radio Accounts: Dairymen's League Co-op (Milk, Cheese, Ice Cream), New York, N. Y.; Lincoln Natl. Bank & Trust Co. (Commercial Bank); Syracuse, N. Y.; Procino-Rossi (Macaroni Products), Auburn, N. Y.; General Electric (Community Relations), Syracuse, N. Y.; Will & Baumer Candle Co. (Candles), Syracuse, N. Y.

TV Accounts: Dairymen's League Co-op (Milk, Cheese, Ice Cream), New York City; Will & Baumer Candle Co. (Candles), Syracuse, N. Y.; General Electric (Community Relations), Syracuse, N. Y.; Lincoln Natl. Bank & Trust Co. (Commercial Bank), Syracuse, N. Y.; Procino-Rossi.

BARNES CHASE COMPANY

530 Broadway, San Diego 1, Calif.
Phone: Belmont 3-7771
AAAA—ABC—ANPA—APA—NOAB—ABC
PPA—NBP

President.....N. R. Barnes
Exec. V.P.....George L. Hawkins
Vice-Pres., Acct. Exec.....Norman Foster
3450 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 4-1193
Manager.....Charles V. Davis

Radio-TV Accounts: Qualitee Dairy Products (Dairy Products), Security Trust & Savings Bank (Banking), Rohr Aircraft Corporation (Aircraft Parts), San Diego Gas & Electric Co. (Public Utility), J. Jessop and Sons (Jeweler).

TED BATES & CO.

630 Fifth Ave., New York 20, N. Y.
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Senior V.P., Account Group Supv.....John M. Lyden
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V.P., Creative Supervisors.Clinton S. Ferris, Bogart Carlaw
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V.P. in charge of Plans Review & Analysis.....Joan A. Geiger
V.P. in charge of Media.....Edgar P. Small
V.P., Assoc. Media Dir.....Edward A. Grey
V.P., Research Dir. A. B. Blankenship, Ph.D.
V.P., Creative Dir.....Guild Copeland
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V.P. in charge of TV Commercials.....Herbert Gunter
V.P. in charge of Publicity.....Benson Inge
Publicity Writer.....Fran Riley
V.P. in charge of Traffic & Production.....Richard J. Gay
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V.P., Acct. Supv., Asst. Secretary.....Allen M. Whitlock
V.P., Acct. Execs.....Anson C. Lowitz, Howard Black, L. H. Sherrill, William L. Musser, Robert F. Degen, T. N. Wilder
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V.P., Creative Supervisor....Louis Redmond
Copy Group Supervisors...M. Alicia Tobin, Jules J. Dickely
Art Directors.....George Cummings, John DeNero, Joseph Gauss, Edward Gray, James Monley, Frank O'Donnell, William Sheldon, Vincent Smythe, Howard Taylor, Joseph Wallace, Edith Becker

Branch Office
1680 N. Vine St., Taft Bldg.
Hollywood 28, Calif.
Phone: HOllywood 9-2161
V.P. in Charge.....H. Austin Peterson

Accounts: American Chicle Co. (Adams Chiclets, Beeman's Pepsin, Clorets, Rollaids), Long Island City, N. Y.; American Sugar Refining Co. (Domino, Franklin and Sunny Cane Sugar), New York, N. Y.; Anahist Co., Inc. (Cold Preparations), Yonkers 2, N. Y.; Brown & Williamson Tobacco Corp. (Viceroy Cigarettes, Kool, Life, Tube Rose Snuff), Louisville, Ky.; CBS-Columbia, (Radio and TV Sets), Long Island City, N. Y.; Carter Products, Inc. (Carter's Little Liver Pills, Nair, Arrid Super Spray, Effisan, Ezer, Miltown), New York, N. Y.; Colgate-Palmolive Co. (Palmolive Soap, Palmolive Shave Creams, Palmolive After-Shave Lotions, Palmolive Shampoo, Colgate Dental Cream, Colgate Baby Line, Octagon Products, Industrial), Jersey City, N. J.; Continental Baking Co., Inc. (Wonder Bread, Hostess Cakes), New York, N. Y.; Fleischmann Distilling Corp. (Whiskies and Gin), New York, N. Y.; Grocery Store Products Co. (Kitchen Bouquet, B in B Mushrooms, Cream of Rice), West Chester, Pa.; Hawley & Hoops, Inc. (M & M's Confections), Newark, N. J.; Dromedary Co., Division of National Biscuit Co. (Dromedary Cake Mixes), New York, N. Y.; Minute Maid Corp. (Frozen Fruit Juices), New York, N. Y.; Morton Packing Co. (Morton's Frozen Pies), Louisville 2, Ky.; Snow Crop Division, Minute Maid Corp., (Frozen Fruit Juices and Food Products), New York, N. Y.; Standard Brands, Inc. (Royal Desserts, Royal Baking Powder, Royal Gelatin, Blue Bonnet Margarine, Pets Food Div.—Hunt Club, Walter Kendall Fives, Old Trusty); Anacin.

BATTEN, BARTON, DURSTINE & OSBORN, INC.

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V.P. in Chg. of Radio and TV Copy.....Arthur Bellaire
Business Mgr.....Donald M. Rowe
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Supervisor of TV Art.....Lawrence Berger
Program and Talent.....John Hoagland
Talent Contracts.....Katherine V. Winn
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Radio-TV Network Supervision .....Frank Silvernail
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Time Buyers....Mary Ellis, Hope Martinex, Richard McKeever, Ted Wallower
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Mgr. of Radio-TV Prom. & Pub...Jim Brown
Supv. Live Prod.....Albert Ward

Branch Offices
800 Peachtree St., N. E., Atlanta 8, Ga.
Phone: ELgin 7015
Manager.....L. G. Offen
462 Boylston St., Boston 16, Mass.
Phone: COpley 7-7800
V.P. in Chg.....B. E. Vaughan
New England Manager.....F. W. Hatch
Rand Building, Buffalo 3, N. Y.
Phone: CLeveland 7915
V.P. in Chg.....D. G. Casto
919 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-9200
V.P. in Chg.....H. H. Haupt
Terminal Tower, Cleveland 13, Ohio
Phone: TOwer 1-7270
V.P. in Chg.....E. E. Haring
223 Mercantile Commerce Bldg., Dallas, Tex.
Phone: PRospect 3431
Manager.....T. L. Hasbrouck
1800 Penobscot Bldg., Detroit 26, Mich.
Phone: WOodward 5-0620
V.P. in Chg.....R. E. Anderson
1680 N. Vine St., Hollywood 28, Calif.
Phone: HOllywood 2-6723
V.P. in Chg.....Wayne Tiss
6363 Wilshire Blvd., Los Angeles 48, Calif.
Phone: Webster 1-1234
V.P. in Chg.....A. W. Neally
N. W. Bank Bldg., Minneapolis 2, Minn.
Phone: LIncoln 8401
V.P. in Chg.....Bobb Chaney
Grant Building, Pittsburgh 19, Pa.
Phone: GRant 1-9900
V.P. in Chg.....L. D. Hansen
120 Montgomery St., San Francisco 4, Calif.
Phone: EXbrook 7-1122
V.P. in Chg.....J. G. Motheral
White-Henry-Stuart Bldg., Seattle 1, Wash.
Phone: ELliott 5500
Manager.....W. G. Fitzsimons

Radio and TV Accounts: American Safety Razor, American Tobacco, Armstrong Cork Co., Bristol Myers-Ban-Trushay, California Oil Co., Campbell Soup Co., Curtis Publ.-

CANDY JONES-CONOVER TELEVISION AGENCY

S.E.P., Holiday, L. H. J., Dow Jones & Co., E. I. DuPont DeNemours & Co., Electrolux Corp., Ethyl Corp., Genex Corp., General Baking Co., General Electric Co., Lever Bros.-Surf-Swan, Maine Sardines, National City Bank, National Cranberry Assoc., New York Stock Exchange, New York Telephone Co., Oneida, Ltd., Penick & Ford, Reader's Digest, F & M Schaefer Brewing Co., Tek-Hughes, Thomas Nelson, T.W.A., United Fruit (Fruit Dispatch), U. S. Steel Corp., Vick Chemicals Co., J. R. Wood & Sons, Boston 5c Savings Bank, First Nat'l Bank of Boston, Liberty Mutual Insurance Co., New England Coke Co., Sheraton Corp. of America, Shreve, Crump & Low, So. New England Telephone, Wm. Underwood, Barcalo Mfg. Co., Easy Washing Machine Corp., Fedder-Quigan Corp., Marine Trust of Western N. Y., National Gypsum Co., Niagara Mohawk, Pfeiffer's Food Products, Wildroot Co. (cream oil), B. F. Goodrich Co., Timkin, International Minerals & Chemicals Corp., Ac'cent, Libby, McNeil & Libby, Peter Hand Brewing Co., Westclox, Zenith Radio Corp., De Soto Division of Chrysler Corp., Detroit-Michigan Stove Co., A.B.C., Rexall Drug Co., Cream of Wheat, Doughboy Industries, Farmers & Mechanics Saving Bank, Gamble-Skogmo, Geo. A. Hormel & Co., Iron Mining Industry of Minnesota, Minneapolis Grain Exchange, Minnestoa Mining & Mfg. Co., Northern Pacific, Northrup King, Northwestern Bell, Toro Mfg. Co., American Standard, Fort Pitt Brewing, Sea Breeze Laboratories, U. S. Steel, Gallo Wine, E. & J., M.J.B. Co., Pacific Tele. & Tel., Spreckels Sugar, Standard Oil Co. of Calif., Sunlite Bakery Inc., Tea Garden, V. C. A. Laboratories, Int'l Salt Co., Revlon Products Corp., N. Y. C.

ADRIAN BAUER AND ALAN TRIPP, INC.

1528 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 5-7870
ANPA

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Ass't Radio-TV Dir....Lorenz P. Hansen, Jr.

Radio Accounts: Hotel Adelphia; Allied Florists of Greater Philadelphia, Inc. (Flowers); John Bartram Hotel; J. Frank & Sons, (Soft Drink Bottlers); Phila. Dairy Products Co., Inc. (Ice Cream); Shore Bros. Pontiac, Inc. (Automobiles); C. F. Simonin's Sons, Inc. (Liquid Shortening); Hotel Sylvania, all Philadelphia; Woodlawn Farm Dairy Co. (Milk and Ice Cream), Scranton, Pa.

TV Accounts: Quaker City Chocolate & Confectionery Co., Inc. ("Good and Plenty" Candy), Phila., Pa.; Phila. Dairy Products Co., Inc.; General Electric (TV, Elec. Blankets, etc.), Philadelphia, Pa.; J. Frank & Sons (Soft Drink Bottlers), Philadelphia, Pa.; C. F. Simonin's Sons, Inc. (Liquid Shortening), Philadelphia, Pa.; Blue Magic, Inc. (Liquid Starch), Philadelphia.

BEAN ADV. AGENCY

136 N. Delaware St., Indianapolis 4, Ind.
Phone: MElrose 7-4248

Owner .....Harold Bean

Radio Accounts: L. S. Ayres & Co. (Dept. Store); Wayside Nursery (Landscaping & Nursery Prods.); Johnson Home Improvement Co. (Kitchen Remodeling), Sutton Sales Co. (Appliances), all Indianapolis, Ind.

TV Accounts: Sutton Sales Co. (Appliances); Atkinson & Co. (Real Estate); Wayside Nursery (Landscaping & Nursery Prods.); Marott Shoe Store (Retail Shoes); 10th and Arlington Merchants (Associated Neighborhood Stores), all Indianapolis, Ind.

Estimated Radio & TV Billings: $30,000.00.

BEAUMONT, HELLER & SPERLING, INC.

6th & Walnut Sts., Reading, Pa.
Phone: 5-4311
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Vice-Pres. & Sec.....L. J. Sperling
Vice-Pres. & Treas.....R. F. Heller
Art Director.....R. R. Glassmire
Gen. Production Mgr.....H. Fetterhoff
Publicity Director.....Marion W. Nagle
Media & Research Dir.....John L. Sperling
Radio & TV.....Dorathea Hassler

Radio Accounts: Bowers Battery (Batteries & Spark Plugs), Reading; Maier's Bakery, Reading; St. Lawrence Dairy Co., Reading, Pa.; Ontelaunee Orchards, W. Leesport, Pa.; Crystal Rock Bottling Co. (Soft Drinks); Asam Wallpapers; Hummel's (Furniture); Reading Trust Co. (Banking).

TV Accounts: Crystal Rock Bottling Co. (7-Up), Reading, Pa.; Curtis, Stephens, Embry Co., Inc. (Shoes); Polly-Betts Undies; Willson Sun Glasses; Fairy Silk Mills (Lingerie); Maier's Bakery.

VICTOR A. BENNETT CO., INC.

6 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 7-2186
ABP—ANPA—PPA—APA

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Vice-President.....Edward D. Kahn
Copy Director.....Arthur Eaton
Production Mgr.....Fred Gasker
Art Director.....Lazslo Razel
Merchandising Dir.....Robert L. Hoenshel
Publicity.....Eric Strong

Branch Office

Pemberton, Freeman, Bennett & Milne, Ltd.
47 Wellesley St., Toronto 5, Ontario, Canada
Phone: WAlnut 4-8317

Managing Director.....John M. Milne

Radio Accounts: Longines-Wittnauer Watch Co., Inc. (Longines-Wittnauer Watches & Clocks), New York, N. Y.; Perci-

GEORGE SKINNER

(George Skinner Show — WCBS-TV)

MODERATOR — "MAKE UP YOUR MIND" — CBS-RADIO

COMMERCIALS

NEWS AND SPECIAL EVENTS

PANEL MODERATOR

JU 6-6000

val Tours, Inc. (Tours in England), N. Y. C.

Accounts: Longines-Wittnauer Watch Co., Inc. (Longines-Wittnauer Watches & Clocks), New York, N. Y.

BENTON & BOWLES, INC.

444 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1100
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Vice Pres.....Tom McDermott
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Assoc. Media Directors....Edward Bowman, Michael Donovan, Milton Kiebler, Lee M. Rich
V.P., Chg. Media.....Dave Crane
Vice Presidents.....James Black, Crawford Blagden, Victor Bloede, Albert Carroll, Philip Cleland, John Cobbs, Jr., David Donovan, Charles Faldi, Jeremy Gury, David Kepner, Wm. Lewis, Jr., Douglas Manson, T. J. McDermott, Edward Mead, E. W. Murtfeldt, John Morris, Russell O'Brien, Elizabeth Pike, Otto Prochazka, John Reeder, Alan Sidman, Frank Smith, H. Gilbert Stender, Annette Talbert, Harry E. Warren, Donald Weill, Dorothy Whitney, Richard Wylly, Charles Shuger, Kenneth McAllister

Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.
Vice Pres.....Al Kaye
Office Manager.....Mary Edith Stahl

Radio Accounts: American Express Co.; Association of American Railroads; General Foods Corp.; Procter & Gamble Co.; AVCO Manufacturing Co.; Pepperell Manufacturing Co.; Norwich Pharmacal Co.; French Government Tourist Office; Diamond Crystal Salt Co.; Diamond Match Co.; M & R Dietetic Laboratories, Inc.; Mutual Life Insurance Co. of N. Y.; Continental Oil Co.

TV Accounts: American Express Co.; General Foods Corp.; Procter & Gamble Co.; AVCO Manufacturing Co.; Pepperell Manufacturing Co.; Norwich Pharmacal Co.; Carlings Brewing Co., Inc.; French Government Tourist Office; Diamond Crystal Salt Co.; Diamond Match Co.; M & R Dietetic Laboratories Inc.; Continental Oil Co.; General Electric Co.

BERGHOFF ASSOCIATES, INC.

511 No. La Cienega Blvd., Los Angeles 48, Calif.
Phone: OLympia 2-2850
ABP—LANPA—CANPA—APA

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Vice-Pres., Radio-TV.....Jerry Berghoff
Secretary.....Frances H. Berghoff
Art Directors.....John Gilbert, Paul Cholodenkov
Prod. Dir.....Joseph J. Berghoff
Research Dept., Pub. Dir....Jeanne Schaeffer

Radio Accounts: Baby Line Furniture Co., Southwest Steel Rolling Mills, Pride Products Company, Art Metal Appliance Co., Sey-Co Products, Van-Rex Gourmet Foods, Phillip E. Green Company, Alladin Plastics, Strolee of Calif. (Juvenile Strollers); EVY of Calif. (Infant Apparel); Far East Enterprises (Mail Order House); International Commercial Co. (Toy Products), all Los Angeles, Calif.

TV Accounts: Baby Line Furniture Co., Southwest Steel Rolling Mills, The Teevee Company, Art Metal Appliance Co., Phillip E. Green Co., Rose Enterprises, Van-Rex Gourmet Foods, Anthony Distributors; The Cash Co. (Mail Order House), Beverly Hills, Calif; International Commercial Co. (Toy Products), Los Angeles, Calif.; Strolee of Calif., (Juvenile Strollers), Los Angeles, Calif.

BERMINGHAM, CASTLEMAN & PIERCE

136 East 38th St., New York 16, N. Y.
Phone: LExington 2-7550
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Exec. Vice-Pres.....J. Harvey Howells
Sen. V.P.....Charles Ramsey
V.P., Gen. Mgr.....Herbert T. Lorentzen
Radio-TV Dir.....Walter H. Lurie

Radio Accounts: Griffin Mfg. Co. (Shoe Polish), Brooklyn, N. Y.; Pilgrim Laundry, Brooklyn; Conti Shampoo (JB Williams Co.), Glastonbury, Conn.

TV Accounts: Griffin Mfg. Co.; Conti Shampoo (JB Williams).

GORDON BEST CO., INC.

228 N. LaSalle St., Chicago 1, Ill.
Phone: STate 2-5060
ABC—ABP—ANPA—APA—NOAB—PPA

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Vice-Presidents.....Roy M. Kirtland, Leroy A. Kling, Frank F. Morr, Burton G. Feldman, Frank Brodsky, Rudolph M. Singer, Jr.
V.P., Radio & TV.....Shepard Chartoc
Radio-TV Dir.....Richard Best
Radio, TV Time Buyer....Katherine Knight
Radio-TV Dept.....Charles S. Temkin, Sheldon Pollack, Walter Orwall

Radio Accounts: Coyne Electrical School (Trade School), Chicago; Milnar Products Co. (Pine-Sol, White Wave, Milner Household Cleaner & Gala Powder Bleach), Jackson; Helene Curtis Industries, Inc. (Suave Creme Shampoo, Beauty Shop Supplies & Equipment), Chicago; General Finance Loan Co., Chicago; Maybelline Co., Chicago; Consolidated Royal Chemical Corp.

TV Accounts: Florsheim Shoe Co., Chicago; Helene Curtis Industries, Inc., Chicago; Maybelline Co., Chicago; Necchi Distribu-

Bob Dixon

tors of Illinois, Chicago; Tote-Brush, Inc. (Toothbrushes), Chicago; Milner Products Co., Jackson.

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640 Fifth Ave., New York 19, N. Y.
Phone: PLaza 9-1717

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8907 Wilshire Blvd., Beverly Hills, Calif.
Phone: CRestwood 4-7641
Executive .....Jack Runyon

Accounts: American Home Products, Whitehall Div.; Bond Stores, Inc.; General Aniline (Ansco); Lagendorf United Bakeries; National Shawmut Bank; Procter & Gamble (Spic & Span, Lilt, Party Curl, Shasta, Fluffo); Jacob Ruppert Brewing Co. (Beer); Hudson Pulp & Paper Co.; Armstrong Rubber Co.; Benrus Watch Co.; Seeman Bros.

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Secretary .....G. B. Berju

Accounts: Eddie Fisher Music, Inc., New York, N. Y.; Grossinger Hotel, Grossinger, N. Y.

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Research Director.....Mike Mones
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Accounts: Columbia Artists Mgt.; Doughnut Corp. of America; First Nat'l Pictures, Inc.; Howdy Doody Frozen Confections; Lewisohn Stadium Concerts; Paramount Industries; Schubert Theatrical Productions; Theatre Guild Productions; Vintage Wines Inc.; Warner Bros. Pictures, Inc.; First National Pictures, Inc.; Select Theatre Corp.; Merkel, Inc.; Movado Watch Agency; Fishery Products, Inc.; Trade Winds Co.; Signa-Craft, Inc.; Group Health Insurance, Inc.; Group Health Dental Insurance, Inc.; General Bronze Corp., Brach Mfg. Corp. Div.; Allen Kirkpatrick Co., Inc.; Adler of America, Inc.; Golden Palace Frozen Foods; Gretchen Grant Kitchens, Inc.; Barbizon School of Fashion Modeling; Ginasta Corp. of America; Jones Beach Marine Stadium; Metropolitan Opera House.

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Phone: BRyant 9-5228

ABP

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Asst. to Pres.....David Witt
Time Buyer.....R. L. Orton
Dir. Radio-TV.....Martin Kawaller

Radio Accounts: State of New York, Saratoga Springs Authority, (Geyser Sparkling Water, Saratoga SPA Health Resort); Eastern Wine Corp. (Chateau Martin Wine); Schapiro Kosher Wine Co., (Kosher Wine); Martin Beverages, (Les-Cal "Dietetic" Beverages); William R. McCoo Co., Inc. (Falernum Almond Syrup); Du-Ev Chemical Prod-

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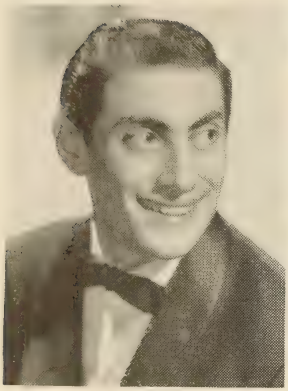
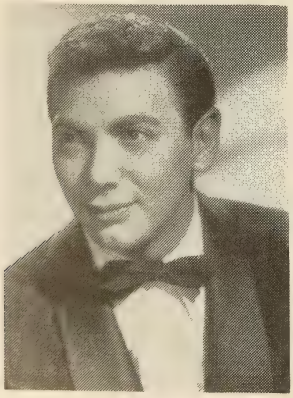


"VIC"

"GENE"



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TV Accounts: Delca Fish Preservators, Inc. (Delca Herring Tidbits); Jokari, Inc. (Jokari Table Tennis Game); Eastern Wine Corp. (Chateau Martin Wine); State of New York (Saratoga Geyser Water); Delicia, Inc. (Delicia Sugar Wafers).

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Sec'y.....Frances Scott
Treas.....John Ebner
Copy Dir.....W. G. Morrisey
Art Dir.....M. H. Silten

Branch Office
Subsidiary: Boland Associates, Ltd.
1060 Bishop St., Honolulu, Hawaii

President .....Foreman Thompson

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Vice-Pres. .....William Pearce

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Phone: OX 7-2797

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Radio Accounts: Columbia River Packers Assn. (Tuna—Bumble Bee Brand) Astoria, Ore.; Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Lucky Stores, Inc. (Super Markets), Oakland, Calif.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Washington State Ferries (Ferry Service), Seattle, Wash.; California Prune Advisory Board (California Prunes), San Francisco, Calif.; Scott Co. (Plumbing Heating & Ventilating Contractors), San Francisco, Calif.

TV Accounts: Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Poultry Producers of Central Calif., San Francisco, Calif.; Columbia River Packers Assoc., Inc. (Bumble Bee Sea Foods), Astoria, Ore.; Washington State Ferries (Ferry Service), Seattle, Wash.; Western Hotels, Inc. (Hotels), Seattle, Wash.; California Prune Advisory Board (California Prunes), San Francisco, Calif.; Old English Co. (Dog Food), San Jose, Calif.; Lucky Stores (Super Markets), Oakland, Calif.

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ARTHUR BRAITSCH ADV.

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Radio Director.....Arthur Braitsch
Secretary.....Roberta A. Selvia
Time Buyer.....John A. Lorimer
Radio Accounts: Baird-North, Inc., Oliver Johnson Co., Inc., Mule Battery Mfg. Co., Rocky Point Park, Inc., Roger Williams Savings Fund & Loan Assoc., Strand Theater, Weybosset Markets, White Pontiac Co. (Automobile Agency); Hillside Farms, Inc. (Dairy).
TV Accounts: White Pontiac Co.; Hillside Farms Inc.; Roger Williams Savings Fund & Loan Ass'n; Strand Theatre; Weybosset Market.

J. CARSON BRANTLEY ADV. AGENCY

Owen Bldg., Salisbury, N. C.
Phone: 900

Pres.-Radio Dir.....J. Carson Brantley
Treasurer.....A. R. Monroe
Production .....June Brantley
Art Director.....Gladys Dudley
Radio Accounts: Carolina Beverage Corp. (Cheerwine), Isenhour Brick & Tile Co., Salisbury; Duke Power Co., Charlotte; Owen Drug Co. (O-N for Colds), Salisbury, N. C., L. B. Coulter Co. (Cosmetics), Free Enterprise Train, (National Train Tour), Salisbury, N. C.; Coble Dairy Products Coop. (Dairy Products), Lexington, N. C.; Dixie Rub Co. (Dixie Rub), Concord, N. C.; Banna Co. (Banatol), Salisbury, N. C.
TV Account: Carolina Bev. Corp. (Cheerwine), Salisbury, N. C.
Estimated Radio Billings: $100,000.00

R. C. BRETH, INC.

310 Pine St., Green Bay, Wisc.
Phone: HEmlock 2-4650
ABP—ANPA—ABC

President.....R. C. Breth
Vice-President .....Victor G. Geisel
Vice-President .....Blaine Williams
Radio Accounts: Woodlot Seed Co. (Tree & Shrub Seeds), Norway, Mich.; Fairmont Foods Co. (Milk Products), Green Bay, Wis.; D. J. Murray Mfg. Co. (Unit Heaters), Wausau, Wis.; Essential Products Co. (Overhead Garage Doors), Little Chute, Wis.; Unit Structures, Inc. (Laminated Rafters) Peshtigo, Wis.
TV Accounts: Woodlot Seed Co. (Tree & Shrub Seeds), Norway, Mich.; Greenheck Bros. Mfg. Co. (Kaddy Kooler), Schofield, Wis.; Fairmont Foods Co. (Milk Products), Green Bay, Wis.; Essential Products Co. Overhead Garage Doors), Little Chute, Wis.
Estimated Radio & TV Billings: $15,000.00.

BRINLEY ADVERTISING AGENCY

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Sec., Treas.....T. H. Brinley
Assoc. Radio Dir.....R. G. Dunn
Associate TV Dir.....P. Endicott
Assoc. Art Dirs.....C. B. Jones, W. A. Carter

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Vice-Pres. & Art Dir.....Ettore Firenze
Secy.-Treasurer.....Mrs. Emil Brisacher
V.P., Copy Dir.....Lester Friedman
Media Director.....Richard Clark
Radio & TV Time Buyer...Mary Liz Loeber
Prod. Mgr.....Jules P. Daniel

Branch Offices
350 Fifth Ave., New York 1, N. Y.
Phone: BRyant 9-5600

V.P. & Mgr.....Richard Ide
Radio Accounts: Van Camp Sea Food Co. (Chicken of the Sea & White Star Tuna), Terminal Island, Calif.; Hershel California Fruit Products (Contadina Tomato Paste), San Jose, Calif.; Richmond Chase Co. (Hearts Delight Nectars), San Jose, Calif.; Wheatena Corp. (Wheatena Cereal), Rahway, N. J.; San Francisco Milk Industry; California Dairy Industry Advisory Board, Sacramento; Langendorf United Bakeries (Butter-Nut Bread), San Francisco, Calif.; Sacramento Milk Council; Bay View Federal Savings and Loan Association, San Francisco, Calif.; Pacific Intermountain Express, San Francisco.
TV Accounts: Van Camp Sea Food Company, Inc. (Chicken of the Sea & White Star Tuna), Terminal Island, Calif.; California Dairy Industry Advisory Board; San Francisco Milk Industry; Langendorf United Bakeries (Butter-Nut Bread), San Francisco, Calif.

BROOKE, SMITH, FRENCH & DORRANCE, INC.

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V.P., Mgr. Media Dept.....John R. Bowers
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PLaza 7-3726

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Production Manager.....Frederick Winter

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149 Calif. St., San Francisco 11, Calif.
Phone: YUkon 6-6836
President .....King Harris
Exec. Vice Pres.....Parker Wood
Vice Pres., Gen. Mgr.....David Orthwein
Vice Presidents.....Walter C. Ayers, Guy C. Smith

Radio Accounts: Int'l Breweries, Inc.; Hudson Motors Div., Mullins Mfg. Corp. (Youngstown Kitchens).

TV Accounts: Mullins Mfg. Corp., The Ironite, Inc., Hudson Motor Div., Int'l Breweries, Inc.

BROOKS ADVERTISING AGENCY

1610 Argyle Ave., Hollywood 28, Calif.
Phone: TRinity 0558
ANPA—APA—ABP—PPA
Radio .....Mary McCauley
Time Buyer.....A. R. Brooks
Secretary .....Barbara Vosburgh

Radio-TV Accounts: Bekins Van and Storage Company, Western Stove Company.

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General Motors Bldg., Detroit 2, Mich.
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Media Director.....Carl Georgi, Jr.
Dir. of Marketing....Vincent H. Bergmann
Art Director.....L. R. Mange
Publicity Director.....G. M. Williams
Radio & TV Director...Kenneth G. Manuel

1680 N. Vine St., Hollywood, Calif.
Phone: 2-7675
West Coast Mgr.....T. H. Moriarty

720 Fifth Ave., New York, N. Y.
Phone: COlumbus 5-1004
Manager.....F. E. Egan

Radio Accounts: Oldsmobile Div., Gen. Motors Corp. (Automobiles), Lansing, Mich.

TV Accounts: AC Spark Plug Div., Gen. Motors Corp. (Spark Plugs Oil Filters, Fuel Pumps, etc.), Flint, Mich.; Guide Lamp Div., Gen. Motors Corp. (Automotive lighting equipment for cars, trucks, etc., plus the Autronic Eye), Anderson, Ind.; Oldsmobile Div., Gen. Motors Corp. (Automobiles), Lansing, Mich.

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Radio-TV Time Buyer.....Alice Ross
Mdse. Director.....Mike Ben-Dror
TV Director.....David Davidow

Branch Office

532 N. Cherokee Ave., Los Angeles, Calif.
Phone: HOllywood 3-1153
Manager .....Howard Blake

Radio Accounts: North American Accident Insurance Co., Fashion Frocks, Sitrue Tissues.

TV Accounts: Walter H. Johnson Candy Co., Chicago; Fashion Frocks, Inc., Cincinnati; Bishop & Co., Los Angeles; Rexor Corp., New York; Hi-V Corp., Newark; Sitrue, Inc., New York; Coty, N. Y.; Artistic Card Co., Elmira, N. Y.

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Sec'y-Treas.....A. Grance Barrett
Radio-TV Dir.....Nat Strom

Branch Offices

451 N. La Cienega Blvd., Hollywood, Cal.
Phone: OLympia 2-0810
155 Montgomery Street, San Francisco
Phone: YUkon 6-2927

Radio Accounts: Reynolds Metals Co., Eskimo Pie Corp., Air France, New York Paramount Theatre, Western Airlines Inc., Wilbur Clark's Desert Inn, Paramount Pictures Corp., Tide Water Associated Oil Co.,

TV Accounts: Eskimo Pie Corp., New York; Paramount Theatre, Paramount Pictures, Western Airlines Inc., Wilbur Clark's Desert Inn, Tide Water Associated Oil Co.

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Ptnr., Dir. Radio-TV.....Adam Reinemund

MIMI BENZELL

Personal Management:
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Phone: MUrray Hill 8-9480
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1680 N. Vine St., Hollywood 28, Calif.
Phone: HOllywood 4-7374
Manager.....Wendell Williams

Radio Accounts: Bauer & Black (Curity Products), Chicago, Ill.; Brown Shoe Company (Buster Brown Shoes), St. Louis, Mo.; Kellogg Company (Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Milky Way, Three Musketeers, Cocoanut Bar, Snickers), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products. Bedtime Horlicks), Chicago, Ill.; Converted Rice (Uncle Ben's Rice), Houston, Texas; Blue Jay, Chicago; Campbell Soup Co., Camden, N. J.; Commonwealth Edison Co., Chicago; Comstock Foods, Inc., Newark; Green Giant Co., LeSueur, Minn.; Harris Trust & Savings Bank, Chicago; G. Heileman Brewing Co., LaCrosse, Wis.; The Hoover Co., North Canton, Ohio; The Maytag Co., Newton, Iowa; Motorola, Inc., Chicago; Chas. Pfizer & Co., Inc., Brooklyn, N. Y.; Philip Morris & Co., Ltd., New York, N. Y.; The Procter & Gamble Co., Cincinnati, Ohio; The Atchison, Topeka, and Santa Fe Railway, Chicago; Tea Council of USA, Inc., New York, N. Y.; Pabst Brewing Co.

TV Accounts: Brown Shoe Company (Buster Brown, Roblee, Air Step, Naturalizer, Life Stride & Westport Shoes), St. Louis, Mo.; Converted Rice (Uncle Ben's Rice), Houston, Texas; Green Giant Co. (Green Giant Brand Peas, Niblets Brand Corn, Mexicorn, Niblets), LeSueur; Minn.; Kellogg Company (Brand Cream Style Corn, Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Forever Yours, Snickers, Three Musketeers, Mars Bar), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products), Chicago, Ill.; Campbell Soup; Motorola, Inc.; Bauer & Black, Chicago; Blue Jay, Chicago; Commonwealth Edison Co., Chicago; Comstock Foods, Inc., Newark; Harris Trust & Savings Bank, Chicago; G. Heileman Brewing Co., LaCross, Wis.; The Hoover Co., North Canton, Ohio; The Maytag Co., Newton, Iowa; Motorola, Inc., Chicago; Chas. Pfizer & Co., Inc., Brooklyn; Philip Morris & Co., Ltd., New York, N. Y.; The Procter & Gamble Co., Cincinnati, Ohio; The Atchison, Topeka and Santa Fe Railway, Chicago; Tea Council of USA, Inc., New York, N. Y.; Pabst Brewing Co.

BYER & BOWMAN ADVERTISING AGENCY

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Radio Director.....John D. Metzger
Account Executives:.....Herbert Wise, W. P. Brown, Reginald Testement, Leo McPherson, Nick Popa, Ruth White, Wm. Arter, Walter Seifert, Stafford Taylor, Jack Kavanagh, Nathaniel Holmes, Gus Bowman, Jr., Robert Stailey, Richard Kennard, Jim Kelso, Ann Duffy.

Radio Accounts: Dollar Federal Savings & Loan (bank), Columbus; City National Bank (bank), Columbus; Buckeye Food (potato chips), Columbus; The Styron-Beggs Co. (food products), Newark.

TV Accounts: The Ohio Fuel Gas Co. (public utility), Columbus; Dollar Federal Savings & Loan (bank), Columbus; August Wagner Breweries, Columbus; T. Marzetti Co., (salad dressings), Columbus; Buckeye Foods, Inc. (potato chips), Columbus; Clean Products (wallpaper cleaner), Columbus.

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136 Federal St., Boston 10, Mass.
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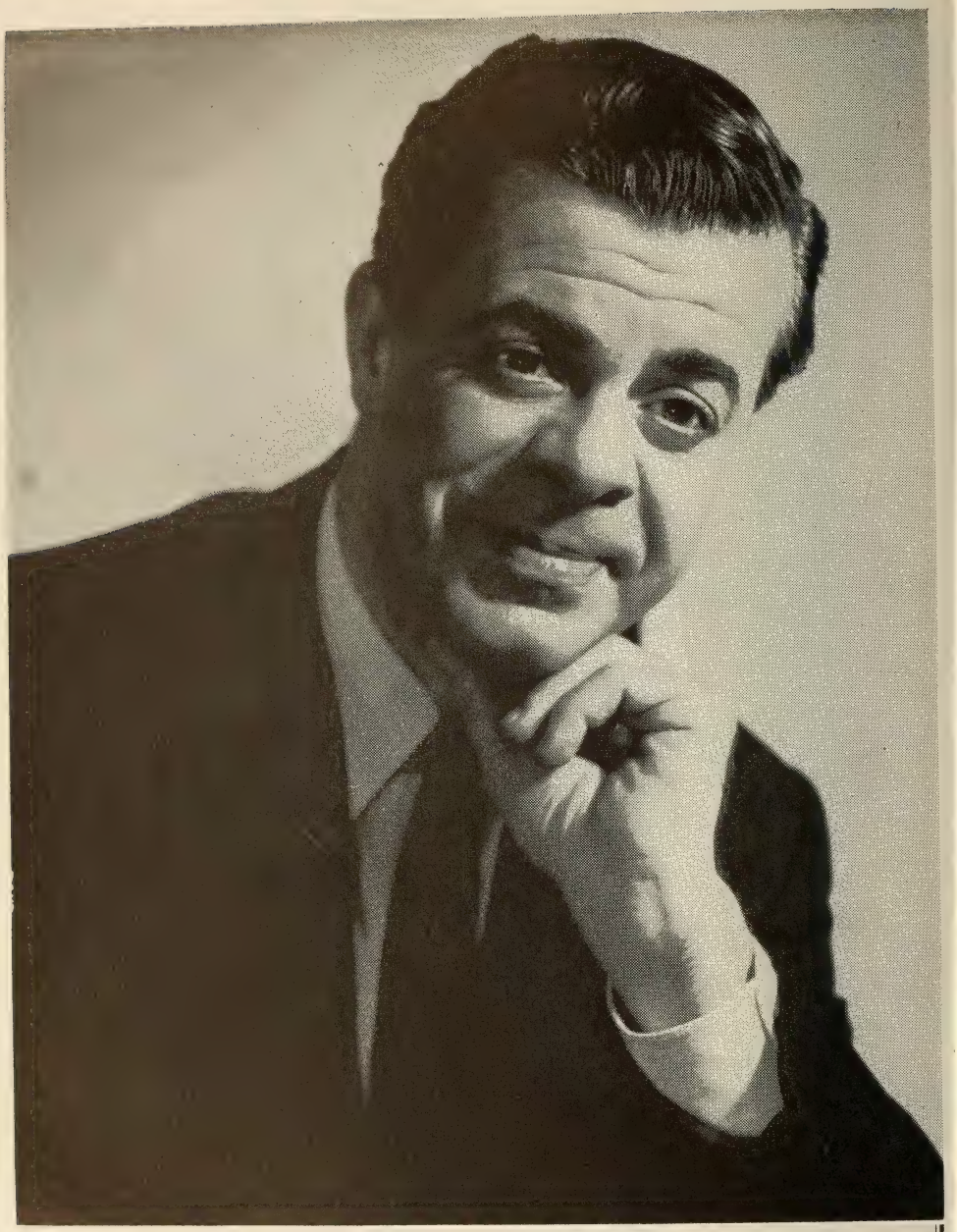
Secretary .....Edward Glacy
Production Manager.....Robert Griffin
Editorial, Personnel Dir.....H. W. Patterson
Copy Chief.....Courtney Crandall
Art Director.....Louis J. Panarelli
Media Director.....David R. Williams

Radio Accounts: Boston Consolidated Gas Co. (Public Utility), Boston; Boston and Maine Railroad (Public Utility), Boston; Boston and Maine Transportation Co. (Public Utility), Boston; H. P. Hood & Sons (Dairy Products), Charlestown; New England Electric System (Public Utility), Boston; New England Electric System ,(Gas Div.) (Public Utility), Boston; New England Telephone & Telegraph Co. (Public Utility), Boston; S. S. Pierce Company (Importers and Grocers), Boston; Carling Brewing Co., (Black Label Beer), Cleveland.

TV Accounts: Boston Consolidated Gas Company (Public Utility), Boston; Boston and Maine Railroad (Public Utility), Boston; H. P. Hood and Sons (Dairy Products), Charlestown; New England Electric System (Gas Division (Public Utility), Boston;



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TV Accounts: Marshall Field & Co., Chicago, Ill.; Oakite Products, Inc. (cleaning compound), New York City; Prudential Insurance Company of America, Newark, N. J.; Stokely-Van Camp, Inc. (canned foods), Indianapolis, Ind.

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Manager.....George A. Beck

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Phone: Jefferson 5601
Manager .....Ross C. Morgan, Jr.

Radio Accounts: Chevrolet Motor Div., General Motors Corp.; The Detroit Edison Co.; Allen B. DuMont Laboratories, Inc.; General Motors Acceptance Corp.; General Retail Corp., Div. of General Shoe Corp.; Goebel Brewing Co.; National Bank of Detroit; Rheem Manufacturing Co.; United Motors Service Div., General Motors Corp.

Television Accounts: Chevrolet Motor Div., General Motors Corp.; The Detroit Edison Co.; Allen B. DuMont Laboratories, Inc.; General Retail Corp., Div. of General Shoe Corp.; Goebel Brewing Co.; National Bank of Detroit; Rheem Manufacturing Co.; United Motors Service Div., General Motors Corp.

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Radio Accounts: Gold Seal Company (Wax Products & "Snowy"), Bismarck, N. D.; Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), Land O'Lakes Creameries, Inc. (Dairy Products), Northern States Power Co. (Electric Power), Our Own Hardware Co. (Wholesale Hdwe. & Paint), F. H. Peavey & Co. (Feeds), Minneapolis, Minn.; Quality Chekd Ice Cream Asso. (Industry Advertising & Merchandising), Chicago, Ill.; Zinsmaster Baking Co. (Bakery Goods), Minneapolis, Minn.; American Dairy Association (Product Advertising & Merchandising), Chicago, Ill.; Charmin Paper Mills (Paper Towels, etc.), Green Bay, Wis.; R. M. Hollingshead Corp. (Automotive Products), Camden, N. J.; Malt-O-Meal Co. (Wheat Cereal), Minneapolis, Minn.; Pillsbury Mills, Inc. (Biscuit, Flour & Mixes, Refrigerated Doughs), Minneapolis, Minn.

TV Accounts: American Dairy Assoc. (Product Advertising & Merchandising), Chicago, Ill.; Malt-o-Meal Co., Minneapolis, Minn.; Gold Seal Company (Wax Prod. & "Snowy"), Bismarck, N. D.; Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), St. Paul, Minn.; Larsen Co. (Canned Foods), Green Bay, Wis.; Zinsmaster Baking Co. (Bakery Goods), Minneapolis, Minn.; Northwestern Nat'l Bank. Minneapolis, Minn.; Charmin Paper Mills (Paper Towels, etc.), Green Bay, Wis.; R. M. Hollingshead Corp. (Automotive Products), Camden, N. J.; Land O'Lakes Creameries, Inc. (Dairy Products), Minneapolis, Minn.; Pillsbury Mills, Inc. (Oven-Ready Biscuits), Minneapolis, Minn.

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Art Directors.....Vaughn Thomas, Gerry Staugaitis

TV Accounts: D'amico Fifth Ave., (Beauty Consultant), Artists' Guild of America (Talent School).

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Exec. Vice-President.....William G. Rowe
Vice-President.....Curtis Bogash
Vice-President.....Fred Klemp, Jr.
Sec't., Treas.....Josephine Dahlin

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Art Director.....Bob Lee
Media Dir.....Hy Crandall
TV Dir., Radio Time Buyer..Donna Quigley
Copy Chief.....Fred Ladd

TV Accounts: Chesebrough Mfg. Co., Hanovia Chem. & Mfg. Co., (health lamps), Miracle Adhesive Corp.

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Radio Accounts: Fleetwood Coffee Co., Chattanooga, Tenn.
TV Accounts: Fleetwood Coffee Co., Chattanooga, Tenn.

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Media Director.....Genevieve Geiss
Comptroller .....Gertrude Clements
Account Executive.....James Quarrington
Accounts: Belcher Oil Co., Florida National Bank & Trust Co., Jewish Floridian, Maule Industries, Inc., Miami Daily News, Radio Station WIOD, Ponce Products (Cement), Chemical Research Corp., Miami Diaper Service, El Comodoro Hotel, Urmey Hotel, U-Steel It, Inc., and Fuel Oil Equipment, all of Miami, Fla.; Milwaukee Beverages, Inc., Milwaukee, Wis.; Radiant Fuels, Inc., West Palm Beach, Fla.

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V.P. & Copy Chief.....Elizabeth M. Zindel
V.P. & Direc. of Radio TV..Robert H. Smith
Radio Accounts: Network: Hudson Coal Co., Horn & Hardart.

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Exec. Vice-Pres.....Edward Aleshire
Vice-President.....Edward Rosenwald
Radio Accounts: The Grove Laboratories (Grove's Chill Tonic, Pfunder's Tablets, Dr. Porter's Antiseptic Oil) St. Louis, Mo.; The Chattanooga Medicine Co. (Syrup of Block Draught), Chattanooga, Tenn.; The Beaumont Co. (4-Way Cold Tablets), St. Louis, Mo.; Lydia E. Pinkham Medicine Co., Lynn, Mass.; West End Brewing Co. (Utica Club Beer & Ale), Utica, N. Y.
TV Accounts: The Grove Laboratories, Inc., The Beaumont Co., St. Louis, Mo.

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V.-P. & Dir. of Media.....Guy Richards
V.-P. & Asst. Dir., Media....Frank B. Kemp
Assoc. Media Dir., Head Time Buyer.....H. Clochessy
Assoc. Media Dir.....W. Barber, M. Hansen
Broadcast Supv.....Ruth Jones, Genevieve Schubert

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Manager .....Robert P. Marsh

Equitable Bldg., Hollywood 28, Calif.
Phone: HOllywood 9-8107

Manager .....James Pollak
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Duz, Gleem, Ivory Flakes, Ivory Soap); The Socony Mobil Oil Co.; Standard Brands, Inc. (Chase & Sanborn Coffee, Instant Chase & Sanborn Coffee, Tender Leaf Tea, Instant Tender Leaf Tea).

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Radio & TV Dir.....Daune J. Miller, Eugene F. Novak

Radio Accounts: Bell Aircraft Corp.; Frontier Oil Refining Co. (Oil & Motor Oil); Div. Ashland Oil & Refining Co., Inc.; Hospital Service Corp. of Western New York, (Hospital & Surgical Plans); Manufacturers and Traders (Banking Services); WGR Corporation, (Station WGR-Radio & TV); Keebler Biscuit Co. (Cookies, Crackers), Buffalo, N. Y.; Westfield Maid Cooperative Assn. (Grape, Tomato Juice), Westfield, N. Y.; Metropolitan Chevrolet Dealers Assn., Buffalo, N. Y.

TV Accounts: Bell Aircraft Corp.; Art Metal Construction Co. (Steel Office Furniture, Visible Index Systems, Filing & Indexing Supplies); Frontier Oil Refining Co., Div. Ashland Oil & Refining Co., Inc.; Hospital Service Corp. of Western N. Y. (Hospital & Surgical Plans); Manufacturers & Traders Trust Co.; Morrison Steel Products. Inc. (Mor-Sun Furnaces, Roly-Door Steel Garage Doors (Carry-All Truck Bodies); WGR Corp. (Station WGR-Radio & TV); Keebler Biscuit Co. (Cookies, Crackers), Buffalo, N. Y.; Westfield Maid Cooperative Assn. (Grape, Tomato Juice), Westfield, N. Y.; Metropolitan Chevrolet Dealers Assn., Buffalo, N. Y.

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Production Mgr.....Robert M. Finlay
Media Dir., Space & Time Buyer.....Marie Hughes
Comptroller.....Irene C. Sala

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Media Dir., Time Buyer.....Margaret Stair
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Radio-TV Dir.....Everett O. Liaboe

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TV Accounts: H. E. Butt Grocery Co.; Hoffman-Hayman Coffee Co.; Express-Publishing Co.; Interstate Theatres; Pioneer Flour Mills; Security Finance Co.; Sommers Drug Stores; Studer Photo Co.; Lone Star Brewing Co.

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TV Accounts: Badder & Snoke (Shoes); Crescent Nut & Chocolate Co.; Excel Products Co. (Aluminum Products); Republic Fuel & Burner Co.; Minit Man Car Wash Corp. of Philadelphia; Perfect Foods, Inc.

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TV Accounts: Equitable Security Trust Co., Wilmington, Del.; Delaware Power & Light Co. (Gas & Electric Service), Wilmington, Del.; Group Hospital Service, Inc.

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Radio-TV Time Buyer.....Loretta Mahar
Radio-TV Acct. Execs.....K. Hegard, J. Pritchard
Dir. of Marketing.....H. V. Swenson

Radio Accounts: Ed. Schuster & Co., Inc. (Department Store), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee, Wis.; The Milwaukee Co. (Investments), Milwaukee; Wisconsin Telephone Co.; Associated Hospital Service; First Wisconsin Nat'l Bank; Patek Bros. (Paint); Frank's Pure Food Co., Racine, Wis.; William Heinemann Creameries, Kewaskum, Wis.; Plankinton Packing Co., Sub. of Swift & Co., Milwaukee, Wis.

TV Accounts: Plankinton Packing Co. (Meat Products), Milwaukee Gas Company (Gas Utility), Milwaukee, Wis.; Wisconsin Telephone Co., Milwaukee; Aluminum Goods Mfg. Co. (Cooking Utensils), Manitowoc, Wis.; Associated Hospital Service; First Federal Savings & Loan Ass'n; First Wisconsin Nat'l Bank; Evinrude (Outboard Motors), Milwaukee, Wis.; Frank's Pure Food Co., Racine, Wis.; Milwaukee Co. (Investments); Schuster's (Dept. Store), Milwaukee, Wis.

JAMES T. CUNNINGHAM ADVERTISING

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6 N. Michigan Ave., Chicago 2, Ill.
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Exec. V.P.....Ivan Hill

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TV Accounts: Liggett & Myers (Chesterfield & L & M Cigarettes); Colgate-Palmolive Co. (Glance Shampoo); Sunshine Biscuits, Inc. (All Products); Narragansett Brewing Co. (Beer & Ale); A. T. & T. (Yellow Pages); J. A. Folger & Co. (Coffee); Chase Manhattan Bank; New York Daily News; Eversharp, Inc.; Brooklyn Union Gas Co.; Smith-Corona (Typewriters).

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Radio-TV Dir.....L. R. Curtis
Research Dir.....R. Blumenthal

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Phone WAlnut 4-8425
V.P. & Mgr.....Gilbert Nunns

Radio-TV Accounts: American Chicle Company, B. T. Babbitt, Falstaff Brewing Corp., General Mills, Inc., Lewis-Howe Co., Procter & Gamble Co., Sterling Drug, Inc., U. S. Army and Organized Reserve Corp., Ekco Products Co., Nestle Co., Inc., Best Foods, Lady Esther, Peter Paul Co., Pfaff Sewing Co., Wine Growers Guild; Liggett & Myers Co. (L & M Cigarettes).

D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.
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OAAA—ABC

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President.....P. J. Orthwein
Vice Pres.-Treas.....E. D. Cronk
Exec. V.P., Dir.....Harry Chesley, Jr.
Secretary.....H. O. Vogt

Branch Offices

430 Park Ave., N. Y. 22, N. Y.
Phone: PLaza 8-2600
Chm. of Bd.....Robt. M. Ganger
Vice-President.....J. Y. Brown, Jr.
V.P., Radio-TV Director.....Paul Louis
Manager, Radio-TV.....P. A. Ott

Terminal Tower Bldg., Cleveland 13, O.
Phone: TOwer 1-3911
Vice-President.....Stanley P. Seward

57 Bloor St. W., Toronto, Ontario, Can.
Phone: Princess 3991
Vice-President.....G. P. Altenbernd

75 Eighth St. N.E., Atlanta 5, Ga.
Phone: VE 8815
Vice-President.....J. Hixon Kinsella

3450 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 5-3171
Vice President.....Reeves Espy

8 S. Michigan Ave., Chicago, Ill.
Phone: CEntral 6-4536
Vice Presidents.....J. B. Wilson, W. C. Edwards
Manager, Radio-TV Dept.....R. P. Dunnell

1715 W. Webster, Houston 3, Texas
Phone: LInden 2111
Vice President.....J. Bob Wilson

Avenida de Washington 269, Havana, Cuba
Phone: U-1019
Manager.....Gaetano Todaro, Jr.

Publicidad D'Arcy, S. A., Paseo de la Reforma, 164 Mexico, D. F.
Phone: 35-14-61
Vice President.....E. A. Hallett, Jr.

Radio Accounts: Laclede Gas Co., St. Louis, Mo.; General Tire & Rubber Co., Akron, Ohio; Anheuser-Busch, Inc., St. Louis, Mo.; Gerber Products Co., Fremont, Mich.; Bayuk Cigars, Inc., Philadelphia, Pa.; Friedman-Shelby Div., Int'l Shoe Co., St. Louis, Mo.; Standard Oil Co. (Indiana), Chicago; Lance, Inc., Charlotte, N. C.; Gordon Baking Co. (Silvercup Bread), Detroit, Mich.; Houston Lighting & Power Co., Houston, Texas; G. S. Suppiger Co., Collinsville, Ill.; Reardon Paint Co., St. Louis. Mo.; Packard Motor Car Co.

TV Accounts: Laclede Gas Co., St. Louis, Mo.; General Tire & Rubber Co., Akron, Ohio; Anheuser-Busch, Inc., St. Louis, Mo.; Gerber Products Co., Fremont, Mich.; Bayuk Cigars, Inc., Philadelphia, Pa.; Standard Oil Co. (Indiana), Chicago; Lance, Inc., Charlotte, N. C.; Gordon Baking Co., Detroit, Mich.; Houston Lighting & Power Co., Houston, Tex.; G. S. Suppiger Co., Collinsville, Ill.; Reardon Paint Co., St. Louis, Mo.; Friedman-Shelby Div., Int'l Shoe Co., St. Louis, Mo.

HERSCHEL Z. DEUTSCH & CO., INC.

575 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-1788
ABP—ANPA

President .....Herschel Z. Deutsch
Secty.....M. A. Deutsch
Treas. .....Robert Stone
Res. & Merch.....M. A. Wagner
Media Director.....Madeline Allison

Radio Accounts: E. T. Browne Drug Co. (Palmer's "Skin-Success"), New York; M. J.

Breitenbach Co. (Pepto-Mangan), New York; Lander Co. (Dixie Peach), New York; Household Products, Inc. (Sulfur-8, Gloss 8), Stamford, Conn.; Associated Sepian Prods. (Toiletries Cosmetics, etc.), New York, N. Y.

TV Accounts: Associated Sepian Products (Toiletries, Cosmetics), New York, N. Y.

Estimated Radio Billings: $750,000.00.

DEUTSCH & SHEA, INC.

230 West 41st St., New York 18, N. Y.
Phone: LOngacre 4-5900
ABP—APA—AAAA—ANPA

President.....Arnold R. Deutsch
Vice-President.....Van M. Evans
Secretary .....Henry Geissenheimer
Production Mgr.....Richard Gazley
Art Dir.....Martin Schreiber

DIRECTOR, BLEIER & WEISS, INC.

527 5th Ave., New York 17, N. Y.
Phone: MUrray Hill 7-3669
ABP—APA

President.....Andrew M. Weiss
Exec. V.-P.....George V. Bleier
Art Director.....Albert Bart
Chief of Plans Board....Murray R. Director
Exposition Dir.....Fred Pittera
Acct. Executives.....George V. Bleier, Joel Howard, Murray R. Director, Andrew M. Weiss, Walter Von Schoenfeld

Accounts: American School, N. Y., N. Y.; American Society of Composers, Authors & Publishers; Ardgreen Asso., Inc.; Bakers Review; Budd Looms; Chemdrug Corp.; Coronet Art Gallery; Dollinger Asso.; Empire Merchandising Co.; Gnome Press; Harris Laboratories; Headline Publications; Hillcrest Corp.; Independent News Co.; Hoffman Motors; Mantel, H.; Mayfair Publishing; Movielab Film Laboratories, Inc.; Music Publishers Holding Corp.; Pioneer Publications; Post Photo Engraving Corp.; Roberts Book Co.; Schirmer, G.; Schoenfeld & Sons; Skylark Originals; Sturm & Scheinberg; Ulano Products; Wehman Bros.; Whitcrest Associates; Witol, William, Co.; World Motor Sports Show.

DOBIN ADVERTISING, INC.

2 West 45th St., New York 36, N. Y.
Phone: MUrray Hill 2-6764
ABP—ANPA

President .....Jerome Dobin
Art Director.....Lawrence Stone
Copy Chief.....Rosalind Rudnick
Media Director.....Joan Karmazin
Traffic Mgr.....Leonard Eldridge
Acct. Executives.....Jerome Dobin, Maya Zary, Leonard Eldridge

Accounts: Caravan Products, New York, N. Y.; Curtis-Eddyform, Inc., New York, N. Y.; Dressmakers Mail-A-Buy, New York; Elan-Porter, New York; Holland, Arthur, Toffee, New York; King Kone Corp., Bronx, N. Y.; Lana Lobell, Inc., Hanover, Pa.; March of Toys, New York; Marsan Fashions, Buffalo, N. Y.; Modern Manner Clothes, Hanover, Pa.; Pathway Optical Products, New York; Radiation Applications, Inc., New York; Rand Fashion, New York; S & S Cone Co., Bronx, N. Y.; Smoler Bros., Chicago; Urney's Chocolates, New York; Van Leer Chocolate Corp., Jersey City, N. J.; Virginia Dare Extract Co., Inc., Brooklyn, N. Y.; Walden's, New York, N. Y.

DOE-ANDERSON ADV. AGENCY

Martin Brown Bldg., Louisville 2, Ky.
Phone: WAbash 3193
ANPA—APA—PPA—ANPA—ABP

Acct. Execs.....Elmer H. Doe, Warwick Anderson, George W. Emerson, Richard W. Smith, Larry Barker
Media Buyer.....Miss G. P. Wagner
Production Manager.....J. B. Peterkin

Accounts: Free & Peters Inc., N. Y., N. Y.; Radio Stations: KTHS, Little Rock, Ark.; KWKH, Shreveport, La.; WAVE, Louisville, Ky.; WDAY, Fargo, N. D.; WHO, Des Moines, Iowa; WJEF, Grand Rapids, Mich.; WKZO, Kalamazoo, Mich.; TV Stations: KOLN-TV, Lincoln, Neb.; WAVE-TV, Louisville, Ky.; WKZO-TV, Kalamazoo, Mich.; WDAY-TV, Fargo, No. Dak.; WHO-TV, Des Moines, Iowa.

DOHERTY, CLIFFORD, STEERS & SHENFIELD, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: BRyant 9-0445
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—AFA

President.....Donald K. Clifford
Exec. V.P., Secty.....William E. Steers
Vice-President.....Francis J. Doherty
Treasurer.....Nelson O. Argueso
Asst. Secy.....Marie L. Brennan
Vice-Presidents.....William E. Holden, James F. Egan, Harry M. Ireland, Dr. Philip Reichart, Robert Hayes, Robert E. Shaw, R. C. Bradley, R. Fehr, N. W. Glenn, Howard Foley, Joel F. Jacobs, Lawrence J. Hubbard, John H. Owen
Dir. of Radio & TV.....Norman W. Glenn

Radio Accounts: Bristol-Myers Co. (Ipana, Ammens, Vitalis, Mum, Mum Mist, Vitalis Hair Cream, Benex), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York, N. Y.; Pharmaco, Inc. (Feen-a-Mint, Chooz, Medigum), Kenilworth, N. J.

TV Accounts: Bristol-Myers Co. (Ipana, Vitalis, Mum, Mum Mist), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York, N. Y.; Pharmaco, Inc. (Medigum), Kenilworth, N. J.; Pioneer Ice Cream-Div. of the Borden Co. (Horton, Reid and Borden Ice Cream), New York, N. Y.

RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 19, Va.
Phone: RIchmond 3-111-3

Pres.-Treas.....Ralph L. Dombrower, Sr.
Vice-Pres.....Ralph L. Dombrower, Jr.

V.P., Sec.....Malcolm B. Dombrower
Art Director.....Hobart Britton
Talent Buyer.....T. Michaux Moody
Space Buyer.....Janet Hanson

Branch Office
Woodward Bldg., 15th & H Sts., N.W.,
Washington, D. C.
Phone: REpublic 7-1420
Manager .....Philip Rosenfeld

Radio Accounts: Etchison Hat Co., Inc., Chesterfield Hat Corp., Dixie Wine Co., Southland Wine Co., Richmond, Va.; Gumenick Properties, Inc. (Real Estate), Richmond & Norfolk, Va.; Wisk Co. (Mail Order Products), Bone Dry Fertilizer Co., Inc., Richmond, Va.

TV Account: Gumenick Properties (Real Estate Sub-Divisions), Richmond & Norfolk, Va.

DONAHUE & COE, INC.

1270 Ave. of Amer., New York 20, N. Y.
Phone: COlumbus 5-2772
President.....E. J. Churchill
Dir. Motion Picture, Radio
& TV Div.....A. Carl Rigrod
Gen. Radio-TV Dir.-Prod.....James C. Beach
Time Buyer & Bus. Mgr.....Evelyn Jones

Branch Office
411 Hurt Bldg., Atlanta 3, Ga.
Phone: MAin 5662
Vice-President.....H. L. Morrill
1410 Stanley St., Suite 504, Montreal, Que., Canada
Phone: BElair 6701
Managing Dir.....Kenneth U. Lunny

Radio Accounts: Loew's, Inc. (MGM Pictures); Loew's Theatres, (Capitol, Loew's State, Loew's Neighborhood Theatres); Development Corp. for Israel (Bonds for Israel); N. Y. Herald-Tribune (Newspaper), all New York, N. Y.; Burlington Mills, Inc. (Bur-Mil Cameo Hosiery), New York, N. Y.; New York World-Telegram & Sun (Newspaper), New York, N. Y. River Brand Rice Mills, Inc. (Carolina & River Brand Rice), New York, N. Y.; Rockefeller Center, Inc. (Radio City Music Hall), New York, N. Y.; Miles Shoes.

TV Accounts: Loew's, Inc. (MGM Pictures), New York, N. Y.; Loew's Theatres (Capitol, Loew's State, Loew's Neighborhood Theatres), New York, N. Y.; Burlington Mills, Inc. (Bur-Mil Cameo Hosiery), New York, N. Y.; Herald-Tribune (Newspaper), New York, N. Y.; New York World-Telegram & Sun (Newspaper), New York, N. Y. Miles Shoes; River Brand Rice Mills, Inc., Pearson Pharmacal (Ennds Chlorophyll Tablets).

W. B. DONER & COMPANY

505 Washington Blvd. Bldg., Detroit 26, Mich.
Phone: WOodward 5-7400
AAAA IPA
President.....W. B. Doner
Exec. Vice-Pres.....Charles F. Rosen
Treasurer.....Julian A. Grace
Vice-President .....Felix Hower
Art Director.....Ben Goldstein

Branch Offices
203 N. Wabash Ave., Chicago 1, Ill.
Phone: DEarborn 2-4676
Pres., Treas.....Marvin H. Frank
1324 W. Wisconsin, Milwaukee 3, Wis.
Phone: WEst 3-9315
President.....Marvin H. Frank

Radio Accounts: Speedway Petroleum Corp. (Gasoline), Detroit, Mich.; Feigenson Bros. (Faygo Beverage), Detroit, Mich.; Rose Jewelry Co., Detroit, Mich.; Big Bear Markets (Super Markets), Detroit; Federal Dept. Stores, Detroit; D. W. G. Cigar Corp.; Detroit; Detroit Chevrolet Dealers Ass'n (New and Used Cars); Top Pop Products Corp. (E-Z Pop Popcorn).

TV Accounts: Speedway Petroleum Corp. (Gas & Oil), Detroit; Feigenson Bros. Co. (Soft drinks & mixers), Detroit; Rose Jewelry Co., Detroit; Delsoy Distributors (Delsoy Topping, Preston Whip), Dearborn, Mich.; Hygrade Food Products Corp. (Honey Brand Ham), Detroit; D. W. G. Cigar Corp., Detroit; Detroit Chevrolet Dealers Ass'n (New & Used Cars), Detroit; Top Pop Products Corp.; Radio Distributing Corp. (Norge, Zenith Distrs.).

DOREMUS & COMPANY

120 Broadway, New York 5, N. Y.
Phone: WOrth 4-0700
Chairman of Board.....Wm. H. Long, Jr.
Vice-Board Chairman...Walter H. Burnham
President.....Louis W. Munro
Radio & TV Dir.....William T. Mann

Branch Offices
208 S. LaSalle St., Chicago 4, Ill.
Phone: CEntral 6-9132
V.P. & Res. Mgr.....Chas. C. Greene
53 State St., Boston 9, Mass.
Phone: LAfayette 3-0770
Vice Pres. in Chge.....W. J. Sheehan
425 Bush St., San Francisco 8, Cal.
Phone: Yukon 2-4080
V.P., Pacific Coast Mgr.....Ronald Brindley

Radio Account: Kidder, Peabody & Co. (Brokerage), New York, Boston & Chicago; Union Trust Co. (Bank), Washington, D. C.; Calvin Bullock (Brokerage), New York City; R. L. Day & Co. (Brokerage), Boston; Estabrook & Co. (Brokerage), Boston; Vance, Sanders & Co. (Brokerage), Boston; Waltham Fed. Savings & Loan Association (Bank), Boston; Automatic Heating Corp., Boston; Pastene Wine & Spirits, Boston; Seiler's, Inc. (Frozen Foods), Boston; St. Paul Federal Savings & Loan Assoc. (Bank), Chicago; Crocker First National Bank (Bank), San Francisco, Paine, Webber, Jackson & Curtis, (Brokerage) N. Y., N. Y.

TV Accounts: Kidder, Peabody & Co. (Brokerage), New York, Boston, Chicago; Union Trust Co. (Bank), Washington, D. C.; Calvin Bullock (Brokerage), New York; Cities Service Oil Co. (Dealers), Boston.

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.
Phone: HUbbard 2-8050
ANPA—PPA—NBP

Radio & TV Dir.....Joseph L. Tully
Space & Radio Time Buyer..Wm. Monagham

Radio Accounts: Albany Carpet Co., Allston, Mass.; Boston Edison Co. (Electricity), Boston; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Martin L. Hall Co. (Coffee & Tea), Boston; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; Boston Globe (Newspaper); Cott Bottling Co. (Soft Drinks), Manchester, N. H.; Megowen-Educator Co. (Crackers), Lowell, Mass.; House of Old Molineaux (Wines), Boston, Mass.; Pepsinic Seltzer, Inc., Worcester, Mass.; Workingmens Cooperative Bank, Boston; Waltham Watch Co., Waltham, Mass.; Atlantic Coal Co., Boston, Mass.; Blacksmith Shop Pastries (Bread), Rockport, Mass.; P. H. Revell Co. (Liquid Starch), Woburn, Mass.

TV Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Carpenter-Morton Co. (Paints), Everett, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Martin L. Hall Co. (Coffee & Tea), Boston, Mass.; Boston Edison Company (Electricity), Boston, Mass.; Boston Globe (Newspaper), Boston, Mass.; Cott Bottling Co. (Soft Drinks), Manchester, N. H.; R. G. Sullivan, Inc. (Cigars), Manchester, N. H.; American Luggage Works, Inc., (Luggage), West Warick, R. I.; Demambro Sound Equip. Co. (Radio Receivers & TV Sets), Allston, Mass.; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; Megowen-Educator Food Co. (Biscuits & Crackers), Lowell, Mass.; P. H. Revell Co. (Liquid Starch), Woburn, Mass.; Town & Country Homes, (Real Estate), Boston, Mass.; Waltham Watch Co. (Watches), Waltham, Mass.

DOWD, REDFIELD & JOHNSTONE, INC.

501 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1275
APA—PPA—ABP—ANPA

President.....John C. Dowd
Exec. Vice-Pres.....Edmund F. Johnstone
Sec'y, Treasurer.....Edward D. Parent
V.P., Gen. Mgr.....Michael A. Raymond
Radio-TV Director.....Tyler Davis

Radio Accounts: Block Drug Company (various drug products), Jersey City; Albert Ehlers, Inc. (coffee, spices, tea, extracts), Cott Beverage Co. (soft drinks), New Haven; Rap-i-dol Distributing Corp. (Blensol), New York; Continental Glass Heat Co. (heating panels), Dormin, Inc. (sleep capsules), New York.

TV Accounts: Rap-i-dol Distributing Corp. (Blensol), New York; Block Drug Co. Jersey City; Albert Ehlers, Inc. (coffee, spices, tea, extracts), New York; Cott Beverage Corp. (soft drinks), New Haven; Dormin, Inc. (sleeping capsules), New York.

DOYLE DANE BERNBACH, INC.

20 W. 43rd St., New York 36, N. Y.
Phone: LOngacre 5-7878
AAAA—APA—ABP—ANPA—NBP—PPA

President .....William Bernbach
Exec. Vice Pres.....Ned Doyle
V.P., Gen. Mgr.....Maxwell Dane
Plans, TV Director.....Marvin Corwin
Time Buyers.....Nina Flinn, Jean Simpson
Media Director.....Harry Parnas

Branch Office

606 S. Hobart Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-2233

Vice President.....T. H. Factor
Media Dir., Space,
Time Buyer.....Bernice Levitas
Radio, TV Dir., Talent Buyer...Ben Norman

Accounts: Abbey Rents, Los Angeles; American Pencil Co., Hoboken, N. J.; Barton's, Inc., Brooklyn, N. Y.; Bestform Foundations, Inc., Long Island City, N. Y.; Buxton, Inc., Springfield, Mass.; Ceazan, J. N., Co., Los Angeles; Chemstrand Corp., New York; Cole of Calif., Los Angeles; Culver, Alberto, Los Angeles; Dictograph Products, Jamaica, N. Y.; Dreyfus & Co., New York, N. Y.; Max Factor & Co., Hollywood, Calif.; Fairmont Foods Co., Inc., Omaha, Neb.; Forest Lawn Memorial Park, Los Angeles; Gilbert, A. C., Co., New Haven, Conn.; Glendale Knitting Corp., New York; Grolier Society, The, New York; Hess Brothers, Allentown, Pa.; Hunter Douglas Corp., New York; Laird & Co., Scobeyville, N. J.; Levy, Henry S. & Sons, Inc., Brooklyn, N. Y.; McCall's Corp. (Pattern Div.), New York; Mission Appliance Corp., Hawthorne, Calif.; Meinhard & Co., Inc., New York; New York, New Haven & Hartford Railroad, Boston; Ohrbach's, New York, Newark, Los Angeles; Polaroid Corp., Cambridge, Mass.; Regal Shoe Co., Whitman, Mass., New York, N. Y.; Revell, Inc., Venice, Calif.; Sales Builders, Inc., Los Angeles; Sav-On Drug, Los Angeles; Schenley Industries, Inc., New York; Wear-Right Gloves, Inc., New York; Weldon Farm Products, Inc., New York.

ROY S. DURSTINE, INC.

655 Madison Ave., New York 21, N. Y.
Phone: TE 8-4600
NOAB—PPA—APA—ABC

President.....Roy S. Durstine
Vice-Presidents.....Wm. E. Dempster,
John Malone, Jr., Jack Kaduson
Sec'y Treasurer.....T. Arnold Rau
Head Art Dir.....Harvey A. Spooner
Art Director.....Ronald DeLuca
Radio-TV Time Buyer...DeAnne McManus,
Dorothy Barnett

Branch Offices

3440 Wilshire Blvd., Los Angeles, Calif.
Phone: DUnkirk 8-3411

Manager.....William D. Sloan

1736 Stockton St., San Francisco, Calif.
Phone: EXbrook 7-0456
Manager.....Robert B. England
TV Accounts: Macmillan Petroleum Corporation (motor oil), Los Angeles, Calif.; Pacific Can Company, San Francisco, Calif.; Podesta Baldocchi (flowers), San Francisco, Calif.

EDELSTEIN-NELSON ADV. AGENCY, INC.

203 North Wabash St., Chicago 1, Ill.
Phone: ANover 3-3867, DEarborn 2-5976
ABP
President .....Edward Edelstein

ELLINGTON & CO., INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-4300
ANPA—APA—NOAB—PPA—ABC
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President.....Chauncey L. Landon
Exec. Vice Pres.....William A. Bartel
1st Vice Pres.....Theodore S. Strong
Vice Presidents .....Hyland Hodgson, Charles Marshall, Miss Van Davis, Hugh Lewis, Howard Rigby, Geraldine Reed Hodgson, Dawson Newton
Treasurer.....Gordon M. Kingman
V.P., Dir. Radio & TV.....Hal James
Exec. Producer.....A. Burke Crotty
Radio & TV Time Buyer.....Dan Kane

Radio Accounts: Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins (Drugs); Cunard Steamship Lines.

TV Accounts: Cadbury-Fry (Export) Ltd., (Candy), Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins; J. Wiss & Sons (Scissors & Shears); Cunard Steamship Lines.

ELLIS ADVERTISING CO.

Erlanger Theatre Bldg., Buffalo 1, N. Y.
Phone: Cl. 6780
ABP—ANPA
Partners.....Michael F. Ellis, Jerome R. Ellis
Jr. Partners:.....Michael F. Ellis, Jr., Maxwell E. Ellis
Radio Director.....Helen Laury
TV Director.....Wilma Buchman

Branch Offices

77 York St. W., Toronto, Ont.
Phone: Wa 9902
Manager .....Al May

Jay Reich Adv.
902 Frick Bldg., Pittsburgh 19, Pa.
Phone: GRant 1-9311
President.....Jay S. Reich

201 East 57th St., New York 22, N. Y.
Phone: PLaza 1-2323
President.....Kurt J. Mann

Hav-Nash & Assoc.
189 Chestnut St., Rochester, N. Y.
Phone: BAker 8610
Manager .....Hav-Nash, Jr.

ROBERT J. ENDERS ADVERTISING, INC.

1001 Connecticut Ave., N. W.
Washington 6, D. C.
Phone: STerling 3-2222
ABC-ANPA
President.....Robert J. Enders
Exec. V.-P.....Howard A. Enders
Vice-Presidents.....Rudy Vallee, Ray Hill
Sec.-Treas.....Melvin Alan Bank
Radio-TV Director.....Grace Waldman
Art Director.....Fred Waller
V.P., Motion Picture Div....Robt. L. Friend
General Manager.....Gus Eisenmann
Script Director.....Mimi Griffin
Production Manager.....Stanley S. Base

ERWIN, WASEY & CO., INC.

711 Third Ave., New York, N. Y.
Phone: LExington 2-8700
AAAA—ANPA—APA—NOAB—PPA
ABP
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President.....David B. Williams
Exec. V.P. & Secy.....Larry Northrup
Treasurer.....James F. O'Connor
Business Mgr. Media Dept...Keith B. Shaffer
Dir. Radio-TV Prod.....Rollo Hunter
Radio, TV Dir. (L. A.).....Robert L. Redd
Time Buyer (L. A.).....Glen Bohannan
Meda Dir. (Chicago).....John Gwynn

Branch Offices

230 N. Michigan Ave., Chicago 1, Ill.
V.P., Manager.....Frederick J. Wachter

5045 Wilshire Blvd., Los Angeles 36, Calif.
Exec. Vice-Pres.....Emmett C. McGaughey

523 Marquette Bldg., Minneapolis 2, Minn.
President .....Mac Martin

1st National Bank Bldg., Okla. City, Okla.
President.....Howard D. Williams

610 Church St., Toronto, Ont., Can.
V.P., Magng. Dir.....Ralph L. Lawson

Radio Accounts: Barbasol Co., Indianapolis, Ind.; Musterole Co., Cleveland, Ohio; Carnation Co. (Evaporated Milk, Ice Cream, Fresh Milk), Los Angeles, Calif.; Albers Milling Co. (Cereals, Friskies Dog Food), Los Angeles; Consolidated Cigar Corp. (Harvester Cigars, Dutch Masters Cigars), Zonite Products Corp. (Toothpaste, Liquid, Zonitors, Larvex, Myna), New Brunswick, N. J.; E. F. Hutton and Co. (Securities), Los Angeles, Calif.; Olive Tablet Co. (Laxative), Columbus, Ohio.

TV Accounts: Carnation Co. (Evaporated Milk), Los Angeles; Albers Milling Co. (Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars), New York, N. Y.; Musterole Co., Cleveland, Ohio; North American Philips Co., Mt. Vernon, N. Y.

WILLIAM ESTY COMPANY, INC.

100 E. 42nd St., New York 17, N. Y.
Phone: OXford 7-1600
AAAA—ABC—ABP—ANPA—AFA

President.....James J. Houlahan
Exec. V.P.....G. I. Chatfield
Vice President.....Dr. Wallace H. Wulfeck
Secretary-Treasurer.....E. H. Cummings
V.P. Chg. TV Prog.....Samuel Northcross
Radio Director.....Wendell Adams
V.P. Chg. TV Commercial..Stanley A. Lomas
V.P. & Media Dir.....John Peace

Branch Office
6331 Hollywood Blvd., Hollywood 28, Cal.
Phone: HOllywood 2-6305

TV Comm. Prod.-Dir.....Arnold J. Wester

Radio Accounts: Colgate (Rapid-Shave, Fab, Vel), Jersey City; National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem; Coca Cola Bottling Co., New York; General Mills; Pacquin-Leeming (Silk 'N Satin), N. Y., N. Y.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.; R. J. Reynolds Tobacco Co., (Winston Cigarettes), Winston-Salem, N. C.

TV Accounts: Colgate (Fab, Rapid Shave, Vel), Jersey City; National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes), Winston-Salem, N. C.; Coca-Cola Bottling Co., New York; General Mills; Pacquin-Leeming (Ben-Gay, N. Y., N. Y.; R. J. Reynolds Tobacco Co. (Winston Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem, N. C.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.

ETTINGER ADVERTISING AGENCY INC.

38 East 57th St., New York 22, N. Y.
Phone: PLaza 1-0750
ABP

President.....Joel H. Ettinger
Vice-Pres. .....Audrey Ettinger
Art Dir.....John Spamer
Copy Chief.....Art Brooks
Media, Space Buyer.....Seth Diamond
Television Dir.....Michael Lippert
Research Dir.....Cy C. Chaiken

Accounts: Brook's Men's Shops; Carolina Paper Mills; Exeter Hosiery Mills; Freund, Freund & Co.; Gant Shirt Co.; Gracette Lingerie; Lederman Brothers; Nebel Knitting Co.; Preen Uniforms Inc.; Stuart, Paul, Inc.; Summit Mills Corp.; Worklon Inc.

EVANS WORK ADV. AGENCY

624 E. Capitol Ave., Springfield, Ill.
Phone: 4-9174

President.....Clarence R. Evans
Secy.-Treas. .....John Robert Work
Art Director.....Thomas M. Costa
Continuity Director.....Mary Jane Kerns

Radio Accounts: B. & F. Toggery, Bootery, Bressmer's, Bridge Jewelry Co., R. F. Butts & Co., Camera Shop, Capitol Plumbing & Heating Supply Co., Constantino Packing Co., Dellert's Paints, Downtain's, Drone Ford Sales, First National Bank, Fisher Grocery Co., Jack Harman Serv. Sta., Harvey Bros., Kennedy Laundry & Dry Cleaners, LaBonte's Luggage Shop, Harold McMann North American Van Lines, Henry Nelch & Son, Co., Public Super Market, Quality Dairy, Ray's Brand Products, Rolands, Security Federal Savings & Loan, R. W. Troxell Insurance Co., Vredenburgh Lumber Co., Arch Wilson, all Springfield, Ill.

TV Accounts: Constantino Packing Co., First National Bank, Vredenburgh Lumber Co., all Springfield, Ill.

FARQUHAR AND COMPANY, INC.

First National Bank Building, Utica 2, N. Y.
Phone: 2-6109
ABP

President.....John T. Farquhar
Vice-President.....Ted R. Darvoe
Secretary.....Roger H. Williams
Treasurer.....Jay C. Anderson
Radio-Television.....John T. Farquhar
Media Buyer.....Eleanor Crimmins

Radio Accounts: Wm. Parry & Sons, Inc. (Dairy Products), Utica, N. Y.; Jean's Foods of Utica Inc. (Food Products), Utica, N. Y.; Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.; Bonide Chemical Co. (Insecticides, Fungicides), Utica; Rome Savings Bank, Rome; Ribyat's Furniture, Utica; C. A. Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Mohawk Airlines Inc. (Airline Service), Ithaca, N. Y.; Collinite Chemical Co. Inc. (Auto Wax & Cleaner), Utica, N. Y.; Utica Brewing Co., Utica, N. Y.

TV Accounts: Harry Heiman Inc. (Chrysler-Plymouth Dist.), Utica; Ribyat's Furniture, Utica; C. Al Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Jean's Foods of Utica Inc., (Food Products), Utica, N. Y.; Mohawk Airlines Inc. (Airline Service), Ithaca, N. Y.; Collinite Chemical Co., Inc. (Auto Wax and Cleaner), Utica, N. Y.; Utica Brewing Co., Utica, N. Y.

Estimated Radio & TV Billings: $105,000.00.

FEIGENBAUM & WERMEN ADVERTISING AGENCY

1922 Spruce St., Philadelphia 3, Pa.
Phone: LOcust 7-1466
ABP—ANPA—NOAP—PPA

Partner .....Harry Feigenbaum
Partner .....David Wermen
Radio-TV Director.....Paul B. Phillips
Time Buyer.....Jean Van Eskay
TV Production (N. Y.).....Elliot Gordon
Copy Chief.....Raymond Dubin
Radio Copy.....Betty Silberman
Acct. Execs.....Harry Feigenbaum, David Wermen, Leonard Schorr, Jay Beneman

Radio Accounts: Arrow Store (Men's Wear); Bandler's (Furniture Chain); Bayuk Cigars (Royalist & Amerada Cigars); Lou Block (Pontiac Dealer); Blumental Bros.

Chocolate Co. (Goobers & Raisinets Chocolate); Robert Bruce (Men's Sweaters); Bunting Co. (Outdoor Furniture); Federal Savings & Loan Assn. of Phila. (Savings & Loan); Fox Weiss (Furs), Kasser Distillers (Kings & Cobbler Wines); Pioneer Suspender Co. (Men's Accessories); Professional Laundry Foundation (Assn. of Eastern Laundries); B. S. Pincus Co. (Yankee Maid Meat Products); Renuzit Home Products Co. (Renuzit Spot Remover, Odorless Renuzit); M. Wildstein & Sons (New Yorker Cheese).

TV Accounts: Bayuk Cigars (Royalist & Amerada Cigars); Blumenthal Bros. Chocolate Co. (Goobers, Raisinets, Sno-Caps, Malties); Bunting Co. (Outdoor Furniture); Kasser Distillers (Kings Wine); Professional Laundry Foundation (Assn. of Eastern Laundries); B. S. Pincus Co. (Yankee Maid Meat Products); Renuzit Home Products Co. (Renuzit Home Dry Cleaning Machine, Odorless Renuzit French Dry Cleaner, Renuzit Spot Remover, Renuzit's Fragrant Room Deodorizer).

COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,
Washington, D. C.
Phone: NAtional 8-7713
APA—PPA

President.....Courtland D. Ferguson
Secty.-Treas.....Lucille Pierce Ferguson
Art Director.....Gilbert Meekins
Production Manager.....Bert Cleaves
Time Buyer.....Nan Hannum

Radio Accounts: Washington, D. C.; Schindler Peanut Products (Peanut Butter & Peanuts), Wash. & Balt.; Mann's Potato Chips, Wash. & Richmond; Smith's Storage Co., Washington; Lincoln Warehouse Corp., New York; Little Tavern Shops (Restaurants), Washington & Balitimore.

TV Accounts: Smith's Storage Co., Washington, D. C.; Hechinger's (Lumber); Mrs. Keane's Beefsteaks (Frozen), Washington, D. C., Virginia and New England; Solarine (Floorwax), Washington, D. C., Baltimore & Philadelphia.

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
Phone: MUrray Hill 9-7100
ABP—ANPA—APA—PPA

President-Treasurer .....Lawrence Fertig
Sec'y, Vice-President.....Philip Lukin
Media Director.....Miss Selma Grosswirth
Art Director.....Tony Palazzo
Production Manager.....Joseph Cesare
Radio-TV Dir.....Jos. H. Mintzer

Accounts: DeKuyper, John, & Son Inc., Jersey City, N. J.; Freed Radio Corp.; N. Y., N. Y.; Medal Distilled Products Inc.; Beverly Hills, Calif.; National Distillers Products Corp., N. Y., N. Y.

ROBERT G. FIELDS & CO.

1100 Sudekum Bldg., Nashville 3, Tenn.
Phone: 6-1977
ABP

President, Treas.....Robert G. Fields

Radio Accounts: St. Bernard Coal Co. (Coal), Nashville; Red X Thrift Stamps, Nashville; Jacobs Packing Co. (Meats), Nashville.

TV Accounts: Red X Thrift Stamps; Red Ace Petroleum Corp. (Gas & Oil), Nashville; Bradford & Co. (Securities), Nashville.

FIORE & FIORE ADV. CORP.

128 Mallory Ave., Jersey City 4, N. J.
Phone: HEnderson 2-8200

Pres., TV Dir.....Michael A. Fiore
V.P., Radio Dir.....Albert A. Fiore
Secy.-Treas.....B. V. Fiore
Media Research Dir.....Ursula Pisto
Merch. Dir.....John Critelli
Acct. Executives.....B. E. Geise, William Prusan, J. Amitrani, A. Bryant

Radio & TV Accounts: Halogene Corp. (Hal-O-Gene Arthritic Remedy), Newark, N. J.; Isolax Corp. of America (Laxative), Newark, N. J.; Sonnenberg & Co. (Stockholders), Linden, N. J.; Apothecary Products Co. (Nuckol Vitamin), Newark, N. J.; Helaine Seager, Inc. (Pink Ice Cosmetic), Newark, N. J. & Los Angeles, Calif.; Leslie Toy Co., Brooklyn, N. Y.; Watchung Lake (Resort), Watchung, N. J.; Custom Paint & Chemical Co. (Floor Products), Pennsauken, N. J.; Anbesol Co. (Antiseptic), Newark, N. J.

M. M. FISHER ASSOCIATES

Suite 519, 79 W. Monroe St., Chicago 3, Ill.
Phone: CEntral 6-6226

Owner.....Jack L. Fisher
Co-Owner, Acct. Exec.,
TV Dir.....Jack L. (Bud) Fisher, Jr.
Acct. Exec.....Rex S. Gay
Time Buyer.....Helene Heinz

Radio Accounts: Bell Savings & Loan Assn., Chicago; Clark Theater, Chicago; Davis Oldsmobile Co., Chicago; Nat'l Foundation for Infantile Paralysis, New York & Chicago; Sittler Bros. (Horseradish), Chicago; Tam O'Shanter Country Club (Golf Tournament); Fireside Marshmallow Co., Chicago; North American Mushroom Co., Chicago; Chas. Keeshin Poultry Co. (Frozen Poultry), Chicago; Allied Artists Pictures, 20th Century Fox Films, Universal-International Pictures Corp., United Artists Pictures, Chicago and New York.

TV Accounts: Bell Savings & Loan Assn., Chicago; National Foundation for Infantile Paralysis, New York & Chicago; Tam O' Shanter Country Club, (Golf Tournaments), Chicago; Towne Nash Sales, Chicago; Gourmet House (Vacuum-Packed Noodle Nests), Chicago; Chas. Keeshin Poultry Co. (Frozen Poultry), Chicago; Allied Artists Pictures, 20th Century Fox Films, United Artists Pictures, Universal-International Pictures, New York & Chicago.

FITZGERALD ADVERTISING AGENCY

Lee Circle Building, New Orleans, La.
Phone: TUlane 3131
AAAA—ABC—ABP

Partners....Joe L. Killeen, Jos. H. Epstein, Roy M. Schwarz, Leonard Gessner, E. W. Rector Wootten, Warren G. Posey
Radio-TV Dir.....William Thomas
Radio-TV Time Buyer..Mrs. Marie O'Meara

Radio Accounts: Alabama-Georgia Syrup Company (Alaga Syrup), Montgomery, Ala.; Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies, CDM Coffee), New Orleans, La.; H. G. Hills Stores (Chain Grocery Stores), New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; Pan-Am Southern Corporation (Oil & Gasoline), New Orleans, La.; Wesson Oil & Snowdrift Sales Co. (Wesson Oil, Snowdrift, Scoco and Crustene Shortening), New Orleans, La.; La. Coca Cola Bottling Co., New Orleans, La.; La. Power & Light Co., Algiers, La.

TV Accounts: Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies), New Orleans, La.; Godchaux Sugars, Inc. (Sugar), New Orleans, La.; H. G. Hill Stores (Chain Grocery Stores), New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; La. Coca Cola Bottling Co., New Orleans, La., La. Power & Light Co., Algiers, La. Alabama-Georgia Syrup Co. (Alaga Syrup), Mont., Ala.; Wesson Oil & Snowdrift Sales Co., New Orleans, La.

HAROLD E. FLINT & ASSOCIATES

615 Second Ave. No., Fargo, N. D.
Phone: 5333
ABP—APA

President.....Harold E. Flint
Vice Pres.....Richard Rosenthal
Vice Pres.....Lee A. Holland
Art Dir.....Donald A. Nelson

Accounts: Bismarck Tribune; C. & M. Inc.; Erskine Mfg. Corp.; Fargo Forum; Fargo Foundry; Gunning Mfg. Co.; Melroe Mfg. Co.; Merchant's National Bank & Trust; North Dakota Hospital Service Assn.; North Dakota Motor Carriers Assn.; Olson, W. R. Co.; Otter Tail Power Co.; Park Region Bakeries; Radio Station KFYR; Steidl, M. T., Inc.; Sund Mfg. Co.; US Brewers Foundation; US Food Co.; Van's Radio Specialty.

FOLEY ADVERTISING AGENCY

1012 N. B. C. Bldg., Cleveland 14, O.
Phone: CHerry 1-1490

Pres., Art & Radio Dir.....Robert B. Foley

Radio Accounts: I. J. Fox, Inc. (Retail Furrier), Nokes-Findlay Wallpaper & Paint Co., Cleveland; Stanley Furniture Co. (Furniture & Appliances), Cleveland.

RICHARD A. FOLEY ADV. AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 5-1560
AAAA—ABC

President.....Charles H. Eyles
Senior V.P., Sec'y, Treas.....Lee E. Hood
Exec. V.P.....A. Edward Morgan
V.P.-Media Director.....Wesley Winning
V.P., Copy Dir.....Frank J. Corkery
Vice Pres.....Frank M. Knight, Jr.
Time Buyer.....Alice Mooney

Radio Accounts: Abbotts Dairies, Inc. (Milk, Cheese & Ice Cream), Beneficial Savings Fund (Banking), Delaware Steeplechase & Race Assn. (Horse Racing), Wilmington, Del.; Louis Burk Co. (pork products), Phila.; B & O Railroad (Transportation), Baltimore.

TV Accounts: Abbotts Dairies (ice cream, milk), Philadelphia; Baltimore & Ohio Railroad (passenger travel), Baltimore; Louis Burk Company (pork products), Philadelphia; R. T. French Company (bird seed), Rochester; Delaware Steeplechase & Race Assn. (Horse Racing), Wilmington, Del.; Mrs. Smith's Pies (Pies), Philadelphia.

FOOTE, CONE & BELDING

247 Park Avenue, New York 17, N. Y.
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V.P., Radio & TV.....Roger Pryor
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Dir. Broadcast Media.....Arthur Pardoll
Radio Time Buyer.....Frieda Redder
Dir. Print Media.....Charles Hofman
Mgr. Prod. Dept.....Anthony W. Kinzler

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155 E. Superior Street, Chicago 11, Ill.
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V.P. & Prod. Dir.....George Heiland
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V.P. & Media Dir.....Robert Hussey
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Educational Dir.....Leah Anderson

Dir. Research.....John Rigotti
Radio & TV Bus. Mgr.....Harry Dieter
Radio & TV Time Buyer.Genevieve Lemper
Office Mgr.....M. R. Lochrke

Statler Center, 900 Wilshire Boulevard
Los Angeles 17, Calif.
Phone: MAdison 9-3611

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Exec. V.P., Western Div.....Roy Campbell
V.P. & Art Dir.....Robert Freeman
Mgr. Media Dept.....Kenneth V. Moore
Dir. of Research.....Charles Melvin
Dir. of Media Research.....George Weaver
Mgr. Prod. Dept.....Brougham J. Morris
Radio Time Buyer.....Lydia R. Hatton

235 Montgomery St., San Francisco 4, Calif.
Phone: SUtter 1-2355

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V.P. & Art Dir.....G. Frederick Cole
V.P. & Mgr. Prod.....Albert A. Sperisen
Media Dir.....Carl Simmons
Broadcasting Dir.....Helen Stenson

6233 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-6265

V.P., Gen. Mgr.....C. Burt Oliver

510 Taft, at Buffalo Dr., Houston 2, Texas
Phone: JAckson 8-5461

V.P. & Gen. Mgr.....Stephen R. Wilhelm
V.P.....Edwin H. Badger
Radio & TV Time Buyer....Grace Spanihel

Pacific Building, Portland 4, Oregon
Phone: Broadway 3272

Mgr.....Leith F. Abbott

Radio Accounts: Anglo-California National Bank, San Francisco, Calif.; Armour Auxiliaries (Dial Soap & Shampoo), Chicago, Ill.; Beatrice Foods Co. (Meadow Gold products, La Choy products), Chicago, Ill.; Bullock's Downtown (Department store merchandise), Los Angeles, Calif.; California Brewing Co. (Gold Label beer), San Francisco, Calif.; Calavo Growers of California (Avocados), Los Angeles, Calif.; Frigidaire Division, General Motors Corp. (Appliances), Dayton, Ohio; Hallmark Cards, Inc. (Greeting Cards), Kansas City, Mo.; International Cellucotton Products Co. (Kleenex), Chicago, Ill.; S. C. Johnson & Son, Inc. (Car-Plate, Carnu), Racine, Wisc.; Jacques Kreisler Mfg. Corp. (Watch straps—Men's jewelry), North Bergen, N. J.; Lever Bros. Company (Spry), New York, N. Y.; Liebmann Breweries, Inc. (Rheingold Beer), Brooklyn, N. Y.; New York Central System (Railroad Transportation), New York, N. Y.; Paper Mate Company, Inc. (Pens & Desk Sets), Culver City, Calif., New York, N. Y.; Perkins Products Company (Kool-Aid), Chicago, Ill.; RKO Radio Pictures Corp. (Motion Pictures), New York, N. Y., Hollywood, Calif.; Rheingold Brewing Co. (Rheingold Beer), Los Angeles, Calif.; Rolley Inc. (Sea and Ski Lotion), San Francisco, Calif.; Roma Wine Company (Wine), San Francisco, Calif.; Divisions of Safeway Stores, Inc., Fairfax Bread Company (Breads), San Francisco, Calif.; Table Products Company (Mayonnaise & Dressings), San Francisco, Calif.; Tuxedo Candy Company (Candy), San Jose, Calif.; Security-First National Bank, Los Angeles, Calif.; Southern-Pacific Company (Railroad Transportation), San Francisco, Calif.; Sunkist Growers, Inc. (Citrus Products), Los Angeles, Calif.; Westgate-California Tuna Packing Company (Breast-O'-Chicken Brand Tuna), San Diego, Calif.

Television Accounts: Armour Auxiliaries (Dial Soap & Shampoo), Chicago, Ill.; Beatrice Foods Co. (Meadow Gold products, La Choy products), Chicago, Ill.; Bourjois, Inc. (Perfumes & Toiletries), New York, N. Y.; Bullock's Downtown (Department store merchandise), Los Angeles, Calif.; California Brewing Co. (Gold Label Beer), San Francisco, Calif.; Calavo Growers of California (Avocados), Los Angeles, Calif.; Famous Artists Schools, Inc. (Home instruction in commercial and fine art), Westport, Conn.; Gulf Brewing Company (Grand Prize Beer), Houston, Texas; Hallmark Cards, Inc. (Greeting Cards), Kansas City, Mo.; International Cellucotton Products Co. (Kleenex), Chicago, Ill.; S. C. Johnson & Son, Inc. (Car-Plate, Carnu), Racine Wisc.; Jacques Kreisler Mfg. Corp. (Watch straps—men's jewelry), North Bergen, N. J.; Lever Bros. Company (Spry), New York, N. Y.; Liebmann Breweries, Inc. (Rheingold Beer), Brooklyn, N. Y.; Minneapolis-Honeywell Regulator Co. (Temperature Controls), Minneapolis, Minn.; Paper-Mate Company, Inc. (Pens & Desk Sets), Culver City, Calif., New York, N. Y.; Perkins Products Company (Kool-Aid), Chicago, Ill.; Purex Corporation Ltd. (Bleach), South Gate, Calif.; RKO Radio Pictures Corp. (Motion pictures), Hollywood, Calif., New York, N. Y.; Rheingold Brewing Co. (Rheingold Beer), Los Angeles, Calif.; Rolley Inc. (Sea and Ski Lotion), San Francisco, Calif.; Roma Wine Company (Wine), San Francisco, Calif.; S & W Fine Foods, Inc. (Food packers), San Francisco, Calif.; Divisions of Safeway Stores, Inc.: Fairfax Bread Company (Bread), San Francisco, Calif.; Table Products Company (Mayonnaise & Dressings), San Francisco, Calif.; Tuxedo Candy Company (Candy), San Jose, Calif.; Security-First National Bank, Los Angeles, Calif.; Southern-Pacific Company (Railroad Transportation), San Francisco, Calif.; Sunkist Growers, Inc. (Citrus Products), Los Angeles, Calif.; Brest-O'-Chicken, Inc., San Diego, Calif.

ALBERT, FRANK-GUENTHER, LAW INC.

131 Cedar St., New York 6, N. Y.
Phone: COrtlandt 7-5060

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FRANKEL, JONES, CO.

180 N. Wabash Ave., Chicago 1, Ill.
Phone: DEarborn 2-5745
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Account Executives.....Jones B. Frankel, A. G. Gaines, Howard S. Stone, Lee Brooks
Space Buyer.....Helen Eich
Radio-TV Director.....Howard S. Stone

Radio Accounts: Lion Chemical Co., Rolin Sales, Valmor Prod.

TV Account: Rosin-Starr.

FREDERICK-CLINTON CO., INC.

545 Fifth Ave., New York 17, N. Y.
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V.P., Art Director.....B. Gambole
Prod. Mgr.....M. Goldstein

Radio Accounts: Adler Shoes, New York; Vim Electric Co. (RCA, Thor, Hallicrafters), New York; Puritan Frosted Foods.

TV Accounts: Adler Shoes for Men, N. Y. C.; Empire Plastic; Vim Radio & Television (Appliances), N. Y. C.

CURT FREIBERGER & CO.

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Phone: ALpine 5-2048
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President.....C. J. Freiberger
Gen. Mgr.....Robert Lochrie
Sec'y & Treas.....Doris R. Fleischer
Copy Chief, TV Dir.....Steve Demarest

Radio Accounts: American Beauty Macaroni Co. (macaroni products), Denver; Central Bank & Trust Co. (banking), Denver; Associated Grocers of Colo. (groceries), Denver; Colorado Potato Flake Co. (potato chips), Denver; Guardian Savings & Loan Ass'n. (savings & loan), Denver; Sears Roebuck & Co. (dept. store), Denver; Toner's, Inc. (peanut butter), Denver; Vincent Syrup Co. (syrups) Denver; Central Bank & Trust Co. (banking), Denver; Gus' Butter Maid Bake Shop (bakery goods), Denver.

TV Accounts: Beatrice Foods (dairy products), Denver; Central Bank & Trust Co. (banking), Denver; Zefer Products (salad dressings), Denver; American Beauty Macaroni Co. (macaroni products), Denver; Gus' Butter Maid Bake Shop (bakery goods), Denver; Nebraska Packing Co. (meat processor—dog food), North Platte, Nebraska; B. K. Sweeney Mfg. Co. (Distributors), Denver.

FRIEND, KRIEGER & RADER INC.

19 West 44th St., New York 36, N. Y.
Phone: MU 2-8193
APA

President.....Morton S. Krieger
Sec'y & Art Dir.....John Inglehart
Treasurer.....Babette Schwarz

FRIEND-REISS ADVERTISING

221 W. 57 St., New York, N. Y.
Phone: PLaza 7-8030
ABP—ANPA—PPA—APA

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Partner .....Harold Reiss
Partner .....Lee Friend
Res. Dir.....Henry Brenner
Production Manager.....Julius Brown
Radio-TV Director.....Edward Ratner

Radio Accounts: Sweet Orr & Co., Inc. (Work-clothes), N. Y. C.; Lafayette Radio, N. Y. C.

TV Accounts: Levolor Lorentzen (Venetian Blinds), N. Y. C.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone: LIberty 2-6140
ANPA—APA—PPA

President, Treasurer.....Karl M. Frost
Vice Presidents.....Florence A. Dondero, Raymond E. McLaughlin
V.P., Radio & TV Dir...Harvey P. Newcomb
V.P., Production Manager.Harold E. Bessom
Radio & TV
Time Buyer.....Virginia M. Fairweather
Space Buyer.....Anna V. Turner

Radio Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; LePage's Inc. (Glue Products), Gloucester, Mass.; General Electric Supply Corp. (Electrical Products), Boston, Mass.; Gentles Baking Co. (Gentles Bread), Mattapan, Mass.; Natl. Cranberry Assoc. (Ocean Spray Products), Hanson, Mass.; Eastern Racing Assoc. (Suffolk Downs), East Boston, Mass.; Boston Nash Co. (Automobile Service), Boston, Mass.; Mass. Wharf Co. (Fuel Prods.), Cambridge, Mass.

TV Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Gentles Baking Company (Gentles Bread), Mattapan, Mass.; General Electric Supply Corp. (Electrical Appliances), American Crabmeat Co. (3 Little Kittens Cat Food), Met. Boston Nash Dealers (Automobile Service), Boston Mass.; LePages, Inc. (Glue Products), Gloucester, Mass.

FULLER & SMITH & ROSS, INC.

1501 Euclid Ave., Cleveland 15, O.
Phone: CHerry 1-6700
AAAA—ABP—ANPA—APA—NOAB—PPA

Chairman.....E. L. Andrew
Secretary-Treasurer.....C. C. Reidenbaugh
Exec. V.P., Mgr. (Cleveland)...J. C. Maddox
Media Dept. Mgr. (Clvld.)..W. G. Chalkley

Asst. Treas., Media Dept. Mgr. (Chicago).....C. W. Billingsley
Film Visual Dept. (Cleveland Office).....David Adam
Dir., Radio-TV.....Tom Slater

Branch Offices
230 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 6-5600
Vice-Pres. & Mgr.....R. Nicholson
105 W. Adams St., Chicago 3, Ill.
Phone: ANdover 3-5041
Vice-Pres. & Mgr.....E. J. Lauesen

Radio Accounts: Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Hercules Powder Co., Aluminum Cooking Utensil Co. (Wear-Ever), Bryant Heater Div., Carrier Corp. (Gas Heaters), Pennzoil (Gasoline & Oil), Keystone Steel & Wire Co. (Fencing), Linen Thread Co., Mellon National Bank & Trust Co., Nickel Plate Road (Railroad), Oldsmobile Dealers of Cleveland, Sherwin-Williams Co. (Paint), Sterling-Lindner-Davis Co. (Dept. Store), American Greetings Corp. (Publishers), American Society for Metals, Central National Bank, Chicago & Eastern Illinois R. R., Jack & Heintz (Precision Equipment).

TV Accounts: Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Westinghouse Elec. Corp., Pennzoil Company, Sherwin-Williams Co., Stering-Lindner-Davis Co., Commercial Solvents, Ferro Corporation, Mellon National Bank & Trust Co., Oldsmobile Dealers.

FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-7393
Pres., Radio Time Buyer....Norman Furman
Vice-President.....Irving J. Gottlieb
Art Director.....Edwin R. Swaback
Acct. Execs.....Nat Roth, Lon Shaw, Rose Rodriguez
Space Buyer.....Alice Simon

Radio Accounts: American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Colomby Watch (Jewelry), New York, N. Y.

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone: Central 1-3200
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA
President.....E. G. Marshutz
Sec. & Treas.....H. S. Gardner, Jr.
V.P. Chg. Radio-TV.....William Fisher

Branch Office
9 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-2000
Vice-President .....Roland Martini

Radio Accounts: Grove Laboratories, Inc. (Bromo-Quinine, Grove's Cold Tablets), St. Louis; Nebraska Consolidated Mills Company, Omaha, Neb.; Pet Milk Co., Ralston Purina Company, St. Louis; Southwestern Bell Telephone Co., St. Louis; Union Electric Company of Missouri, St. Louis; First National Bank, St. Louis; St. Louis Independent Packing Co.; Trenton Foods, Inc., Kansas City; Barton Manufacturing Co., St. Louis; Swift & Co., Chicago; Godefroy Manufacturing Co., St. Louis; Wabash Railroad, St. Louis.

TV Accounts: Grove Laboratories, Inc., Pet Milk Co., Monsanto Chemical Co., St. Louis; First National Bank, St. Louis; Nebraska Consolidated Mills, Omaha, Neb.; Barton Manufacturing Co., St. Louis; Derby Foods, Inc., Chicago; Swift & Co., Chicago; Union Electric Co. of Mo., St. Louis; Trenton Foods, Inc., Kansas City; Wabash Railroad, St. Louis; Southwestern Bell Telephone Co., St. Louis.

GAYNOR COLMAN PRENTIS & VARLEY, INC.

10 East 49th St., New York 17, N. Y.
Phone: PLaza 5-5750
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Vice Presidents.....Douglas Lawrence, Ronald Anson, Leslie Cort
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Art Director.....John M. Williamson
Publicity Director.....Joseph Goodyear
Production Manager.....George J. Cisneros
Acct. Executives.....Douglas A. Lawrence, Richard Falcon, Nils Smith-Petersen, Paul V. Higgins

Accounts: All American Engineering Co., Wilmington, Del.; American Moninger Greenhouse Co., Brooklyn, N. Y.; BG Corp. (Spark Plugs, Ignition Systems), New York, N. Y.; Fairchild Engine & Airplane Corp., Hagerstown, Md.; Fairchild Recording Equip. Co., Whitestone, N. Y.; Link Aviation, Inc., Binghamton, N. Y.; Maurer, J. A., Inc., (Photo & Sound Equip.), Long Island City, N. Y.; McGraw-Hill Publishing Co.) Aviation Week), New York, N. Y.; Precision Film Laboratories, (Film Processing), N.Y.C.

GEARE-MARSTON, INC.

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Phone: LOcust 4-3551
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA
President.....Norman W. Geare
V.P.-Media Director.....Frank C. Murphy
Secretary.....William G. Huckel
Treasurer.....Elizabeth A. Heath
V.P., Dir. of Service.....Karl L. Gauck
Public Relations Director.....Wm. C. Faust

Branch Office
420 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-0880
Vice-President.....Charles S. O'Donnell

Radio Accounts: Strawbridge & Clothier (Dept. Store), Western Saving Fund Society, Philadelphia, Pa.; Henry Disston & Son (Chain Saws), Pennsylvania Salt Mfg. Co. (Chemicals), Philadelphia, Pa.

TV Accounts: Western Saving Fund Society (Savings Bank), Strawbridge & Clothier (Dept. Store).

GETSCHAL CO., INC.

49 E. 51st St., New York 22, N. Y.
Phone: PLaza 8-1100
ABC—ABP—ANPA

President .....Budd Getschal
Exec. Vice Pres.....Thomas D. Murray
Media Dir.....Albert A. Sessions

Radio & TV Accounts: E. & J. Gallo Winery, Modesto, Calif.; Ludwig, Baumann & Spear's (Dept. Store); New York City, Sealy Mattress Co., New York City; Darling Toys, Inc., New York City.

GEYER ADVERTISING INC.

745 Fifth Ave., New York 22, N. Y.
Phone: PLaza 1-3300
AAAA—ABP—ANPA

Bd. Chrmn., President.....B. B. Geyer
Exec. V.P. & Gen. Mgr.....Sam M. Ballard
Asst. Gen. Mgr.....John R. Geyer
Treasurer.....John R. Kunz
V.P., Mktg. Dir.....R. C. Robertson
Vice Pres.....Frank Kearney
Vice Pres.....Winslow H. Case
Vice Pres.....Donald Gill
V.P. Copy Directors.....J. J. Tennyson, Edward Zern, A. Vernon Bowen, Whiting Hall
Vice-Presidents .....A. LaSala, Harvey Volkmar
V.P. & Art Director.....W. J. Loveman
V.P. & Art Director.....A. A. Surin
Director of Radio-TV.....Ray J. Mauer
Time Buyers.....Elizabeth Powell, Carol Sleeper
Prod. Mgr.....Gustave Saelens

Branch Offices

14250 Plymouth Rd., Detroit 32, Mich.
Phone: Webster 3-5520
Vice President.....John Henry

931 Third National Bldg., Dayton 2, Ohio
Phone: Fulton 4-145
Vice President & Mgr.....E. G. Frost

Radio Accounts: American Home Foods (Burnett's Vanilla Extracts), N. Y. C.; American Motors Corp. (Nash cars & Kelvinator Appliances), Detroit, Mich.; Boyle-Midway, Div. Am. Home Prod. (Aerowax, Black Flag Aerosol, Easy-Off, Aero Shave, Old English Wax); Kiwi Polish Co., Ltd. (Shoe Polish), Philadelphia; Olivetti Corp. of Am. (Typewriters & Business Machines), N. Y. C.; Tetley Tea Co., N. Y. C.

TV Accounts: American Home Foods; American Motors Corp.; Boyle-Midway Div., Am. Home Prod.; Kiwi Polish Co., Ltd.; Tetley Tea Co.

GIBBONS ADVERTISING AGENCY, INC.

802 Daniel Bldg., Tulsa 3, Okla.
Phone: 4-2444
ABC—ABP—ANPA—AFA—SNPA—APA
NOAB—AAAN

President.....J. Burr Gibbons
Vice President.....John B. Gibbons
Secretary .....Viola Neese
Radio-TV Dir.....Mercedes (Dee) Freiday

Radio Accounts: National Bank of Tulsa (banking and trust services), Tulsa; Stanley's Funeral Service (funeral service), Tulsa; State Federal Savings & Loan Association (savings & loans), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Tom P. McDermott, Inc. (tire sales, service & recapping, home appliances, antifreeze & motor oil & batteries), Tulsa, Oklahoma City; Mitchell Mfgr. Co. (Auto Seats), Ft. Smith, Ark.; Sand Springs Farms (turkeys and eggs), Sand Springs, Okla.; V-Chek, Inc., Tulsa; Pedrick Laboratories, Inc. (Vigo Dog & Cat Food), Sand Springs, Okla.; Comet Moving & Storage Co. (moving and storage), Tulsa; Community Loan & Investment Co. (loans), Ardmore & Duncan, Okla.

TV Accounts: Tom P. McDermott, Inc. (tires & appliances, anti freeze, motor oil), Tulsa; State Federal Savings & Loan Assn. (savings & loans), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Comet Moving & Storage Co. (moving), Tulsa; Pedrick Laboratories, Inc. (Dog & Cat Food), Sand Springs; Stanley Funeral Service, Tulsa; Sand Springs Farms (Turkeys), Sand Springs, Okla.; Mitchell Mfgr. Co. (Auto Seats), Ft. Smith, Ark.; Community Loan & Investment Co., Ardmore & Duncan, Okla.; V-Chek, Inc., Tulsa.

GIBRALTAR ADV. AGENCY, INC.

17 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 7-7896

President.....Charles J. Basch, III
Vice-President .....Leo Berman
Treasurer .....Clarence Schmidt
Secretary, Radio & TV Dir.....Frances Scott
Radio & TV Time Buyer.....Gloria Lubin

Rad.-TV Accounts: Bonafide Mills, (Bonny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y.; Davis Handkerchief Corp.; Parke-Edwards, Ltd.; Central Paint & Varnish Co. (Paint Mfg.); Breakers Beach Club (Cabana Club).

GILLHAM ADVERTISING AGENCY

500 Continental Bank Bldg., Salt Lake City 1, Utah
Phone: 4-5516
ABP—ANPA—APA—PPA

President-Treasurer.....M. C. Nelson
Senior Vice-President.....Lon Richardson
Vice-President.....Robert F. Rohlfing
Vice-President .....Wendell J. Ashton
Vice President.....J. Y. Tipton
Secretary .....Marjorie Farrell
Space Buyer.....Esther Gook

Radio Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Colville Ice Cream Co., Fisher Brewing Company, General Electric Co., Mountain Fuel Supply Co., Ogden First Federal Savings, Petty Motor, Porter-Scarpelli Macaroni Co., Purity Biscuit Company, Royal Baking Company, Sego Milk Products Co., Streator Chevrolet Co., Sweet Candy Company, Union Pacific Railroad,

Utah Oil Refining Co., Utah Power & Light Co.

TV Accounts: Cloverleaf Dairy, Colville Ice Cream Co., First Federal Savings, Fisher Brewing Company, General Electric Co., Mountain Fuel Supply Co., Petty Motor, Purity Biscuit Company, Royal Baking Company, Sego Milk Products Co., Sweet Candy Company, Union Pacific Railroad.

BERT S. GITTINS ADVERTISING

739 N. Broadway, Milwaukee 2, Wis.
Phone: BR 6-5948
ABP—ANPA

President.....Bert S. Gittins
Prod. Dir.....Stewart Carlson
Media Dir.....Esther Block
Copy Dir.....Harold Nelson
Ind. Copy Dir.....Franklin J. Beezley
Office Mgr.....Erwin R. Holtz
Radio & TV Dir.....Gerald L. Seaman

Radio Accounts: Allis-Chalmers Tractor Group. (Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers' Assn. (Banking Service), Milwaukee, Wis.; The Page Milk Company (Evaporated Milk), Merrill, Wis.; Wm. F. Renk & Sons (Hybrid Corn), Sun Prairie, Wis.

TV Accounts: Allis-Chalmers Tractor Group (Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers Assn. (Banking Service), Milwaukee, Wisc.

GLENN ADVERTISING INC.

304 First Life Bldg., 301 E. 5th St.
Fort Worth 2, Texas
Phone: FA 4476
ANPA—ABP—AAAA

President.....Ray K. Glenn
Exec. Vice Pres.....John H. Stewart
Vice Presidents.....Merle W. Bell, Ward M. Wilcox, Robert O. Holleron, Jr., John W. Fraser, Jr.
Secretary.....Edith F. Milliken

Branch Offices

1725 Republic National Bank Bldg., Dallas, Tex.
Phone: RI 6686
Executive-in-Charge.....Ward M. Wilcox

1505 Transit Tower, San Antonio, Tex.
Phone: CA 7-2369
Executive-in-Charge..Robert O. Halleron, Jr.

1015 Sterling Bldg., Houston, Texas
Phone: CA 4-2729
Executive-in-Charge.....John W. Fraser, Jr.

6399 Wilshire Blvd., Los Angeles, Calif.
Phone: WE 3-9369
Executive-in-Charge.....Ray K. Glenn

Radio Accounts: Circle D. Foods Co. (Corn Chips Prods.), Dallas; Delaware Punch Co. of America (Beverage), San Antonio; Fort Worth National Bank, Fort Worth; Fort Worth Sand & Gravel Co. (Building Materials), Fort Worth; Gebhardt Chili Powder Co. (Chili Products), San Antonio; Globe Laboratories (Veterinarian Pharmaceutics), Fort Worth; Lone Star Brewing Co., San Antonio; Republic National Bank, Dallas; Waples-Platter Co. (Food Products), Fort Worth; Texas & Pacific Railway (Transportation), Dallas; Texas Industries (Building Products), Dallas.

TV Accounts: Circle D Foods Co. (Corn Chip Products), Dallas; Delaware Punch Co. of America, San Antonio; Fort Worth National Bank, Fort Worth; Fort Worth Sand & Gravel Co. (Building Products), Fort Worth; Lone Star Brewing Co., San Antonio; Republic National Bank; Dallas; Texas & Pacific Railway, Dallas; Texas Industries, Inc. (Building Materials), Dallas.

GOODKIND, JOICE & MORGAN, INC.

919 North Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-6746
AAAA—ANPA—ABP—APA—PPA—NBP

President.....Clyde M. Joice
Treas. & Copy Chief.....Garrick M. Taylor
Secy. & Media Dir...Florence A. Neighbors
Prod. Mgr.....J. Alden Joice
Vice President.....Henry Nathan

Radio Accounts: Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., The Illinois Canning Co., C. H. Runciman Co., Lowell, Mich.

TV Accounts: Goldenrod Ice Cream Co. (Ice Cream), Chicago, Ill.; The Illinois Canning Co.; C. H. Runciman Co., Lowell, Mich.; Planters Edible Oil Co., Wilkes-Barre, Pa.

GOTHAM-VLADIMIR ADVERTISING, INC.

2 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-2880
ABP—AFA—ANPA—AAAA

Chairman of Bd.....G. Ellsworth Harris
Chmn. Exec. Comm...Duncan D. Sutphen, Jr.
President .....Irwin A. Vladimir
Exec. V.P. & Treas.....Arthur A. Kron
Vice-Presidents.....Robert F. Kendall, Arthur F. Connolly, Daniel C. Kaufherr, Richard H. Hobbs, C. G. Rourke, Joseph T. Sloane, M. Craig Spitz, Evelyn Ringrose
Radio, TV Plans Dir.....Andrew Vladimir
Secretary.....Chester A. Priest
Dir. Radio & Television...Arthur A. Kron
Dir. Pub. Relations.....Kay Barton

Radio Accounts: Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.; L. A. V. (Venezuelan Airlines), New York, N. Y.; Japan Canned Crabmeat Sales Co., Tokyo.

GRANT ADVERTISING, INC.

919 North Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-6500
ANPA—APA—ABP—PPA—SNPA—NOAB

President.....Will C. Grant
Exec. V.P. Chg. Cen. Creative Staff.....Howard A. Jones
Vice-Presidents.....Valeria T. Feely, Carl M. Post, John G. Copeland

Secretary.....Mary Waller Grant
V.P. & Art Dir.....Loren G. Moore
Research Dir.....Kay Sheldon
Gen. Radio Dir.
(Latin Amer.).....Lloyd G. Harris
Media Space Buyer.....Talcott A. Jones
Asst. Dir. Radio-TV Media....Fred Norman
Radio & TV Dir. (Chicago).....Jane Baker
Production Mgr.....Harry White
Chicago Art Dir.....Fleetwood Burt
Asst. Art Dir.....Albert Fischer
V.P. Personnel.....Donald C. Turner
V.P. Operations,
Int'l Div.....Andrew J. Shepard
Copy Group Head.....Wallace Capel
Acct. Executives.....Will C. Grant, Howard A. Jones, W. R. Watson, Andrew Shepard, T. E. Hardacre, Glen Shears, Carl Post, John Edgar

Branch Offices

655 Madison Ave., New York 21, N. Y.
Phone: TE 8-9393
V.P. Chg. N. Y. Office....Lawrence Stapleton

29th Floor, Guardian Bldg., Detroit 26, Mich.
Phone: WOodwood 3-9400
Vice President.....Edward R. Grace

Rm. 516 Rio Grande Nat'l Life Bldg.
Dallas 2, Texas
Phone: Prospect 8121
V.P. Chg. Dallas Office.....David Garrett

Hulman Bldg., Dayton 2, Ohio
Phone: Michigan 9562
V.P. Chg. Dayton Office
& A-E.....V. P. Black

American Bank Bldg., Portland, Ore.
Phone: CA 9609
Mgr. & Acct. Exec.....John A. Giesy

593 Market St., San Francisco 5, Calif.
Phone: DO 2-0369
V.P. Chg. San Fran. Off.....J. R. Lenahan

Langford Bldg., Miami 32, Fla.
Phone: Miami 3-0773
V.P. Chg. Caribbean Oper.....John A. Dey

Taft Bldg., Hollywood 28, Calif.
Phone: HO 1-9231
V.P. Chg. Hollywood Off....Paul L. Bradley

Accounts: Airtemp Div. of Chrysler Corp.; Brown & Williamson Export; Lentheric; Coca Cola (Foreign), N. Y.; Colgate-Palmolive In'l; Colgate-Palmolive Ltd.; Continental Life Insurance Co.; Dodge Brothers Corp., Div. of Chrysler Corp.; Drake Hotel; Florida Power & Light Co.; Hilton Hotel, Ft. Worth; Iodent Chemical Co.; LACSA—Costa Rican Airlines.

GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.
Phone: WAlnut 2-4808
ANPA—ABP—ABC—AAAA

Partner.....Jerome B. Gray
Partner, Radio-TV
Dept. Head.....Edmund H. Rogers
Partner.....Robert W. Graham
Partners.....Sherman G. Landers, Russell K. Carter, William B. Edwards, Atherton Seeley, David B. Arnold, Thelma Beresin, Franklin P. Jones, Granville Worrell, Albert R. Bochroch
Asst., Radio-TV Dept....Walter M. Erickson
Production.....David E. Henderson
Media .....Edward Papazian

Radio Accounts: The M. A. Hanna Company (Coal), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; American Chemical Paint Co. (Plant Foods), Ambler, Pa.; As sociated Hospital Service of Philadelphia (Blue Cross-Blue Shield), Philadelphia; Bell Telephone Co. of Pa. (Services), Philadelphia; Chevrolet Dealers Assn. of Philadelphia, Philadelphia; Diamond State Telephone Company (Services); Delaware; Fritz & La Rue (Carpets), Philadelphia; Lee Tire & Rubber Co. (Tires), Conshohocken; Philadelphia Zone Planning Assn. (Chevrolet Dealers), Philadelphia; Wilen Brothers, Inc. (Wines), Philadelphia; Keystone Automobile Club, Philadelphia; Charles Marchand Co. (Hair Rinses), N. Y., N. Y.; Vogel-Ritt (Termite & Pest Control), Philadelphia.

TV Accounts: Fidelity-Philadelphia Trust Co. (Banking Services), Philadelphia, Pa.; Keystone Automobile Club (Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; American Chemical Paint Co. (Plant Foods), Ambler, Pa.; Associated Hospital Service of Philadelphia (Blue Cross-Blue Shield), Philadelphia; The Bell Telephone Co. of Penna. (Services), Philadelphia; Chevrolet Dealers Assn. of Philadelphia; Diamond State Telephone Co. (Services), Delaware; Charles Marchand Company (Hair Rinses), N. Y. C.; Philadelphia; Zone Planning Assn. (Chevrolet Dealers), Philadelphia; Wilen Brothers, Inc. (Wines), Philadelphia; Lee Tire & Rubber Co. (Tires).

MONROE GREENTHAL CO., INC.

445 Park Avenue, New York 22, N. Y.
Phone: PLaza 9-8640
ANPA—APA—PPA—ABP

Pres., Treas.....Monroe W. Greenthal
Production Mgr.....Joseph Boggiano
Radio & TV Dir.....Harvey Schulman
V.P., Media Dir., Space Buyer..Herb Hauser

Accounts: Fabian Theatres Corp., N. Y., N. Y.; Fine Arts Theatre, N. Y.; Palladium Radio Productions, Inc.; Paris & Fifth Ave., Cinema, N. Y.; Rank, J. Arthur, N. Y.; Reade, Walter, Theatres, N. Y.; Rugoff & Becker Theatres, N. Y.; Stanley Warner Cinerama Corp., N. Y.; United Artists Corp.

GREY ADVERTISING AGENCY, INC.

430 Park Ave., New York 22, N. Y.
Phone: PLaza 1-3500
AAAA—ABP—ANPA—APA—NOAB—PPA

Bd. Chrmn., Head Exec. Comm...Lawrence Valenstein
Secretary .....Norman J. J. Berger
President.....Arthur C. Fatt
Exec. V.P.....Herbert D. Strauss
V.P. & Radio-TV Dir...Alfred L. Hollender
V.P., Acct. Supvr.....Edmond Richer
V.P., Mgr. Prod.....Ralph Froelich

Media Director.....Richard Bean
V.P.'s.....D. L. Rand, Leroy Block

Radio Accounts: Kirsch Beverages, Inc. (Soft Drinks), Brooklyn, N. Y.; Phillips-Jones, Inc. (Van Heusen Shirts & Men's Wear), New York, N. Y.; Esquire, Inc. (Coronet Magazine); Union Pharmaceutical Corp. (Inhiston & Sanka); Anson, Inc. (Anson Men's Jewelry); Associated Products, Inc. (Deodorant Pads); Doeskin Products, Inc. (Tissues & Napkins); Mennen Co., (Mennen Baby Products, Quinsana); Radio Corp. of America (RCA Victor Records); Gruen Watch Co.; Block Drug's Poligrip & Polident: National Broadcasting Co.

TV Accounts: Anson, Inc. (Jewelry); Associated Products, Inc. (Deodorant Pads & Pipes); Doeskin Products, Inc. (Tissues & Napkins); Esquire, Inc. (Coronet Magazine); Kirsch Beverages, Inc. (No-Cal Soft Drinks); Krueger Brewing Company, Inc. (Beer & Ale); The Mennen Company (Quinsana Foot Powder & Mennen Baby Products); Prince Gardner (Wallets); Shwayder Bros., Inc. (Samsonite Luggage & Furniture); Campbell Soup Co. (Campbell Kids); Jean R. Graef, Inc. (Girard Perregaux Watches); Artra Cosmetics, Inc.; Mojud Co., Inc. (Hosiery); Phillips-Jones Corp.; Radio Corp. of America; Toy Manufacturers Assn.; Simplicity Pattern Co.; Gruen Watch Co.; Block Drug's Poligrip & Polident; National Broadcasting Co.; RCA Victor Records.

GRISWOLD-ESHELMAN CO.

1400 Terminal Tower, Cleveland 13, O.
Phone: TOwer 1-3232

AAAA—ANPA—PPA—APA—ABP
NOAB—ABC—SNPA

President.....Kenneth W. Akers
Vice President.....Charles Farran
Vice President.....E. R. Preble
Secretary-Treas.....John F. Davis
V.P., Media Dir.....William A. Weaver
Dir. of Radio & TV.....Richard Woodruff

Radio Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; The Erie Railroad Co. (Passenger Service), Cleveland, O.; Fleet-Wing Corp. (Gasoline & Oil), Cleveland, O.; Youngstown Sheet & Tube (Steel), Youngstown, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Society for Savings (Banking Service), Cleveland; B. F. Goodrich Co. (Tire Division), Akron, Ohio; Cockshutt Farm Equipment Co., Bellevue, Ohio.

TV Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland; Society for Savings (Banking Service), Cleveland; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; The B. F. Goodrich Co. (Tires, Drugs, etc.). Akron, Ohio; Nickles Bakery.

GROSS-HARRISON, INC.

764 Asylum Ave., Hartford 5, Conn.
Phone: CHapel 9-8491

Pres., Treas.....Julian Gross
V.P., Sec., Media Dir.....Harry L. Harrison
Art Dir., Prod. Mgr.....Declan J. Powers

ART GRUBER ASSOCIATES

4401 East Lake St., Minneapolis 6, Minn.
Phone: PA 1-1661

President.....Art Gruber
Secretary.....E. M. Gruber
Account Execs....Norman Vinitsky, Joe Beck
Production.....Dorothy McClellan

Radio & TV Accounts: Authorized TV (Television Service), Minneapolis; Authorized Agency (Picture Tube Insurance), Minneapolis; Downtown Chevrolet (Automobiles), Minneapolis; Midway Ford (Automobiles), St. Paul; Thompson Construction Co. (Homes), Minneapolis; Lowry Hill Cleaners (Clothes Cleaners), Minneapolis; Old Home Creameries (Cottage Cheese, Butter), Minneapolis & Moose Lake; Sesame Lift-A-Dor (Garage Door Operators), Minneapolis, Duluth, Rochester, LaCrosse.

GUILD, BASCOM & BONFIGLI, INC.

130 Kearny St., San Francisco 8, Calif.
Phone: YUkon 2-6040

Director of TV.....Courtenay Moon
TV Creative Adviser.....Alex Anderson
Talent Contact Director.....Dave Fulmer
Director, TV Prod.....Robert F. LaChance

Branch Offices

515 Madison Ave., New York, N. Y.
TV Comm. Dir.....Charlotte Morris

1741 N. Ivar St., Hollywood 28, Calif.
Program Director.....George Allen
TV Comm. Dir.....William Heath

TV Accounts: Ralston Purina Co.; Skippy Peanut Butter, Div. of The Best Foods; Foremost Dairies, Inc.; Regal Pale Brewing Co.; Golden State Dairies, Ltd.

LAWRENCE C. GUMBINNER ADV. AGENCY, INC.

655 Madison Ave.,New York 21, N. Y.
Phone: TEmpleton 8-1717

ABP—ANPA—APA—PPA—ABC—NOAB

Chairman.....Lawrence C. Gumbinner
President .....Milton Goodman
Secy. & Radio Dir.....Paul G. Gumbinner
Exec. V.P.....Morton Freund
Associate Counsel.....L. S. Goldsmith
VP in Chg Prod.....Herman Kornblum
Art Directors.....Stuart Campbell, Hershel Bramson
Acct. Executives.....Graeme Macleod, Estelle Farman, Muriel C. Hahn, Robert Lurie, Sy Ethan

Accounts: American Tobacco Co. (Roi-Tan Cigars, Half & Half Smoking Tobacco); Dunhill, Alfred of London, Inc., New York, N. Y.; Heublein, G. F. & Bro., Inc., Hartford, Conn. (Smirnoff Vodka, Bell's Scotch); London Character Shoes, New York, N. Y.; S. A. Schonbrunn Company, Inc., New York, N. Y. (Savarin Coffee).

GUNN-MEARS ADVERTISING AGENCY CORP.

Times Tower, N. Y. 36, N. Y.
Phone: BRyant 9-2900
ANPA—APA

President.....William P. Gunn
V.P.'s....George J. Walsh, John J. Crimmins
Sec'y & Treas.....Virginia Mears
Business Mgr.....Fred F. Fields
Art Dir.....Sidney Nemirov
Production Mgr.....Louis Fillipo
Acct. Executives.....William P. Gunn, George J. Walsh, John J. Crimmins, John A. Finneran, Dennis Sullivan, Sadye Curtis, Fred F. Fields

Accounts: Adlee Furniture; Dobbs Truss Co.; Executive Job Counselors; Garrett F. C. Co., Inc.; Gloria Figure Co.; Greater N. Y. Conference; Inter-County Title Guaranty and Mortgage Co.; Jenkins-Gibson & Co.; N. Y. University Press; Northern Feather Works Co.; Industrial Electronics Corp.; Pinnacle Products Corp.; Popular Priced Resorts Assn.; Romweber Furniture Co.; Shawnee Press; Waring, Fred, Enterprises; Wolfe, William P., Organization; Stephen Wise Free Synagogue; Zophar Mills, Inc.

JOHN L. HALPIN ADVERTISING

207 State St., Schenectady 5, N. Y.
Phone: Schenectady 2-0492

Partners..John L. Halpin, Marion G. Halpin
Copy Chief.....S. P. Levine

Radio Accounts: Mohawk National Bank, Schenectady, N. Y.; Cobleskill Agricultural Society, Cobleskill, N. Y.; Alvord Glove Co., Mayfield, N. Y.

TV Accounts: Cobleskill Agricultural Soc., Cobleskill, N. Y.

HART-CONWAY CO., INC.

45 Exchange St., Rochester 14, N. Y.
Phone: LOcust 3520
ANPA—ABP

Sr. Vice-President.....Harold E. Kennedy
Exec. Vice-President.....John Brown
Vice President.....John P. Street
Asst. Vice-Pres.....E. Ward Phillips
Secretary.....John M. Nixon
Account Executive.....John M. Sullivan
Production Manager...James V. Mannhardt
Comptroller.....A. L. Kearns

Radio Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Blue Bus Lines (Intercity Bus Lines), Batavia, N. Y.; Columbia Bkg. Svg. & Loan (Savings Bank), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Sheraton Hotel, Rochester, N. Y.; Boller-Clark Inc.; (Insurance), Rochester, N. Y.; Unit Parts Automobile Dist.), Rochester, N. Y.; Rochester Hospital Service (Hospitalization); Rochester & Pittsburgh Coal Co. (Blue Coal Dist.), Rochester, N. Y.; Webaco Oil Co. (Cities Service Dist.), Webster, N. Y.; Rochester Gas & Electric Co.; Rochester Telephone Co.; Monroe County Savings Bank, Rochester, N. Y.

TV Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Rochester Gas & Elec. Corp., Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Columbia Banking Saving & Loan (Savings Bank), Rochester, New York; Webaco Oil Co., Webster, N. Y. Rochester Hospital Service (Hospitalization), Rochester, N. Y.; Monroe County Savings Bank, Rochester, N. Y.

Estimated Radio & TV Billings: $232,000.00.

GEORGE H. HARTMAN CO.

307 N. Michigan Ave., Chicago 1, Ill.
Phone: STate 2-0055
ABP—ANPA—APA—NOAB—PPA—NBP

President.....George H. Hartman
Vice-Presidents .....Rowland Laughlin, Alfred Festen, John Holloway, Thomas Kivlan
Secretary-Treasurer.....Frank R. Hartman

Radio-TV Accounts: Chicago Tribune (Newspaper), Hartz Mountain Products (Bird Food), New York, N. Y.; Neumode Hosiery Co. (Hosiery), Sawyer Biscuit Co. (Crackers & Cookies), Chicago; Manchester Biscuit Co. (Crackers & Cookies), Fargo, No. Dak. & Sioux Falls, So. Dak.; Hekman Biscuit Co. (Crackers & Cookies), Grand Rapids, Mich.

F. H. HAYHURST COMPANY LIMITED

7 King St. E., Toronto, Ontario, Canada
Phone: EMpire 6-0731

President.....W. P. Hayhurst
Vice-President.....Geo. F. Hayhurst
V.P.....H. W. E. Pepler
V.P.....N. L. Drynan
Director.....D. J. Leonard
Radio-TV Director.....R. D. Amos
Asst. Dir.....C. M. Harrison
Timebuyer .....M. Goletz
Radio Prod.....S. Hannah

Branch Office
1510 Drummond St., Montreal, Que.
Phone: HArbour 0131

Fr. Radio Sup.....Marcel Dubuc
Manager.....J. B. Leupold

Radio Accounts: Bromo-Seltzer Ltd. (Bromo-Seltzer), Toronto, Ont.; Purity Flour Mills Ltd. (Purity Flour, Purity Oats & Cake Mix), Toronto, Ont.; Canadian Canners Limited (Soups, Baby Food), Hamilton, Ont.; Acousticon (Hearing Aids), Toronto; Procter & Gamble Ltd. (Camay Soap); Pierce's Proprietaries Inc. (Golden Medicine Discovery); MacFeeters Creamery (Golden Bar Cheese & Honey-butter); Dack's Shoes; Elizabeth Arden; G. T. Fulford, Ltd.; The Gazette; Walter M. Lowney Co.; Scotch Anthracite Coal; Smith-Corona Canada Ltd.; The Thomas (Mobile) Ltd.; Wonder Pak, Inc.

TV Accounts: Acousticon (Hearing Aids), Toronto; Purity Flour Mills; Canadian Canners Ltd. (Aylmer Soups); Procter & Gamble Ltd.; R. D. Fleck Co. Ltd. (Minibrix); Brading Breweries Ltd.; Loblaws Ltd.; Neilsons Ltd.. St. Lawrence Starch Co. Ltd.

HENRI, HURST & McDONALD, INC.

121 W. Wacker Drive, Chicago 1, Ill.
Phone: FRanklin 2-9180
AAAA—ABP—ANPA—APA—PPA

Chairman of Bd.....W. D. McDonald
President .....M. Zitz
Sec.-Treas.....W. B. Henri
V.P., Media Director.....Charles Pumpian
Radio-TV Director.....J. T. Shaw
Radio-TV Time Buyer.....L. R. Hall

Radio Accounts: International Shoe Co. (Peters Branch); Ready-to-Bake-Foods, Los Angeles, Calif.

TV Accounts: International Shoe Co. (Peters Branch, Vitality Shoe Co.), St. Louis, Mo.; Ready-to-Bake-Foods, Los Angeles, Calif.; Thor Corp.

HERALD ADVERTISING AGENCY, INC.

441 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 7-2280

Pres., Radio Dir.....M. J. Middleman
V.P. & Art Dir.....Jack Warren
V.P. & Sec'y.....H. M. Weiss
Acct. Executives.....M. J. Middleman, S. T. Hunter

Accounts: Bar-Ray Products Inc.; Barrie Weiss Inc.; Brown, Victor Undies, Inc.; Capital Cubicle Co.; Cromwell Inc.; Lackawanna Pent Mfg. Co., Inc.; Lantre Ltd.; Lightfoot Schultz Co.; Lynn Handbags, Inc.; O'Toole, Edward Co. Inc.; Radio Station WQAN, Scranton, Pa.; Scranton Times; Velveray Corp.

AL HERR ADVERTISING AGENCY

225 E. Michigan St., Milwaukee 2, Wis.
Phone: Broadway 1-2710
AAAA—ABP—ANPA—APA

Pres., Acc't. Exec.....**Al Herr**
Vice-President .....John Rock
Radio and TV Dir.....Pat Kocian

Radio Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; Kellers, Inc. (Beverage Distributor), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.; Oshkosh Brewing Co., Oshkosh, Wis.; Carpenter Baking Co. (Bread Products), Milwaukee, Wis.; Ariel, Inc. (Hair Sprays), New York, N. Y.; Ace Foods, Inc. (Restaurant & Caterers), Milwaukee, Wis.

TV Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.; Carpenter Baking Co. (Bread Products), Milwaukee, Wis.; Ariel, Inc. (Hair Sprays, New York, N. Y.; Marine National Exchange Bank, Milwaukee, Wis.; Economics Laboratory (Detergent), New York, N. Y.

HEVENOR ADVERTISING AGENCY, INC.

11 North Pearl St., Albany 7, N. Y.
Phone: 5-1586
ABP—ANPA—FAAG

President.....Horace L. Hevenor
Vice President.....Edward T. Loveday
Sec'y, Asst. Treas.....Anne M. White
Radio-TV Dir.....Joseph A. Farrar

Radio Accounts: Home Savings Bank, Albany, N. Y.; Montgomery Ward & Co., Menands, N. Y.; Pepsi Cola Albany Bottling Co., Menands, N. Y.; Saratoga Vichy Spring Co., Saratoga Springs, N. Y.; Yager-Pontiac, Inc., Albany, N. Y.; City & County Savings Bank, Albany, N. Y.

TV Accounts: City & County Savings Bank, Albany, N. Y.; Borden Co., Albany, N. Y.; Martinec Packing Co. (Meat Products), Scotia, N. Y.; Montgomery Ward & Co., Menands, N. Y.; Saratoga Vichy Spring Co., Saratoga Springs, N. Y.; Southern Fruit Distributors, Orlando, Fla.; Yager Pontiac, Inc., Albany, N. Y.

HICKS & GREIST, INC.

555 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-5600
ABP—ANPA

Bd. Chairman.....H. L. Hicks
President.....E. H. Greist
Exec. Vice Pres.....J. A. Drake
Asst. Treas.....M. L. Mullen
Dir., Radio-TV.....Theodore J. Grunewald
Time Buyer.....Vincent J. Daraio,

Branch Office

3450 Wilshire Blvd., Los Angeles 5, Calif.
V.P., Gen. Mgr.....Robert Black

Calif. Accounts: Gas Appliances, Inc.; Helms Olympic Bakeries; House for Men, Inc.; State Mutual Savings & Loan Assn.

Radio Accounts: Aldon Rug Mills, N. Y. C.; Blackstone Corp. (Washing Machines, Dryers, Ironers), Jamestown, N. Y.; H. C. Brill Co. (Sauces, Spanish Rice, Macaroni Dinner), Newark, N. J.; Dixie Cup Co. (Home Dispensers & Ice Cream Cups),

Easton, Pa.; Lewyt Corp. (Vacuum Cleaners), N. Y. C.; Servel, Inc. (Refrigerators, Freezers), Evansville, Ind.; Peerless Corp. (Broil-Quick Broiler-Rotisseries, Fryer-Cookers), N. Y. C.

TV Accounts: H. C. Brill Co.; Dixie Cup Co.; Lewyt Corp.; Peerless Corp.

HILL & KNOWLTON, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: LAckawanna 4-1420
ANPA

Chairman.....John W. Hill
President.....Bert C. Goss
Sec. & Controller.....Harry S. Cooper
Art Director.....M. Richard Kaufman

Branch Office
1000 Vermont Ave., N. W.
Washington 5, D. C.
Phone: STerling 3-0270

Vice President.....Avery McBee

HILTON & RIGGIO, INC.

4 West 58th St., New York 19, N. Y.
Phone: MUrray Hill 8-4224
ABP—ANPA—PPA—NOAB

President.....Peter Hilton
V.P. & Treas.....Louis J. Riggio
Vice President.....James Williamson
Secretary.....L. S. Hendrickson
Art Director.....Daniel Loizeaux
Creative Director.....James O. Rankin
Time Buyer.....Maria Carayas
Space Buyer.....Ed Luke
Production Manager.....John Garabrandt
Acct. Executives.....Louis J. Riggio, James Williamson, John S. Kirk, Joseph P. Quin, Jr., Robert Fine

Accounts: Bjelland, Chr., Co., Inc., New York City; Bovril Co. of America, Inc. (Beef Extract), New York City; Chess, Mary, Inc. (Cosmetics), New York City; Childs Company, Long Island City, N. Y.; Coca-Cola Bottling Co. of New York, Inc., New York City; Colonial Airlines, New York City; Emerol Mfg. Co., Inc. (Marvel Mystery Oil), New York City; Everywomen's Magazine, New York City; National Paper Corp. of Pa. (Swanee Paper Products); National Yeast Corp., Belleville, N. J.; Parfums Evyan, New York City; Savoy-Plaza Hotel, New York City; Sherry, Louis, Inc., Long Island City, N. Y.; Shirriff's Limited, Toronto, Canada; Vermouth Industries of America, Inc., New York City.

HOAG & PROVANDIE, INC.

136 Federal St., Boston 10, Mass.
Phone: Hancock 6-8580
ABP—ANPA—APA—PPA—AAAA

President.....J. Paul Hoag
V.P., Gen. Mgr.....Myron Eastwood, Jr.
Vice-President.....Paul H. Provandie
Vice-President.....Langley C. Keyes
Production Mgr.....Bertha L. Aldrich

Accounts: Carter's Ink Co.; Deerfoot Farms Milk Co.; Diamond Spring Brewery, Inc.; General Electric Appliances Inc.; General Ice Cream Corp.; New England Trust Co.; Radio Station WHDH, Boston; Swift & Co.

HOUCK & COMPANY, INC.—ADVERTISING

2013 S. Jefferson St., Roanoke 16, Va.
Phone: 2-3411
ABP—ANPA—APA—PPA—SNPA

President.....C. B. Houck
V.P., Radio-TV Dir.....William B. Houck
Secretary.....Kathryn H. Ferguson
Art Director.....Edwin R. Deady
Production Mgr.....W. Leon Mitchell

Radio Accounts: Crowgey Sausage Company (Meat Products), Kellysville, W. Va.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Florida National Bank (Financial Services), Miami, Fla.; Valleydale-Packers, Inc. (Meat Products), Salem, Va.

BRYAN HOUSTON, INC.

730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-6400

Chairman of Board.....Bryan Houston
President.....Wm. R. Hillenbrand
Exec. Vice-Pres.....Harry W. Bennett, Jr.
Vice-President.....Wm. C. Geoghegan
V.P. Dir. Mchdse.....Jesse O. Bickmore
V.P. Dir., Art.....Stanley Freeman
V.P. & Copy Dir.....Roger Purdon
V.P. Dir. Prod.....Samuel H. Weber
V.P. Dir. Research.....Frederick L. Ryner
V.P. Dir. Radio-TV.....Wm. B. Templeton
V.P. Dir. Media.....H. Dobberteen

Radio Accounts: Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap, Chlorophyll Toothpaste, Shave Creams, Halo); Nestle Company (Nescafe Instant Coffee, Nestle Instant Coffee).

TV Accounts: Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap, Cashmere Bouquet Hand Lotion, Cashmere Bouquet Lipstick, Chlorophyll Toothpaste, Shave Creams, Halo, Veto Cream, Veto Spray); Nestle Company (Nestle Instant Coffee, Nescafe Instant Coffee).

HORTON-NOYES COMPANY

Industrial Bank Bldg.
Providence 3, R. I.
Phone: GAspee 1-2087
AAAA—ABP—ANPA

Partner.....Frederick C. Noyes
Partner.....C. Darrell Prutzman
Partner.....Carroll H. Rickard
Associates.....Herbert W. Gerlach, William P. Meigs, Jr., A. E. Van Wagner
Media Buyer.....Theodore Eilenberg

Radio Accounts: Industrial Natl. Bank (Banking), Providence, R. I.; The Narragansett Electric Co. (Public Utility), Providence, R. I.; Peoples Savings Bank (Savings), Providence, R. I.; The Collins Co. (Axes, Machetes & other edge tools), Collinsville,

Conn., Nashua Corp., (Paper Packaging), Nashua, N. H.

TV Accounts: Industrial Natl. Bank (Banking), Providence, R. I.; Westfield Mfg. Co. (Bicycles), Westfield, Mass.; Narragansett Electric Co. (Public Utility), Providence, R. I.; Peoples Savings Bank (Financial), Providence, R. I.; Dewey and Almy Chemical Co. (Food Packaging, Chemical, etc.), Cambridge, Mass.

CHARLES W. HOYT CO., INC.

330 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2000
AAAA

President.....Everett W. Hoyt
Chairman of Bd.....Winthrop Hoyt
Vice Presidents.....A. W. Fargo, John D. Lucas, R. W. Mickam, E. T. Nettleton, Richard G. Pratt
Secretary.....James R. Roberts
Treasurer.....F. J. Becker
V.P., Dir. Radio-TV.....W. P. Smith
Assistants to Mr. Smith...Thomas A. Lee, Jr., Clifford Simpson, John R. Patterson

Branch Office
15 Lewis St., Hartford 3, Conn.
Phone: JA 5-6066
Vice-Pres. & Mgr., Hartford Office
Frank A. Whipple

Radio Accounts: American Home Foods, Inc. (Geo. Washington's Instant Coffee), New York, N. Y.; Arnold Bakers, Port Chester, N. Y.; Stahl-Meyer Inc. (Meat Products), New York, N. Y.; American Molasses Co. (Grandma's Molasses), New York, N. Y.; South African Rock Lobster Assn.; Blueberry Cooperative Assn. (Tru-Blu Blueberries), New Lisbon, N. J.; KLM Royal Dutch Airlines; Brock-Hall Dairy Co., Hamden, Conn.; New York & New England Apple Inst., Kingston, N. Y.; Colgate Palmolive Co. (Kirkman Detergent), Jersey City, N. J.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.; Monticello Drug Co., (666 Products), Jacksonville, Fla.; Keyes Fibre Co. (Royal Chi-net Paper Plates), Waterville, Maine; Michigan Blueberry Growers Assn. (Great Lakes Blueberries), South Haven, Mich.; Chas. B. Knox Gelatine Co., Inc. (Knox Gelatine), Johnstown, N. Y.; Merck & Co., Inc., Rahway, N. J.

TV Accounts: American Home Foods, (Geo. Washington's Instant Coffee), New York, N. Y.; American Molasses Co. (Grandma's Molasses), New York, N. Y.; Arnold Bakers, Port Chester, N. Y.; South African Rock Lobster Assn., New York, N. Y.; Blueberry Cooperative Assn., (Tru-Blu Blueberries), New Lisbon, N. J.; Merck & Co., Inc., Rahway, N. J.; Milton Bradley Co. (Toys & Games), Springfield, Mass.; Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, W. Va.; Brazil Nut Advertising Fund, New York, N. Y.; Brock-Hall Dairy, Hamden, Conn.; Keyes Fibre Co. (Royal Chi-net Paper Plates), New York, N. Y.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.

H. B. HUMPHREY, ALLEY & RICHARDS, INC.

370 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-3020
AAAA—ABP—ANPA

Chrm. of Board...H. Lawrence Whittemore
President.....Richard S. Humphrey
V.P., Media Dir., Secy...Harry M. Billerbeck
Treasurer.....Carroll L. Cheverie
V.P., Radio-TV Dir.....Nelson Gross

Branch Office
1235 Statler Bldg., Boston 16, Mass.
Vice President.....Joseph T. Coenen

HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.
Phone: HAmilton 1160
APA—ANPA—PPA—ABP—NOAB

Director.....Frank A. Hutchins
Director.....F. Irving Hutchins
President.....Frank M. Hutchins
Vice-Presidents.....John P. McCarthy, William F. Lacey, Homer C. Scheck

Branch Offices
3701 N. Broad St., Philadelphia 40, Pa.
Phone: BAldwin 3-6200
Vice-Presidents.....John R. Maxwell, W. H. Maxwell
16-18 W. 46th St., New York 19, N. Y.
Phone: PLaza 7-8526
Vice-Presidents.....H. Pierson Mapes, James Burton
33-35 Hayden St., Toronto, Ont., Canada
Phone: Kingsdale 6661
Manager .....William Bounsall

Radio Accounts: E. E. Bausch & Son Co., Beaucaire, Inc., Empire State Pickling, Howe & Bassett Co., Hub Oil Co., Langie Fuel Service Inc., Lincoln Rochester Trust Co., McCurdy & Co., Music Lovers Shoppe, Philco Corp., Rittenhouse Co., Inc., E. J. Scheer, Inc., Schuler Potato Chip Co., Scrantom's Book and Stationery Co., Waldert Optical Co., Inc.

TV Accounts: Lincoln Rochester Trust Co., Philco Corp., Schuler Potato Chips.

JESSOP ADVERTISING CO., INC.

85 W. State St., Akron 8, Ohio
Phone: FRanklin 6-2169

President.....C. A. Jessop
Treasurer.....L. R. Jessop
Radio & TV Director.....R. Gilbert
Secretary.....R. D. Moss
Radio-TV Time Buyer.....G. J. Cobak

DUANE JONES COMPANY, INC.

Chanin Bldg., New York 17, N. Y.
Phone: PLaza 3-4848
ANPA—PPA—NOAB

Bd. Chrmn. Pres.....Duane Jones
Executive Vice Pres.....E. M. Bresett
Vice President.....A. M. Jones
Radio Time Buyer.....Mary Ryan

Accounts: Chatham Health Products, Inc. (Reducing), New York, N. Y.; Giant Animals Co., Inc. (Toys), New York, N. Y.; Har-

per Products, Inc., New York, N. Y.; Pilgrim, W. H., & Co., New York, N. Y.; Rad Products, Inc., New York, N. Y.; Reducing Institute, Inc., New York, N. Y.; Remington Records, Inc., New York, N. Y.; Ritter, P. J., Co. (Canned Foods), Bridgeton, N. J.

RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.
Phone: GArfield 2300
AAAA—NOAB—APA—PPA—NBP
ABP—ANPA

Pres. & Treas.....C. M. Robertson, Jr.
Exec. Vice-Pres.....Stanley A. Willer
Vice-President.....James M. Nelson
Secretary.....Elmer A. Vehr
Space Buyer.....Maurice Oshry
Radio-TV Director.....Ann Smith
Radio Time Buyer.....Eula Reggin
Radio, TV Time Buyers.....Betty Derie, Edna Haverkamp
Film Buyer.....Joan Baudendistel

Branch Office
580 Fifth Ave., New York 36, N. Y.
Phone: PLaza 7-4600
Manager.....W. A. Powers

KAL, EHRLICH & MERRICK, INC.

315 Star Bldg., Washington 4, D. C.
Phone: EXecutive 3-3700
ANPA—ABP

President.....Norman C. Kal
Exec. Vice-Pres.....Harry L. Merrick
Secretary.....Bernard R. Linkins
V.P. in Chge. of Radio-TV..Alvin Q. Ehrlich
Radio-TV Dir.....David P. Thomas
Radio-TV Time Buyer.....Nella Manes
Dir. Sales Pro.....R. Edward Hotze
Account Executives.....Joseph Weinstein, Alexander Charles, Wm. B. Mullett, Forest Entwisle, Philip Berne, Wm. Roberts, Frederick M. Harris

KAMIN ADVERTISING CO.

4610 South Main, Houston 2, Texas
Phone: JAckson 6-1181
ANPA—APA

President ..... Lester Kamin
Exec. V.P., Media Dir., Time Buyer.....B. L. Blumberg
Exec. Vice Pres.....Jack Wyatt
Art Dir., Prod. Mgr.....W. R. Stevenson
V.P., Radio, TV Dir.....Murray Getz
V.P., Copy Chief.....Mary Blair
Comptroller.....Irving L. Samuels
Acct. Executives.....Lester Kamin, Jack Wyatt, Rita Sullivan, Murray Getz, B. L. Blumberg

Branch Office
Kamin Adv. Agency, Austin, Texas
Phone: RIverside 3685
Manager .....Jack Wyatt,

Accounts: Automatic Distributing; Battelstein's; Burton, A. C., Co.; Calcasieu Lumber Co.; Finger Furniture Co.; General Mfg. Co.; Gerson & Kaplan; Golden Age Beverage Co.; Gordon's of Texas; Houston Chronicle; Houston K-F Co.; Krugers Jewelers; Levit's Jewelry; Magnolia Paper Co.; Moore Bros.; Mosk's Stores for Men; Poll Parrot Shoes; Reader Wholesalers; San White Oldsmobile; Sanitary Farm Dairies Inc.; Shaw Jewelers of San Antonio; Shepherd's Cleaners; Simpson-Gillman Pontiac; Southwest Asso.; Swearingen-Armstrong; Texas State Optical.

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.
Phone: CEntral 6-5331
ABC—ANPA—ABP—AFA

President.....A. G. Kastor
V.P. & Gen. Mgr.....Marvin Harms
Vice-President .....Herman Kastor
Vice Pres.....John T. Urice
V.P. & Copy Chief.....Ashley Belbin
Radio-TV Director.....James H. West

Radio & TV Accounts: Procter & Gamble Co. (American Family Flakes), International Milling Co. (Robin Hood Flour), Union Starch & Refining Co. (Reddi Starch), Orange Crush Co.

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 1-1400
ANPA—NOAB—PPA

Chairman.....H. Kastor Kahn
Pres. & Treas.....Willoughby S. Chesley
V.P., Sec'y, Copy Chief.....C. E. J. Clifford
V.P., Media Dir., Radio Time Buyer.....Jack B. Peters
Radio, TV Dir., Talent Buyer...H. B. Walsh

Radio Accounts: Hickok Mfg. Co., Rochester, N. Y.; Pierce's Proprietaries, New York.

TV Account: Hickok Mfg. Co., Rochester, N. Y.

JOSEPH KATZ CO.

10 West Chase St., Baltimore 1, Md.
Phone: LE 9-1500
AAAA—ABC—APB—ANPA—AFA

President .....Joseph Katz
V.P. & Treas.....C. M. Harrison
V.P. & Prod. Mgr.....Harry Kullen
V.P. & Art Dir.....George C. Adams
Media Buyer.....Jean Mitchell
Vice Presidents.....Roland Brave, Stanley Blumberg
Radio-TV Dir.....Arthur Moore
Radio-TV Producers.....Frederick Wehr, Morton Salan

Branch Office
Amoco Bldg., 555 Fifth Ave., New York, N. Y.
Phone: MUrray Hill 7-0250
Sr. V.P. & Mgr.....John T. McHugh
V.P. & Radio-TV Dir.....Robert G. Swan
Assoc. Radio-TV Dir.....Richard Katz

Radio Accounts: American Oil Co. (Amoco-Gas), New York, N. Y.; Charles Antell, Inc. (Charles Antell Formula 9, Shampoo, Hair Spray), Baltimore, Md.; Cellowax Corp. (Cellowax & Bluko), Baltimore; Gibbs &

Co., Inc. (Gibbs Pork & Beans, Catsup, Canned Vegetables), Baltimore; Madera Bonded Wine & Liquor Co. (Madera & Mt. Zion Wines) Baltimore; Motor Sales Co. (Plymouth-DeSoto), Baltimore; S. & N. Katz, Inc. (Jewelers), Baltimore, Md.

TV Accounts: American Oil Co. (Amoco-Gas), New York, N. Y.; Charles Antell, Inc. (Charles Antell Formula 9, Shampoo, Hair Spray), Baltimore; Eastern Venetian Blind Co., Baltimore; Drapery Hardware Div., Baltimore; Gibbs & Co., Inc. (Pork & Beans, Catsup, Canned Vegetables), Baltimore; Madera Bonded Wine & Liquor Co. (Madera & Mt. Zion Wines), Baltimore; Motor Sales Co. (Plymouth-DeSoto), Baltimore; S. & N. Katz, Inc. (Jewelers), Baltimore.

HENRY J. KAUFMAN & ASSOCIATES

1419 H St., N.W., Washington 5, D. C.
Phone: District 7-7400
ABP—ANPA—AFA

General Manager.....Henry J. Kaufman
Creative Director.....Wm. F. Sigmund
Radio Director.....Jeffrey A. Abel
TV Director.....Robert S. Mauer
Client Service Dir.....Alfred H. Edelson
Art Director.....Eugene T. Hoover
Copy Chief.....Theodore D. Mandelstam

KEELOR & STITES CO.

3001 Carew Tower, Cincinnati 2, Ohio
Phone: Parkway 1310

President.....P. R. Hume
Exec. V.P.-Treas.....J. T. Nolan, Jr.
Secretary.....H. J. Darby
Radio-TV Director.....A. A. Radkey

KEILSON CO.

117 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-1797

President.....Meyer Keilson
Scripts & Commercials.....Janet Sternberg
Production Manager.....Phyllis Pion

HELEN A. KENNEDY ADVERTISING

360 - 17th St., Oakland 12, Calif.
Phone: TEmplebar 6-2582

Owner.....Helen A. Kennedy

Radio Accounts: First Savings & Loan Association; Prudential Realty & Finance Co.; Golden West Savings & Loan Assn.; Wallpapers, Inc.

TV Accounts: First Savings & Loan Assn.

Estimated Radio & TV Billings: $46,400.00.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone: MU 8-5700
AAAA—ABP—ANPA—PPA—ABC
NOAB—APA

Chairman of the Bd. Thomas D'Arcy Brophy
Chmn. Exec. Comm.....Dwight Mills
President.....William B. Lewis
Sr. V.P., Chr. Plan Bd.....Edwin Cox
Sect.-Treas. & Gen. Mgr.....David C. Stewart
Vice Presidents.....G. T. C. Fry, William Green, Donald J. Maggini, E. W. Newsom, Garth Montgomery, Howard M. Wilson, D. Coyle, G. Oswald, N. Bertels, S. Olson, R. Allewelt, R. Barker, B. Brady, W. King, R. Manoff, Anderson F. Hewitt, G. Lathrop, Leslie Munro, Budd Hemmick, Gerard J. Guarch, William Rienecke, O. Clinton Carpenter, Jr., Robert Shirey, Stephens Dietz, Clinton Wheeler, Jr., Kevin Kennedy, L. Dickson Griffith
Acct. Supervisor.....Joseph Lieb
Art Manager.....Edward Mante
V.P., Media Dir.....Joseph P. Braun
V.P., Prom. Dir.....Hal Davis
V.P., Dir. of Radio-TV..Wickliffe W. Crider
V.P., Dir. of Research.....G. Maxwell Ule

Branch Offices

645 Griswold St., Detroit 26, Mich.
Phone: WOodward 5-0300
Vice Pres.....Don C. Miller

620 Market St., San Francisco
Vice Pres.....Sydney G. Walton

80 King St. W., Toronto, Ont.
Vice Pres.....Donald E. Smith

Lincoln-Liberty Blvd., Phila. 7, Pa.
Phone: RIttenhouse 6-8020
Vice Pres.....W. N. Berech

Equitable Bldg., Hollywood 28, Calif.
Phone: HO: 3-2101
Mgr.....L. J. Sholty, Jr.

805 Peachtree St. N. E., Atlanta 3, Ga.
Phone: Vernon 0194
Mgr.....I. DeRidder

221 N. LaSalle St., Chicago, Ill.
FInancial 6-4020
V.P., Mgr.....Walter Lawrence

Radio Accounts: American Maize-Products Company (Prepared Desserts, Starches, Syrups), New York; Beech-Nut Packing Co. (Chewing Gum, Coffee, Baby Foods), Canajoharie, N. Y.; Ford Motor Co. (Institutional), Dearborn, Mich.; Hudnut Sales Co., Inc. (Beauty Preparations), New York; Lincoln-Mercury Division of Ford Motor Co. (Lincoln & Mercury Cars), Detroit, Mich.; Lincoln-Mercury Dealer Associations; Shell Oil Co. (Institutional); Schick Inc. (Electric Razors); The Mennen Co. (Men's Toiletries), Morristown, N. J.; Chase Manhattan Bank; Equitable Life Assurance Society; Radio Corp. of America (RCA Institutional Advertising); Welch Grape Juice Co.; Pepsi Cola Co.

TV Accounts: Same as above with the exception of Beech-Nut (no television).

KETCHUM, MacLEOD & GROVE, INC.

411 Seventh Ave., Pittsburgh 19, Pa.
Phone: COurt 1-5100
AAAA—ABP—ANPA

President.....George Ketchum
Exec. V.P.....Robert E. Grove
V.P., Radio-TV.....Lansing B. Lindquist
Assoc. Radio & TV Dir...Edgar J. Donaldson
Radio-TV Producers.....Melvin F. Johnston, Donald L. Fox
Radio & TV Timebuyer..William B. Kroske

Branch Offices
Commerce Bldg., 155 E. 44th St., New York, N. Y.

Radio Accounts: Braun Baking Co., Pittsburgh; Alleg. County Chev. Dlrs., Chevrolet Dealers, Buffalo, Baltimore, Maryland, Virginia Zones; Dairymens Cooperative Sales Assn., Pittsburgh; East Ohio Gas Co., Cleveland; Hospital Service Assn., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples Natural Gas Co., Rieck Dairy Co., Vimco Macaroni Co., Westinghouse Electric Corp., Ruud Manufacturing Co., Republican Exec. Comm. of Allegheny County, all of Pittsburgh.

Television Accounts: Aluminum Co. of America, Braun Baking Co., Calgon, Inc., Dairymens Cooperative Sales Assn., Fidelity Trust Co., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples First Nat'l. Bank & Trust Co., Peoples Natural Gas Co., Thorofare Markets, Inc., Westinghouse Electric Corp., all of Pittsburgh; East Ohio Gas Co., Cleveland.

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 3-9600
AAAA—ABP—ANPA

President .....Abbott Kimball
V.P. & Secy.....Lawrence D. Reedy
Chrm. Plans Board, V.P.....H. B. LeQuatte
Vice Pres.....H. V. Coughlin
Radio-TV Time Buyer.....Miriam Traeger
Prod. Coordinator.....Joseph Kiebrick

Branch Offices
520 N. Michigan Ave., Chicago 11, Ill.
Phone: MIchigan 2-0300
638 S. Van Ness St., Los Angeles 5, Cal.
Phone: DUnkirk 7-7305

Vice Presidents.....Robert Boone, Hugo Scheibner

405 Montgomery St., San Francisco 4, Cal.
Phone: EXbrook 2-6275

President .....Alfred Ducato

Radio Accounts: Brondow Inc. (Breath O' Pine), Mt. Vernon, N. Y.; Firth Carpet Co., N. Y. C.; Beekman Tower Hotel, N. Y. C.
Beekman Tower Hotel, N. Y. C.

TV Accounts: Norcross Inc. (Greeting Cards), N. Y. C.; Firth Carpet Co., N. Y. C.

LEW KING PRODUCTIONS

17 West McDowell, Phoenix, Arizona
Phone: ALpine 4-5548

President .....Lew King
Copy Chief, Radio-TV Dir....Jack Beveridge
Prod. Mgr., Publ.,
Ass'n (Home Loans); Zephyr Ventilated

Accounts: Associated Dairy Products; Best Cleaners, Phoenix, Ariz.; Charter Oak Insurance Co., Phoenix; Commercial Life Insurance, Phoenix; Culver's (Music Store), Phoenix; Dairy Queen Assn., Phoenix; Johnson, Paul, Jewelers, Phoenix; Smith, Fred, Appliances, Phoenix; Stapley, O. S., Co., Phoenix; Trader's Furniture Co., Phoenix; Traders, The (Western Clothing & Misc.), Phoenix.

KIRCHER, HELTON & COLLETT, INC.

2600 Far Hills Ave., Dayton 9, Ohio
Phone: WAlnut 3191
AAAA—ABP—APA—PPA—NOAB

Pres., Creative Dir.....Ralf C. Kircher
Vice-Presidents.....James M. Hadley, Norman VanZant, Watson B. Metcalfe
Treas. & Dir. Prod.....Carter B. Helton
Art Director.....L. E. Brinkman
Production Manager.....T. Gerald Moon
Secretary.....R. L. Mills
Asst. Treas.....George E. Nunn
Media Dir.....John J. Manning
Account Executives.....Ralf Kircher, James M. Hadley, R. M. Collett, Watson B. Metcalfe, Norman Van Zant, C. B. Helton, John J. Westerman, Donald R. Lyons
Radio & TV Dir.....Donald R. Lyons

Radio Accounts: Gem City Bldg. & Loan Ass'n (Home Loans); Zephyr Ventilated Awning Co. (Awnings); Huffman Manufacturing Co. (Lawn Mowers, Sweepers); The Rike-Kumler Co. (Dept. Store); William Brockman & Sons, Inc. (Heating & Air Conditioning Dealer); The Univis Lens Co. (Glasses, frames & lens), all Dayton, Ohio.

TV Accounts: Gem City Bldg. & Loan Assn. (Home Loans); Huffman Manufacturing Co. (Lawn Mowers & Sweepers); The Rike-Kumler Co. (Dept. Store); William Brockman & Sons, Inc. (Heating & Air Conditioning); Jack M. Werst (Jewelers); The Univis Lens Co. (Glasses, frames & lens); Gem City Ice Cream Co., all Dayton, Ohio

Estimated Radio-TV Billings: $100,000.00.

KIRKLAND-WHITE & SCHELL ADV.

101 Marietta St., Atlanta 3, Ga.
Phone: LAmar 3682
APA—SNPA—ANPA—NBP

Partners.....J. A. Kirkland, Frank W. White, James B. Schell
Production Manager.....T. J. Majors

Accounts: Radio Station WSB, WSB-TV.

PHILIP KLEIN ADV., INC.

226 So. 16th St., Philadelphia 2, Pa.
Phone: PEnnypacker 5-7696
ANPA—APA—PPA—AAAN

Chairman .....Philip Klein
President.....Morton A. Koshland
Sec'y, Treas.....Herbert Ringold
Art Dir.....Bert Greenspan
Copy Chief.....Milton Feldman
Radio Time Buyer,
TV Dir.....Edward Felbin
Pub. Dir.....Henry Klein
Acct. Executives.....Philip Klein, Morton Koshland, Herbert Ringold

Accounts: Al-Hy Lingerie Co.; Admiral Travel Service; Alexander Young Distilling Co., American Friends Service Committee; American Home Craft Supply Co.; Art Alliance; Atlas Import & Export Co.; Bamberger, A. J.; Buten, M., & Sons; Co.; Chaim Solomon Cemetery; Colonial Motors Inc.; Cooper Supply; Da-Zee Hosiery Co.; Distil-

lers Warehousing Co.; Equitable Credit Co.; Fairchild & French Laboratories; Frankford Grocers; Goldban Pharmacal Co.; Gorson, George; Herbach & Rademan; Industrial Trust Co.; Jacquin, Charles, et Cie; Junto (Adult Education School); King David Cemetery; Levering Coffee Co.; Levine, Joseph; Lionel Friedman Inc.; Luria Brothers & Co. Inc.; Mifflin Chemical Co.; National Mental Health Foundation, Inc.; Northeast Lincoln Mercury Co.; Oleen Shampoo Co.; Olivo Products Co.; Paper-Mate Pen Co.; Penn State Cigar Co.; Pancoast; Price, Charles Morris, School of Advertising; Professional Products Inc.; Puritan Stationery Co.; Read Drug Co.; Reed, William A. Co.; Shaffer Food Stores; Sixty-Ninth St. Businessmen's Assn.; Snellenburg, N.; Society of Industrial Realtors; Stonhard Co.; Sun Ray Drug Stores; Wirkman Emanuel; Young, Alexander.

EDWARD KLETTER ASSOCIATES, INC.

515 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-1990

President .....Edward Kletter
Secy., Treas., Research Director.....William C. Keenan
Office Manager.....Manuel Kletter
Radio & TV Dir., Talent Buyer.Don Blauhut
Bus. Dir., Radio & TV.....Herbert Gruber
Time Buyer.....Ruth M. Bayer
Account Exec.....Gerald J. Levey
Publicity .....Ruth Hoyt

Accounts: Federated Supply Corp., New York, N. Y.; Harrison Co., Long Island City, N. Y.; Hook Drugs, Inc., Indianapolis, Ind.; Journal of Lifetime Living Publ. Corp., New York, N. Y.; Liggett Drug Co., New York, N. Y.; Pharmaceuticals, Inc., Newark, N. J.; Serutan Co., Newark, N. J.; Sun Drug Co., Inc., Pittsburgh, Pa.; Tonell Display Co., Brooklyn, N. Y.; Tudor Publishing Co., New York; Universal Pen & Pencil Co., New York, N. Y.

KOEHL, LANDIS & LANDAN, INC.

17 East 45th St., New York 17, N. Y.
MUrray Hill 2-6600
ABP—ANPA—APA—NOAB—PPA

Pres. & Treas.....Albert E. Koehl
Vice-Pres. & Sec.....A. A. Landis
Vice-Presidents.....John R. Landan, Russell C. Rowan
Space Buyer.....A. Lasity

Branch Office
National City Bank Bld., Cleveland 14, O.
Phone: CHerry 1-1539

Vice President.....Val Nowak

ABNER E. KOHN ADVERTISING

15 Bond St., Great Neck, N. Y.
Phone: GReat Neck 2-8408

Owner.....Abner E. Kohn

TV Accounts: Sta-Trim Confections (candy), Hewlett, L. I., N. Y.

KRUPNICK & ASSOCIATES, INC.

520 North Grand Blvd., St. Louis 3, Mo.
Phone: JEfferson 3-1723
ABP—ANPA

President .....Sam Krupnick
Exec. V.P.....Tom Connelly
Vice-Presidents .....Ray Armbruster. A. Harvey Brown
Secretary-Treasurer .....Edgar Kluge
Radio-TV Director.....Tom Cadden

Radio, TV Accounts: Magic Chef, Inc.; Mercantile Trust Co.

KUDNER AGENCY, INC.

575 Madison Ave., New York 22, N. Y.
Phone: MU 8-6700
ABP—ANPA—APA—PPA—AAAA
ABC—NOAB

Pres., Treas.....J. H. S. Ellis
Exec. Vice Pres.....Charles R. Hook, Jr.
Senior Vice Pres.....Clarance Hatch, Jr.
Sr. V.P., Copy Chief.....Shafto Dene
Sr. V.P., Exec. Dir., Radio, TV.....Myron P. Kirk
V.P. & Copy Chief.....Amedee J. Cole
Vice President.....S. R. Kudner
V.P., Sec'y.....C. M. Rohrabaugh
Asst. Sec'y, Controller.....H. R. Titman
Vice Pres., Acct. Execs.....E. J. Owens, Martin Rice, J. J. Cochran, J. W. Millard, Amedee Cole
Asst. Dir. Media (Time).....John Marsich
Gen. Mgr. Radio, TV Dept....A. W. Reibling

Branch Offices
New Center Bldg., Detroit, Mich.
Phone: Trinity 5-5315

Exec.-in-Charge.....John H. Sheldon

681 Market St., San Francisco 5, Calif.
Phone: GArfield 1-5433

Representative.....J. H. Hornell

40 E. First St., Dayton 1, Ohio

Exec.-in-Charge.....Thomas J. Pritchard

Guaranty Bldg., 6331 Hollywood Blvd.
Hollywood 28, Calif.
Phone: HOllywood 4-2147

Exec.-in-Charge.....Edgar C. Kahn

3440 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 2-1127

Exec.-in-Charge.....Stephen H. Richards

Sheraton Bldg., 711 14th St.
N. W. Washingon 5, D. C.
Phone: NAtional 8-5506

Exec.-in-Charge.....Mrs. Ida Getty

Radio Accounts: General Motors Corp., Detroit, Mich.; The Goodyear Tire & Rubber Co., Inc., Akron, Ohio; United States Tobacco Co., N. Y. C.; The Texas Co., N. Y.; Buick Motors Div., Flint, Mich.

TV Accounts: The Texas Co.; General Motors Corp.; Buick, Flint, Mich.; The Goodyear Tire & Rubber Co., Inc.; United States Tobacco Co., N. Y. C.; Frigidaire Div., Dayton, Ohio.

KUFF & FELDSTEIN

233 E. 25th St., Baltimore 18, Md.
Phone: TUxedo 9-1485

President.....I. Harold Kuff
Vice-President.....Harry Feldstein

Art Director.....Stan Mossman
Media Director.....Dorothy Schwarz
Accounts: Auto Clinic; Foster Bros. Mfg. Co.; Gaxton Co.; Greber Distributors, Inc.; Greenebaum, M. & Sons; Gwynn Bldg.; Hearst Radio Inc., WBAL Baltimore, Md. Radio & TV; Heller, R. C. Co.; Hoffman Electric Co.; Lenderking Metal Products; Levenson & Klevin; Nelson & Co.; Paul Brothers Cleaner & Dyers; Penn Upholstering Co.; Schenuit Tire Co.; Southern Galvanizing Co.; Tru-Fit Clothes; Washington Lumber Co.

KUTTNER & KUTTNER, INC.

646 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-7940
ANPA

President.....Harold E. Kuttner
V.P., Time Buyer.....Stanley C. Kuttner
Vice Presidents.....Florence E. Kuttner, Chester D. Kuttner, Saul S. Korshak, Mary Brown
Account Execs....Milton J. Klee, Paul Ricks
Copy Chief.....Martin Maller
Art Director.....Herman Schor
TV Director.....Norbert Leeb

Branch Office
New York, N. Y.
130 W. 57th St., New York, N. Y.
Phone: JUdson 6-2358

Exec.-in-Chge. .....Dina Cohen
Radio Accounts: Douglas Lumber Co., Chicago; Sampson Company (Major appliances), Chicago; Holleb & Company (wholesale groceries), Chicago; Capitol Dairy, Chicago; Shainberg Dept. Store, Memphis, Tenn.
TV Accounts: Community Builders (home builders), Chicago; Polk Bros. (Appliance Dealer), Chicago; Capitol Dairy, Chicago.
Estimated Radio & TV Billings: $330,000.00.

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.
Phone: 5-1571
ANPA—ABP

President .....Avron Spiro
Secy-Treas.....M. M. Shurman
Radio Time Buyers.....Mrs. L. Simmons, Arthur L. Savage, Jr.
Production Manager.....Mrs. M. Ross
Publicity Director.....Al R. Capley
Art Director.....Leonard Crook
Acct. Executives.....David Davidson, Mrs. L. Cunningham, Jane Zussman, Courtney Shurman, Avron Spiro, Jr.
Radio Accounts: Plough Inc.; Liberty Petroleum Co., Mt. Vernon, Ill.; Kelley-Clarke Co. (Canned Salmon), Seattle; Union Planters National Bank, Memphis; Pantaze Drug Stores, Memphis; Universal Life Ins. Co., Memphis, Tenn.; Hadacol, Inc., Lafayette, La.
TV Accounts: Plough Inc., Memphis; Childs' Distr. Co. (Razor Blades), Jonesboro, Ark.

LAMBERT & FEASLEY, INC.

430 Park Ave., New York 22, N. Y.
Phone: MUrray Hill 8-6464
ANPA—APA—PPA—NOAB

Executive V.P.....Gordon K. Seagrove
Sr. V.P.....Frank W. Mace
V.P., TV-Radio Dir.....John Bates
Radio Accounts: Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.; DeVilbiss Co., Drilling Specialties Co., Harrower Laboratory Inc., Hat Corporation of America, H V Laboratories Inc., Laclede Laboratories, Inc., Lambert Pharmacal Co., Phillips Chemical Co., Pro-Phy-Lac-Tic Brush Co., Saturday Evening Post, Tele-Prompter Corp.

LANDSHEFT & BARBER, INC.

2009 Liberty Bank Bldg., Buffalo 2, N. Y.
Phone: MO 9500
ABP—NOAB—APA—PPA—ANPA

President.....Henry L. Barber
Vice-Pres. Prod. Mgr.....E. T. Drullard
Secretary-Treas.....Vera H. Landsheft
Radio Accounts: Kendall Refining Company (Gasoline and Oil), Bradford, Pa.; Liberty Bank of Buffalo (Banking), Buffalo, N. Y.
TV Account: Liberty Bank of Buffalo (Banking), Buffalo, N. Y.; Kendall Refining Co. (Gasoline & Oil), Bradford, Pa.; Pearl Polishes, Inc. (Range & Refrigerator Polish), Buffalo.

PHILIP J. LANE ADVERTISING

1 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-5417

Owner.....Philip J. Lane
Radio Accounts: Royal Fashion Clothes (Men's Clothes), New York, N. Y.; Marchal Jewelers, New York, N. Y.

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, O.
Phone: MA 1-6579
AAAA

President.....H. Jack Lang
V.-P.-Treasurer.....Fred P. Stashower
Vice-Pres. & Sec., Dir. Radio-TV.....Alvin B. Fisher
Vice President.....Martin J. Cohn
Manager.....John D. Cremer
Production Manager.....John L. Rose
Asst. Prod. Mgr.....Edward T. Noll
Chief Time Buyer & Field Service Mgr.....Garry C. McKelvey
Asst. Time Buyers.....David L. Stashower, Helen T. Dwyer
Radio Accounts: Burrows Bros. (Office Supply Store); Carling Brewing Co., Inc. (Black Label Beer) Cleveland Transit System, General Electric Supply Co. (Appliances); International Molded Plastics (Plastic Dinnerware, etc.); Ohio Mattress Co. (Sealy Mattresses); Pick-N-Pay Supermarkets, Inc. (Groceries); Richman Brothers Co. (Men's Clothing); Union Savings & Loan

Co., Yellow Cab Co., all Cleveland, Ohio.

TV Accounts: Carling Brewing Co. (Black Label Beer); Cleveland Transit System, General Electric Supply Co. (Appliances); Ohio Mattress Co. (Sealy Mattresses); Pick-N-Pay Supermarkets, Inc. (Groceries); Richman Brothers Co. (Men's Clothing), all Cleveland, Ohio.

TATHAM-LAIRD, INC.

64 East Jackson Blvd., Chicago 4, Ill.
Phone: HArrison 7-3700
AAAA—ABP—ANPA—APA—NOAB—PPA

Chairman of the Bd.....Arthur E. Tatham
President.....J. Kenneth Laird, Jr.
Treasurer.....Harold C. Jensen
Asst. Treas.....Fred Winter
Secretary.....Mary Kyak
Copy Chief.....John H. Jameson
Media Director.....George A. Bolas
Asst. Media Director.....George F. Stanton
Media Supervisors.....Paul Schlesinger, Roy A. Boyer, John Singleton
Print Media Managers.....Mary Rodger, Philip Gore, Annette Malpede
Broadcast Media Mgrs.....Harold Bennett, Donald Grasse, Jack Ragel, James Zitnik
Radio, TV Dir., Comm. Prod.....Dan Ryan
Merchandising Director.....M. J. O'Connor
Publicity Director.....Fred Tamke
Production Manager.....Eldon Rohrsen
Creative Research Director..Dr. Don Kanter
Marketing Res. Dir.....Daniel Carmichael
Account Supervisors.....Herb Daniels, R. F. Linder, Malcolm Lund, V. T. Mertz, C. R. Standen, D. G. Watrous
Account Managers.....C. Brewer, William H. Chase, Philip L. Corper, J. Fitzmorris, E. J. Garvey, J. W. Gill, W. J. McEdwards, J. P. Perry, G. E. Schaefer, R. J. Urban, Robert Ross
Asst. Account Manager.....M. H. Astrin
Merchandising Managers.....C. Bovard, T. Casey, A. Cruttenden, Howard Gorman, F. Jenness, W. Leary, C. A. Mittelstadt

Branch Offices
595 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-7057
Execs.-in-Charge.....H. Lawrence Holcomb, William C. Vance

1680 Vine, Hollywood 38, Calif.
Phone: HOllywood 1-9228
Manager.....William N. Burch

Accounts: Abbott Laboratories (Sucaryl), Chicago; Armour & Co. (Ham, Bacon, Sausage Products, Canned Meats), Chicago; Fulham Brothers, Inc. (Fishsticks, Scallops, Frozen Fish), Boston; General Mills, Inc. (Answer Cake, Kix, Trix, Surechamp), Minneapolis; Parker Pen Co. (Parker "51,", "21," Jotter Ball Point Pens, Liquid Lead Pencils, Desk Sets, Supercrome Inks and Quink), Janesville, Wis.; Simoniz Co. (Bodyguard, HiLite, Ivalon Sponges), Chicago; C. A. Swanson & Sons (canned chicken & turkey, frozen chicken, chicken, beef and turkey pies, TV dinners, frozen fruit pies), Camden, N. J.; The Toni Co. (White Rain Lotion Shampoo, Bobbi Pin Curl Permanent, Viv-Soft Touch Lipstick), Chicago; The Wander Co. (Ovaltine), Chicago; Wiedemann, Geo., Brewing Co. (Wiedemann's Beer), Newport, Ky.

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.
Phone: RIttenhouse 6-1500
ANPA—APA—NOAB—PPA

President.....Al Paul Lefton
Vice-Pres. & Treas.....H. S. Louchheim
Vice-Presidents.....P. Brown, A. Parker, J. Jensen
Space Buyer.....E. V. Righter
TV & Radio Director.....A. R. Griffin

Branch Offices
71 Vanderbilt Ave., New York 17, N. Y.
Phone: MU 9-7470
President.....Al Paul Lefton
Vice-Pres. & Mgr.....R. J. Herts

435 N. Michigan Ave., Chicago, Ill.
Phone: SUperior 7-9511
Vice-Pres. & Mgr.....E. G. Foreman, Jr.

Radio Accounts: Phila. Electric Co. (Light & Power), Crawford Clothes, Inc., Metropolitan Jockey Club (Jamaica Race Track), Goodman's Noodles & Macaroni, N. Y. C.; Schmidt's Beer & Ale, RCA Home Appliances & Electronics.

TV Accounts: Sylvan Seal Milk Co. (Milk), Metropolitan Jockey Club (Jamaica Race Track), Goodman's Noodles & Macaroni, N. Y. C.; Schmidt's Beer & Ale, Philadelphia, Pa., RCA Home Appliances & Electronics.

LENNEN & NEWELL, INC.

380 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-5400
ANPA—APA—PPA—AAAA—NOAB
ABC—ABP

President.....Adolph J. Toigo
Exec. Vice-Pres.....Thomas C. Butcher
Sr. Vice-Pres.....Walter M. Swertfager
Sr. V.P., Exec. Art Dir.....Hans Sauer
Sr. V.P., Admin. Art Dir....Richard Mancini
Sr. V.P., Chg. Radio & TV.....Nicholas E. Keesely
Sr. V.P., Acct. Supvs.....Gordon D. Cates, Thomas H. Lane, Henry W. Lowe, L. E. Miller, C. L. Smith, Jackson Taylor
V.P., Acct. Supv.....Edward C. Simons
V.P., Secy.-Treas.....John D. Speirs
V.P., Media Dir.....Anthony DePierro
V.P., & Mer. Dir.....Daniel E. Shea
Sr. V.P., Mgr. Prod. Dept...Michael J. Madar
V.P., Mgr. Service Dept.....Myles E. Baker
V.P., Dir. of Research..Christopher A. Sante
Vice Presidents.....Daniel M. Daley, Jr., Thomas P. Doughten, Stephen M. Kenyon, J. Kenneth White, Edward T. Knauff, Parmelee Lyman, Thomas J. Ross, Jr., William K. Ziegfeld, John D. Burke, Ruth J. Cerrone, James Hausman, John LaFarge, James K. Martindale, Gail M. Raphael, Julien Field, Edward F. Flynn, Perry F. Schofield, Suren Ermoyan, James K. Maloney, William H. Weber.

V.P., Gen. Mgr., Radio & TV.....Francis C. Barton, Jr.
V.P., Comm. Prod.....Anthony J. Pan
Asst. Dir. Comm. Prod.....Sumner Lyon
Comm. Prod. Supervisor.....Clark Agnew
Dir. of Prog. Dev.....Fred Kilian
Prod. & Cast. Dir.....Charles Harrell
Dir. Mot. Pictures.....George Tompkins
Producers.....Ira Skutch, Ernest Hartman
Promotion .....Eva Bain
Publicity .....Connie Ryan
Traffic Manager.....Anne Marie Doody
Business Mgrs.....Frank Daniel, Gene Caron
Media Supervisors.....George Kern, William Smith, Charles Brocker
Time Buyers.....Robert Widholm, Richard Eyman, Jeane Jaffe

Branch Offices

308 N. Rodeo Drive, Beverly Hills, Calif.
Phone: CRestview 1-7221
Vice-Pres.-Mgr.....Benjamin R. Potts
Mgr. Pgm. Prod.....Frank Woodruff
Mgr., Comm. Prod.....Theodore Huston

Majestic Bldg., Rm. 503
231 W. Wisconsin Ave., Milwaukee, Wisc.
Phone: BRoadway 1-6890
Manager.....James T. Kelley

Radio & TV Accounts: American Airlines, Bromo-Seltzer, Old Gold Cigarettes (Regular, King Size and Filter Kings), Muriel Cigars, Chicopee Mills, AD, Colgate Instant Barber Shave, Deodorant Beauty Bar Soap, Lustre-Net Lustre-Creme Shampoo, Merry, Clearasil, Tiptane.

AUSTIN C. LESCARBOURA & STAFF

The Adshop, Croton-on-Hudson, N. Y.
Phone: CRoton 3444
ABP

Senior Partner.....Austin C. Lescarboura
Junior Partner.....Stanley A. Lescarboura
Production .....Winifred Phillips
Secretary .....Miriam Lescarboura

Radio Accounts: Aerovox Corporation (Capacitors), New Bedford, Mass.; Clarostat Mfg. Co., Inc. (Resistors), Allen B. Du Mont Labs. (Cathode-ray Tubes), Allen B. Du Mont Labs. (Television Transmitters), Allen B. Du Mont Labs. (Cathode-ray Instruments), Clifton, N. J.; Allen B. Du Mont Labs. (TV components), East Paterson, N. J.; Henry L. Crowley & Co. (Powdered Iron Cores and Steatite Parts), West Orange, N. J.; Industrial Instruments (Electrical Test Instruments), Jersey City, N. J.; Hudson Wire Company (Magnet and Bare Wires), Ossining, N. Y.; Technical Appliance Corp. (TV Antennas), Sherburne, N. Y.; Sealectro Corp. (Teflow Insulators and Terminals), New Rochelle, N. Y.

LEWIN, WILLIAMS & SAYLOR INCORPORATED

130 E. 59th St., New York 22, N. Y.
Phone: MUrray Hill 8-6200
President.....A. W. Lewin
Exec. V.-P. and Treasurer.....Sidney Matthew Weiss
Vice Pres. & Sec'y.....Max Green
Sr. Vice President.....Walter T. Pollock
Sr. Vice Presidents.....Alan Green, Julian P. Brodie
V.P., Art. Dir.....Donald Waterbury, Leslie M. Kay
V.P. in Chg. Radio-TV.....William Seth

Branch Office

Raymond-Commerce Bldg., Newark 2, N. J.
Phone: MI 3-3200
V.-P., Gen. Mgr.....Leonard Newsteder
Vice-President.....Richard N. Gulick

Radio Accounts: G. N. Coughlan Co., West Orange, N. J.; Costa Ice Cream Co., Woodbridge, N. J.; Taylor Reed Corp. (Spandy), Glenbrook, Conn.; Hercules Chem. Co., New York, N. Y.

TV Accounts: Costa Ice Cream Co., Woodbridge, N. J.; G. N. Coughlan Co. (Dehumidifier, Paint Brush Cleaner), West Orange, N. J.; Taylor Reed Corp. (Spandy), Glenbrook, Conn.; Jacoby-Bender, Woodside, L. I., New York.

SAVAGE-LEWIS, INC.

1807 Lyndale Ave. So., Minneapolis 5, Minn.
Phone: AT 6235
ABP—ANPA—ABC—AFA

Ch. of Board.....Addison Lewis
President.....Erle B. Savage, Jr.
Treasurer.....Harvey R. Kruse
Secretary.....Wm. A. Dobson
Radio and TV Dir.....Carroll E. Crawford
Research and Media Dir...Preston K. Covey
Prod. Manager.....William A. Harty
Copy Director.....Judd L. Meester
Vice Presidents.....Preston K. Covey, Robert L. Sturgis
Art Director.....John K. Henry
Radio-TV Director.....Carroll E. Crawford

Radio Accounts: G. W. Sugar (Sugar), Minneapolis, Minn.; Red Owl Stores (Groceries), Hopkins, Minn.; The Farmhand Co. (Farm Machinery), Hopkins, Minn.; Twin City Chevrolet Dealers (Automobiles), Minneapolis, Minn.

TV Accounts: Red Owl Stores (Groceries), Hopkins, Minn.; William A. Barnes (Food Products), Minneapolis, Minn.; The Dayton Co. (General Mdse., Minneapolis, Minn.; The Lavoris Co. (Mouthwash), Minneapolis, Minn.

LILLER, NEAL & BATTLE

810 Walton Bldg., Atlanta 3, Ga.
Phone: Cypress 6521
AAAA—ABC—ANPA—APA—ABP—AFA

Partner.....C. K. Liller
Partner.....William W. Neal
Radio-TV Director.....Sarah Williams
Account Executives.....J. K. Ottley, Jr., G. L. Watts, H. G. Axelberg, A. E. Sharp

Branch Office

270 Park Ave., N. Y. 17, N. Y.
Phone: PL 9-6120
Mgr. .....Robert Kane

701 Security Federal Bldg., Columbia, S. C.

Phone: 44458
Mgr. .....Caldwell Withers

Radio Accounts: National NuGrape Company (NuGrape and SunCrest), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Carling Brewing Co. (Black Label Beer), Southeast Div.; Georgia Peanut (Ravo), Moultrie, Ga.; Piedmont Airlines, Winston-Salem.

TV Accounts: H. W. Lay & Company (potato chips), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Carling Brewing Co. (Black Label Beer), Southeast Div.; Georgia Peanut Co. (Ravo), Moultrie, Ga.; Bank of Georgia, Atlanta; Trust Company of Georgia, Atlanta; W. D. Alexander (GE Products), Atlanta; Piedmont Airlines; H. G. Hastings (Feeds, Plants & Gardening), Brock Candy Co., Atlanta.

LIONEL & SIMONS, INC.

5444 Hollywood Blvd., Hollywood 27, Calif.
Phone: HOllywood 2-7429

President .....Lionel Fink
Vice President.....J. L. Simons
Sec'y-Treas. .....M. Fink
Art Director.....M. Gershgorin

Radio Accounts: Empire Furniture Co., Los Angeles, Calif.; Allied Furniture Co., Los Angeles, Calif.; Jack Joseph & Co. (Furniture), Santa Monica, Calif.; Hudson's Jewelers, Los Angeles.

TV Accounts: CalBilt Upholstering Prods., Los Angeles; Hudson's Jewelers, Los Angeles; Empire Furniture Co., Los Angeles; Allied Furniture Co., Los Angeles.

Estimated TV & Radio Billings: $175,000.

W. E. LONG CO.

188 W. Randolph St., Chicago 1, Ill.
Phone: RAndolph 6-4606
ABP—ANPA—NOAB

President.....E. E. Hanson
Vice-Pres. & Advtg. Dir.....Wm. Goodman
Vice-Pres. & Dir. of Sales.....J. A. Smith
Treasurer.....A. T. Downie
Secretary.....H. G. Mergener
Dir. of Radio & TV....Edward C. Fritz, Jr.
Asst. Dir.....David R. Hayes

Radio Accounts: Amrhein's Bakery, Inc., Springfield, Ill.; Atlanta Baking Co., Atlanta, Ga.; Mrs. Boehme's Bakery, San Angelo, Tex.; Bowman Baking Co., Albuquerque, N. M.; Borck & Stevens, Bridgeport, Conn.; Butter Krust Baking Co., Sunbury, Pa.; Carpenter Baking Co., Milwaukee, Wisc.; Cotton Bros. Baking Co., Alexandria, La.; Cross Baking Co., Montpelier, Vt.; Dietzen's Bakeries, Anderson, Ind.; Fisher Baking Co., Salt Lake City; Fluhrer Bakeries, Inc., Medford, Ore.; Fuchs Baking Co., So. Miami, Fla.; Gardner Baking Co., Madison, Wisc.; Gase Baking Co., Saginaw, Mich.; Gunzenhauser Bakery, Lancaster, Pa.; Haller's Eagle Bakery, Inc., Altoona, Pa.; Holsum Baking Co., Roswell, N. M.; Holsum Bakery, Ft. Wayne, Ind.; Holsum Bakers, Tampa, Fla.; Holsum Baking Co., Harlingen, Tex.; Ideal Baking Co., Tyler, Tex.; Jamestown Baking Co., Jamestown, N. Y.; Lee Baking Co., Victoria, Tex.; Master Baking Co., Mt. Vernon, Ill.; McGough Bakeries Corp., Birmingham, Ala.; Nickles Bakery, Navarre, Ohio.

TV Accounts: McGough Bakeries Corp., Birmingham; Carpenter Baking Co., Milwaukee; Fuchs Baking Co., So. Miami, Fla.; Old Homestead Bread Co., Denver, Colo.; Phoenix Holsum Bakery, Phoenix, Ariz.; Fisher Baking Co., Salt Lake City, Utah; Amrhein's Bakery, Springfield, Ill.; Nickles Bakery, Navarre, Ohio; Haller's Eagle Bakery, Altoona, Pa.; Nissen's Bakery, Portland, Me.; Cotton Bros. Baking Co., Baton Rouge, La.; Holsum Bakers, Tampa, Fla.; Shipley Bakery, Fort Smith, Ark.; Holsum Bakery, Fort Wayne, Ind.; Gunzenhauser Bakery, Lancaster, Pa.; Mrs. Boehme's Bakery, San Angelo, Texas.

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.
Phone: ANdover 3-1888
AAAA—ABP—ANPA—APA—ABC
NOAB—PPA

Chairman, Treas.....Earle Ludgin
President .....Vincent R. Bliss
Exec. V.P., Art Dir.....John H. Willmarth
V.P.'s, Acct. Execs...Montgomery McKinney, J. E. Chapman, George Rink, Ralph Whiting.
V.P., Time Media Dir.....Jane Daly

Radio Accounts: Rit Products Corp., The Best Foods, Inc., W. F. McLaughlin & Co.

TV Accounts: Jules Montenier, Inc., The Best Foods, Inc., W. F. McLaughlin & Co., Rit Products Corp., (All Purpose Rit), New York, N. Y.

LYNN ORGANIZATION

15 S. Franklin St., Wilkes-Barre, Pa.
Phone: VAlley 2-7182-3
ABP—ANPA

Owner, Acct. Exec.....S. C. B. Lynn
Radio-TV &
Media Dir.....W. P. McLauchlin

Branch Office

51 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-4048

Radio Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.

TV Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.

W. D. LYON COMPANY

303 Second Ave., Cedar Rapids, Iowa
Phone: 4-2451
AAAA—ABP—ANPA—APA—NOAB
NBPA—PPA

President.....W. D. Lyon
Vice President.....R. B. Creswell
Acct. Execs.....R. P. Zirbel, R. H. Schubert
Media Dir.....R. P. Ames
Radio & Time Buyer.....Eileen Burns

Branch Office

373 Orpheum Electric Bldg., Sioux City, Ia.
Phone: 8-5545

Manager.....H. Don Carlos
Acct. Exec.....Louis G. Roley

Radio Accounts: Century Engineering Corp., Heating Div.; Cedar Rapids, Iowa; Collins Radio Co. (Electronic Equip.) Cedar Rapids, Iowa; Crescent Electric Sup. (Appl. Wholesaler), Dubuque, Iowa; Mississippi Valley Grain & Feed Co. (Kent Feeds), Muscatine, Iowa; Potosi Brewing Co., Potosi, Wis.; Rockford Brick & Tile Co. (Tile Products), Rockford, Iowa; United-Hagie Hybrids, Inc. (Hybrid Seed Corn), Des Moines, Iowa; Slagle Lumber Co., Alton, Iowa; Wells Blue Bunny (Ice Cream), Sioux City, Iowa.

TV Accounts: Cownie Willeges (Furs), Sioux City, Iowa; Johnson Biscuit Co. (Cookies), Sioux City, Iowa; Tolerton & Warfield Co. (Food Line), Sioux City, Iowa; Home Town Dairies (Dairy Products), Iowa City, Iowa; Iowa Dairy Industry Commission, Des Moines, Iowa; The Killian Co. (Clothing), Cedar Rapids, Iowa; Turner Mortuary, Cedar Rapids, Iowa; Whink Products, Inc., Eldora, Iowa.

MacFARLAND, AVEYARD & CO.

333 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-9360
ANPA—ABP—AAAA

Chairman .....Hays McFarland
President.....A. E. Aveyard
Exec. V.P., Gen. Mgr.....Allen B. Dicus
V.P., Copy Chief.....G. F. Drake
Vice-Pres.....W. C. Power, David W. Stotter
V.P., Art Dir.....Rom. Z. Rigotti
Research Director.....Robert Allrich
Media Director.....A. S. Trude, Jr.
Radio-TV Dir.....J. C. Shelby
Prod. Mgr.....W. E. Christopher

Radio Accounts: Stewart-Warner Corp., Alemite Corp., Chicago, Ill.; Drewrys Ltd., U. S. A., Inc. (Beer); Heidelberg Brewing Co.

TV Accounts: Drewrys Ltd., U. S. A., Inc. (Beer & Ale), South Bend, Ind.; Stewart-Warner Corp., Alemite Division, Chicago, Ill.; Heidelberg Brewing Co. (Beer & Ale), Tacoma; Standard Knitting Mills (Healthknit), Knoxville.

MacLAREN ADVERTISING CO. LTD.

111 Richmond St., West, Toronto, Ontario
Phone: EMpire 4-0321

President.....E. V. Rechnitzer
Sr. V.P., Mng. Dir.....James Ferres
Vice Presidents.....C. E. Brown, F. P. Gill, W. F. Harrison, Scott Stockwell
Treas. & Dir.....M. D. MacMahon
Mgr. Media.....D. C. Linton
Mgr. Creative.....G. G. Sinclair
Mgr. Radio-TV.....F. Hugh Horler
Asst. Mgrs.....G. M. Elliott, H. E. Hough
Time Buyer.....Mary Moran
Traffic Mgr.....Kay Dale
TV Film.....W. O. Crampton

Branch Offices

410 Dominion Sq. Bldg., Montreal, Quebec
Phone: UNiversity 6-9751

Vice Pres.....F. P. Gill

911 Electric Railway Chambers
Winnipeg, Manitoba
PHone: 92-6321

Manager.....E. P. Thomson

1240 West Pender St., Vancouver, B. C.
Phone: Marine 6268

Manager.....W. D. M. Patterson

Journal Bldg., 237 Queen St., Ottawa, Ont.
Phone: 5-4301

Vice Pres.....W. F. Harrison

Radio & TV Accounts: Aluminum Goods Ltd., Bank of Canada, British & American Motors (Canada) Ltd., Broadhurst Lee Co., Ltd., Bulova Watch Co., Canada Dry Limited, Canada Paint Co., Ltd., Canadian Bank of Commerce, Canadian General Electric Co., Canadian Red Cross, Capilano Brewery, Ltd., Christie Brown Ltd., Dept. of National Defence, Dominion Rubber Co. Ltd., General Motors of Canada, H. J. Heinz Co. of Canada, Ltd., Home Oil Distributors, Imperial Oil Ltd., Javex Co., Ltd., Lake of the Woods Milling Co., Lever Brothers Ltd., W. H. Malkin & Co., Ltd., Martin-Senour Co., Ltd., Mutual Life Assurance Co. of Canada, Nabisco Foods Ltd., Nalley's Ltd., O'Cedar Co. of Canada, Sherwin Williams Co. of Canada Ltd., Standard Brands Ltd., Tuckett Ltd., Henry K. Wampole & Co., Ltd., Zero Manufacturing Co., Ltd.

MacMANUS, JOHN & ADAMS, INC.

Bloomfield Hills, Mich.
Phone: MIdwest 6-1000
ANPA—AAAA—ABC—NOAB—PPA
AFA

Chairman.....James R. Adams
President.....Ernest A. Jones
Oper. Comm. Hd.....John R. MacManus
V.P., Asst. to Chmn.....Frank T. Skinner
Vice Presidents.....Charles F. Adams, Robert L. Garrison, Armin Seiffert, William J. Whiting
Secy., Sr. Financial Officer.Leo A. Hillebrand
General Manager.....Fred J. Hatch
Asst. to Pres.....Harvey G. Luce
V.P., Media Dir.....Elmer W. Froehlich
Radio Time Buyer.....C. N. Campbell
V.P., Dir. of TV.....Henry G. Fownes, Jr.
V.P., Dir. of Art.....Glenn J. Frost

Branch Office

444 Madison Ave., New York, N. Y.
Phone: PL 9-3221

Vice Pres.....Henry G. Fownes, Jr.

1010 St. Paul St., Baltimore 2, Md.

Phone: LE 1557
Manager.....Charles H. Howson
1517 Alfred I. duPont Bldg., Miami, Fla.
Phone: 82-4485
Vice Pres.....Kenyon M. Lee
6399 Wilshire Blvd., Los Angeles 48, Calif.
Phone: WE 3-9569
Manager.....Jack R. Holmes
737 N. Michigan Ave., Chicago 11, Ill.
Phone: SU 7-6334
Manager.....Raymond M. Neyhart
MacManus, John & Adams, of Canada, Ltd.
600 University Ave., Toronto 2, Ont.
Phone: EM 8-8317
Manager.....Leslie S. McMahon

Radio Accounts: Pontiac Motor Division, Pontiac, Mich.; Cadillac Motor Division, Dearborn, Mich.; Ferry-Morse Seed Co., Detroit, Mich.; Dow Chemical Co., Midland, Mich.; Gerrity-Michigan Corp., Adrian, Mich.; Cumberland Brewing Co., Cumberland, Md.; E. F. Drew Co., New York, N. Y.

TV Accounts: Pontiac Motor Div., Pontiac, Mich.; Cadillac Motor Car Div., Detroit, Mich.; Ferry-Morse Seed Co., Detroit, Mich.; Dow Chemical Co., Midland, Mich.; Cumberland Brewing Co., Cumberland, Md.; E. F. Drew Co., New York, N. Y.

Estimated Radio & TV Billings: $8,600,000.00.

DAVID J. MAHONEY, INC.

261 Madison Ave., New York 16, N. Y.
Phone: OX 7-0480
President, Treas.....David J. Mahoney
Exec. Vice Pres.....George C. Neumann
Vice Pres., Acct. Exec...Cal J. McCarthy, Jr.
Vice Pres., Creative Dir....David B. McCall
Sec., Personnel Dir.....Winifred J. Kemp
Media Director,
Time Buyer.....Roger C. Bumstead
Art Director.....Alexander Tosca
Production Manager.....John O. Doern
Research Director.....Harriet Hengge
Comptroller .....John Harrison

Branch Office
5604½ Hollywood Blvd., Hollywood, Calif.
Phone HO 3-6979
Manager .....George Laws

Radio Accounts: Garrett & Co. (Virginia Dare Wines), New York City; White Rock Corporation (White Rock Beverages), Brooklyn, N. Y.; Good Humor Corp. (Ice Creams), New York City; S. B. Thomas, Inc. (Thomas' Specialty Baked Pdts.), New York City; S. A. Schonbrunn & Co. (Medaglia D'Oro Coffee), New York, N. Y.; Ceribelli & Co. (Brioschi Anti-Acid), Fairlawn, N. J.; Rembrandt Tobacco Corp. (Regent Cigarettes), Brightwaters, N. Y.; John Hudson Moore Div. (Sportsman's Grooming Essentials), New York, N. Y.

TV Accounts: White Rock Corporation (White Rock Carbonated Beverages), New York, N. Y.; Good Humor Corporation (Frozen Desserts), New York, N. Y.; Noxzema Chemical Co. (Shaving Products), Baltimore, Md.; S. B. Thomas, Inc. (Specialty Baked Pdts.), New York, N. Y.

MALCOLM-HOWARD ADV. AGENCY

203 N. Wabash, Chicago 1, Ill.
Phone: Andover 3-0022
ABP—ANPA—PPA
Owner.....Arthur M. Holland
Art Director.....Arthur Anderle
Copy Chief.....William Bent
Radio-Time Buyer.....Evelyn Burke
Publicity Director.....Eric Kruh
Radio-TV Dept.....Alden Richman, Dale Kocinik

Radio Accounts: Hollands (jewelry), Chicago; Roller Derby, N. Y. C.

TV Accounts: Ambrosia Brewing, Chicago; Harry Alter Co. (Crosley appl.), Chicago; Courtesy Motors, Chicago; Mages Sporting Goods, Chicago; Leo Rose Co. (clothing), Chicago; Rubin's (apparel), Chicago; Holland, Inc. (jewelry), Chicago; Associated Hospital Service, Chicago; Roller Derby, Chicago; Sun-Times (newspaper), Chicago; Stiffel Lamp Co., Chicago.

J. GORDON MANCHESTER, ADVERTISING, INC.

1726 Pennsylvania Ave., N.W.,
Washington, D. C.
Phone: ME 8-0060
President.....J. G. Manchester
Vice Pres., Art Dir.....Richard P. Ehst
Radio-TV Dir.....Richard T. Williams
Pres. Asst.....Murray A. Piatok

Radio Accounts: American Sta-Dri Co. (Paint), Brentwood, Md.; Rockingham Poultry Marketing Coop., Inc., Broadway, Va.; Safeway Stores, Inc. (Groceries), Washington, D. C.; C. F. Sauer Co. (Mayonnaise, Spices), Richmond, Va.; Woodfield Fish & Oyster Co., Galesville, Md.

TV Accounts: American Sta-Dri Co. (Masonry Paint), Brentwood, Md.; Rockingham Poultry Marketing Coop., Inc., (Poultry, Dog Food), Broadway, Va.; Capitol Frito Co., Bethesda, Md.; W. S. Pope & Sons, (Cheese), Philadelphia, Pa.; National Fruit Product Co., Inc., (Applesauce), Winchester, Va.; Safeway Stores, Inc. (Groceries), Washington, D. C.; C. F. Sauer Co. (Mayonnaise), Richmond, Va.; Woodfield Fish & Oyster Co., Galesville, Md.

MANHATTAN ADVERTISING AGENCY

515 Madison Ave., New York 22, N. Y.
Phone: MU 8-8135
Partners.....John M. A. Muller, Maria Muller Sismondo

Accounts: Bisleri Co. Inc.; Charles Krug; Locatelli Inc.; Motta, Inc.; Ossola, J. & Co.; Riverbank Wine Co. Inc.

MARKS-AIKEN COMPANY, INC.

33 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3885
ABP
Pres. & Treas., Copy Chief..Lawrence Marks
V.P. & Secy., Media Dir....Sigmund C. Aiken

Production Mgr.....Ira Bernstien
Art Directors.....Marvin Macnow,

ROBERT M. MARKS & COMPANY, INC.

32 East 57th St., New York 22, N. Y.
Phone: PLaza 3-5924
ABP—ANPA

Pres. & Secy.....Robert M. Marks
Media Dir.....D. Scherer
Prod. Mgr.....A. P. Lawsky
Art Dir.....Jerome Kauffman
Radio-TV Cons.....Sidney Walton
Research Dir.....Werner Lob
Pub. & P. R. Cons.....Arthur Pine

Radio Accounts: Peerless Products Co. (Hair Preparations), Jersey City, N. J.; National Shirt Shops, Inc. (Men's Furnishings Chain), N. Y., N. Y.

TV Accounts: Swank, Inc., (Men's Jewelry and Accessories), N. Y., N. Y.

J. M. MATHES, INC.

260 Madison Ave., New York 16, N. Y.
Phone: LExington 2-7450
ABP—ANPA—APA—PPA—ABC

President.....J. M. Mathes
Treasurer.....A. E. Cox
Secretary.....Carle E. Rollins
Vice-Pres. & Dirs.....Wilfred S. King, W. T. Okie, Lester J. Loh, O. L. Tinklepaugh, Jan Meyer
Vice Presidents.....Thomas McCauley, David Gibson, Harvey Rohde, William Brayton, James Sawyer
Director of Radio & TV.....Read H. Wight
V.P., Publ. Dir.....Arthur Monroe
V.P., Media Dir.....Douglas Hathaway

Radio Accounts: Pure Food Co., Inc. (Herb-Ox Boullion Cubes-Westchester Chicken), Mamaroneck, N. Y.; Canada Dry Ginger Ale, Inc., N. Y. C.; Brown Co. (Paper Products), Berlin, N. H.

TV Accounts: Houbigant Sales Corp. (Body Tone), N. Y. C.; Northam Warren Corporation (Cutex, Odo-Ro-No), Stamford. Conn.; Luden's, Inc. (Fifth Avenue Candy Bar, Cough Drops), Reading, Pa.; Canada Dry Ginger Ale, Inc., N. Y. C.; International Tel. & Tel., Emmental Cheese Corp. (Swissette Gruyere Cheese), N. Y., N. Y.

MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.
Phone: BRoadway 6-7181
ABP—ANPA—AFA—NOAB

President.....C. A. Mathisson
Vice-Pres.....Edward G. Ball
Bdcst. Media Dir.....J. E. Severson
Time Buyer.....Robert Geary
Exec. Adm.....Walt E. Krueger
Sec.-Treas.....Ralph W. Henkel

Branch Offices

1065 International Bldg., Rockefeller Center, New York City
Phone: PLaza 7-2061
Chief Exec.....Ed Hinkle

1127 Wilshire Blvd., L. A., Calif.
Phone: MU 2482
Chief Exec.....Charles Smith

Radio & TV Accounts: Miller Brewing Co., Clark Oil & Refining Corp., John Oster Mfg. Co., all Milwaukee.

JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.
Phone: GAspee 1-4456-4457
ABP—ANPA

President.....Joseph M. Finkle
Vice-Pres.-Treas.....Archie M. Finkle
Radio Director.....Elena Gemma
Production Mgr.....Dorothy M. Barry
Radio, TV Time Buyer.....Joseph M. Finkle

MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.
Phone: LOrain 7-5710
ANPA—APA—PPA—ABC—NOAB—TAB
CCA

President.....Lou R. Maxon
Vice-President .....Searle Hendee
Treasurer.....W. I. O'Neil
Secretary.....G. Reginald McKiel
Radio & TV Dir.....E. Wilhelm

Branch Offices

12 E. 53rd St., New York 22, N. Y.
Phone: PLaza 9-7676
Vice-Pres., Gen. Mgr.....M. F. Mahoney

664 N. Rush, Chicago 11, Ill.
Phone: WHitehall 4-1676
Vice President.....L. J. Sholty

Radio and TV Accounts: Gillette Safety Razor Co., Boston, Mass.; Mohawk Carpet Mills, Inc., Amsterdam, N. Y.; H. J. Heinz Company (canned foods), Pittsburgh, Pa.; General Electric Co. (radio & television sets), Syracuse, N. Y.; Hotpoint, Inc. (appliances), Chicago, Ill.; Pfeiffer Brewing Co., Detroit, Mich.

MAYERS CO., INC.

2301 W. Third St., Los Angeles 57, Calif.
Phone: DUnkirk 8-2111
ABP—APA—NOAB—PPA—ANPA

President .....Henry Mayers
Vice-President .....Robert Davis
Treasurer .....Sophie Mayers
Production .....Larry Lewin
Media Dir., Time Buyer.....Beth Broberg
V.P., Sec., Radio-TV Dir..Donald C. Johnson

Radio Accounts: Pennzoil Co. (Oil & Lubricants), Sears Roebuck & Co. (Retail Department Store), Los Angeles, Calif.; Bandini Fertilizer Co., Glendale Federal Savings & Loan Association, Hoffman Candy Co.

TV Accounts: Sears Roebuck & Co. (Retail Department Store); Hoffman Candy Co.; Pennzoil Co., Bandini Fertilizer Co., Case-Swayne, Southern Calif. Edison Co.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone: JUdson 6-3400
AAAA—ABP—ANPA—APA—NOAB—PPA

Chairman of Board.....H. K. McCann
Vice Chm. & Chm. of Exec. Comm.....Harrison Atwood
President.....Marion Harper, Jr.

Exec. Vice Pres.....Emerson Foote
Sr. Vice Pres.....C. A. Posey
Sr. Vice Pres. & Creative Dir.....John H. Tinker, Jr.
V.P. chg. Radio-TV.....George Haight
V.P.'s, Assoc. Radio-TV Dirs....Lansing Lindquist, Ted Bergmann Peter A. Caxallo, Jr.
Vice Pres. & Treas.....Wilbert G. Stilson
Vice Pres. & Compt.....Dixon R. Griswold
Secretary.....Kathryn H. Kelly
Asst. Secy.....Marjorie B. Middlebrook
Vice Presidents (N. Y.).....Frederick Anderson, Karl A. Brautigam, William J. Breen, Donald G. Calhoun, Roland H. Cramer, Sidney W. Dean, Jr., J. L. Deane, G. B. Dearnley, Leonard F. Erikson, J. J. Flanagan, H. L. Grafer, Walker R. Graham, Alberta Hays, Farish A. Jenkins, Daniel W. Keefe, Arthur J. Kemp, Alton Ketchum, Ralph B. Koser, Thomas P. Losee, Hugh A. Mitchell, Florence A. Richards, Alfred J. Roby, Jr., Margot Sherman, A. A. Sommer, Wells W. Spence, R. E. Thompson, G. Lester Williams, Jr., E. F. Wilson, Fred M. Zeder, Jr., Victor M. Ratner, Thomas H. Batman, W. Howard Chase, C. Terence Clyne, John F. McClure, H. C. Marschalk, Neal Gilliatt, Harry McMahan, S. L. Meulendyke, Edward B. Noakes, D. A. Packard, George B. Park, Hendrik Booraem, Jr., Dorothy B. McCann
Staff V.P., Planning & Dev...Anthony Hyde
V.P., Mgr., N. Y. Office...Rudyard C. McKee
V.P., Research Dir....Donald Armstrong, Jr.
V.P., Chg. Media.....William C. Dekker

Branch Offices

200 Berkeley St., Boston 16, Mass.
Phone: LIberty 2-7382
Vice Pres.-Mgr.....Watson M. Gordon

335 Euclid Ave., Cleveland 14, Ohio
Vice Pres.-Mgr.....Robert W. Dailey
Vice Pres.....Myron C. McDonald

647 Griswold St., Detroit 26, Mich.
Vice-President .....Richard Farricker
Vice President.....R. K. Edmonds

900 Lovett Blvd., Houston 6, Texas
Vice Pres. Mgr.....Joseph B. Wilkinson
Vice Pres.....Kern Tips

2006 Bryan St., Dallas 1, Texas
Manager .....Bill Sansing

318 S. Michigan Ave., Chicago 4, Ill.
V.P.-Mgr. Midwestern Operations.....William E. Berchtold
Vice-Presidents.....Robert J. Brewster, Frederick O. Britton, Sidney A. Wells, William Kinnaird, Howard A. Heller, Walter C. Krause, Peter G. Peterson, Chester L. Posey, A. W. Sherer, James G. Sherman

1410 Heyburn Bldg., Louisville 2, Ky.
Manager.....J. Mac Wynn

114 Sansome St., San Francisco 4, Calif.
Sr. V.P.-Mgr. West. Oper.....H. Q. Hawes
Vice-Presidents.....John M. Bridgman, Albert J. Camille, Roswell H. Cochran, Joseph R. Fox, Burton C. Granicher, Clarence Hestorff, Frederick H. McCrea, Phipps L. Rasmussen

3440 Wilshire Blvd., Los Angeles 5, Calif.
V.P.-Mgr.....Burt Cochran
V.P.....J. Neil Reagan

310 Public Service Bldg., Portland 4, Ore.
Manager.....T. N. Tracy

International Division
642 Fifth Ave., New York 19, N. Y.
Phone: JU 6-3400
President.....Frank K. White

Radio Accounts: Advertising Committee of the Norwegian Canning Industry, American Safety Razor Corp., American Trust Co., California Packing Corporation (Del Monte), California Spray Chemical Corp., California Wine Association, Chesebrough-Pond's, Inc., Chrysler Division, Cowles Magazines, Inc., Esso Standard Oil Co., Gray Drug Stores, Inc., Bulova Watch Company, Hampden Brewing Co., Lemon Products Advisory Board, Lucky Lager Brewing Company, Manufacturers Trust Company, Milk Foundation, Inc., Milnot Company, National Biscuit Company, Ohio Bell Telephone Co., Pacific Power & Light Co., Seeck & Kade, Inc., S.O.S. Company, Southern California & Southern Counties Gas Companies, Standard Oil Company (Ohio), Stegmaier Brewing Co., Swift & Company, Nestle Co. (Quik, Ever Ready Sweet Milk Cocoa, Semi-Sweet Morsels, Cookie Mix, Gravey Mix, White Sauce Mix), Mennen Co. (Foam Shave Afta Shave), Lehn & Fink (Lysol & Dorothy Gray Cosmetics.

TV Accounts: Advertising Committee of the Norwegian Canning Industry, American Safety Razor Corp., American Trust Co., Bell Brand Foods Ltd., California Spray Chemical Corp., California Wine Association, Chesebrough Mfg. Co., Chrysler Corp., Chrysler Division, Cowles Magazines, Inc., Derby Foods, Inc., Gray Drug Stores, Inc., Leisey Brewing Company, Lincoln Bank & Trust Co., Lucky Lager Brewing Company, National City Bank of Cleveland, Ohio Bell Telephone Company, Owens-Corning Fiberglas Corp., Pacific Coast Borax Co., Pacific Power & Light Co., Seeck & Kade, Inc., S.O.S. Company, Southern California & Southern Counties Gas Companies, Standard Oil Company (Ohio), Stegmaier Brewing Co., Swift & Company, Westinghouse Electric Corporation, Nestle Co. (Quik, Ever Ready Sweet Milk Cocoa, Semi-Sweet Morsels, Cookie Mix, Gravey Mix, White Sauce Mix), Mennen Co. (Foam Shave, Afta Shave), Lehn & Fink (Lysol & Dorothy Gray Cosmetics, Nat'l Biscuit Co.).

MARSCHALK & PRATT CO.

(A Division of McCann Erickson)
535 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-2022
ABP—ANPA—APA—PPA—ABC—AAAA
NOAB

Chairman.....H. C. Marschalk
President.....S. L. Meulendyke
Senior Vice President.....S. H. Giellerup
Vice Presidents.....R. H. Jones, Curt A. Peterson, Wm. C. Munro, Russ Johnston, W. G. Cloutier

Radio Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.; International Nickel Co. Inc.

TV Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.; Standard Oil Co. (N. J.); Nat'l Lead Co.

WALTER McCREERY, INC.

9344 Wilshire Blvd., Beverly Hills, Calif.
Phone: CRestview 5-5533
AAAA—ANPA—APA—PPA

Chm. Bd. & Pres.....Walter K. McCreery
Radio-TV Dir.....Howard Flynn
Publicity Dir.....Tommy Thompson
Radio Time Buyer.....Virginia White

Radio-TV Accounts: Harris & Frank (retail clothing), Los Angeles; Holiday On Ice, N. Y. C.; Ice Follies, Los Angeles; Murphy Oldsmobile, Los Angeles; Palm Desert Corp. (resort & real estate), Pan Pacific Aud, Los Angeles; So. Calif. Muffler Co. (exhaust systems), Los Angeles; San Fernando Valley Times, No. Hollywood.

J. ROBERT MENDTE, INC.

317 South 16th St., Philadelphia 2, Pa.
Phone: KIngsley 6-1130
ABP—APA—PPA

President.....J. Robert Mendte
Vice Pres.....J. W. Holland
Treas.....N. L. Hughes
Prod. Mgr.....J. E. Spillane
Acct. Exec.....Ronald Kincaid

Accounts: Atlantic Syrup Refining Corp.; Bangor & Aroostock Railroad; Brinton, H., Co.; Delta File Works; Ells Poultry Products, Inc.; Industrial Transmission Co.; Lehigh Spinning Co.; Lescaboura Mushroom Corp.; Plumb, Fayette R., Inc.; Pocono Mountain Inn; Radio Inventions Inc.; Riverview Beach Park; Smith Davis Corp., The; Town Toast Co.; Universal Dye Works; Venice Maid Co., Inc.; Wilson Line Inc.

GEORGE T. METCALF, COMPANY

31 Canal St., Providence 3, R. I.
Phone: UN 1-2634
ABP

Pres., Treas.....George T. Metcalf
Exec. V.P.....Walter Hyland
Exec. Secy. & Gen. Mgr.....She don Spencer
Prod. Mgr.....Allan Campbell
Art Dir.....David Bond
Copy Chief.....Frank Jones
Acct. Exec.....Robert O. Meehan, J. T. Metcalf, Jr.
Media Director.....George T. Metcalf
Radio & TV Director.....Robert O. Meehan

Accounts: The James Hanley Co. (Beer & Ale), Providence, R. I.; Taunton Municipal Lighting Plant (Electricity), Taunton, Mass.; Arnold-Hoffman & Co.; Ashworth Bros., Inc.; Babbitt Steam Specialty Co.; Bently Knitting Machinery Organization, Inc.; Circular Tool Co.; Coated Textile Mills; Cold Spring Bleachery; Coto-Coll Co.; Cotrell Paper Co.; Cumberland Engineering Co.; Dixon Corp.; Eppley Laboratory, Inc.; Foster Machine Co.; Franklin Process Co.; Hero Mfg. Co.; Hobbs Mfg. Co.; Machinists Nat. Bank; Marshall & Williams Corp.; Martin-Copeland Co.; Metro-Atlantic, Inc.; Mount Hope Machinery Co.; Phalo Plastics Corp.; Premier Thread Co.; Reliance Molded Plastics, Inc.; Riggs & Lombard, Inc.; Robbins Co.; Sargeant & Wilbur, Inc.; Sentry Co.; Synthetic Yarns, Inc.; Taunton Municipal Lighting Plant; Technic Inc.; United Wire & Supply Corp.; Universal Converting Corp.; Wardell Braiding Machine Co.; WJAR-TV, Providence; Wood, J. W. Elastic Web Co.

TV Accounts: The Halco Corp. (Seal-A-Tube); James Hanley Co. (Export Beer & Hanley Ale), both Providence, R. I.

Estimated Radio & TV Accounts: $32,600.00

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 11, Ill.
Phone: DElaware 7-7860
ANPA—PPA—AAAA—NOAB—APA

President.....Arthur E. Meyerhoff
Production Manager.....L. F. Schenkenberg
Dir. of Radio & TV.....S. L. Novy
Radio Time Buyer.....Evelyn Vanderploeg
Space Buyer.....Mary Hauser
Copy Chief.....M. E. Chon

Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.
Phone: BRoadway 1-3144

Manager .....George Grabin

Radio Accounts: Chicago National League Ball Club, Illinois Meat Company, Wisconsin & Michigan SS Co., Wm. Wrigley Jr. Company, Patricia Stevens Models' Finishing School, Chicago Transit Authority.

DAN B. MINER CO.

304 S. Kingsley Drive, Los Angeles 5, Calif.
Phone: DUnkirk 8-3301
AAAA—ABP—ANPA—ABC

Chairman of the Board.....Dan B. Miner
President.....J. C. Morse
Vice-Presidents.....I. M. Greer, Hildred Sanders, Richard Glover, Andrew Carpenter, Arthur Trask
Secretary-Treasurer.....M. R. Sweeney
V.P. in Chg. Radio & TV....Hildred Sanders
Asst. Radio & TV Dir...Albert B. Buffington
Time Buyer.....Kay Ostrander

Radio & TV Accounts: American Beauty Macaroni; Buick Dealers Association; Bu-Tay Products, Ltd. (Rain Drops, George, Diaper Sweet); Carson Park Mutual Homes; Freeman's Certi-Fresh Foods (Fish); Thrifty Drug Stores, Inc. (Drug Store Chain); Clifton's Cafeterias; Green Spot, Inc. (Orange Drink); Interstate Bakeries Corp. (Bread); Von's Grocery Co. (Supermarket); Kerr Glass Corp., (Canning Equipment); Santa Fe Vintage (Wines); Luer Packing Co. (Meats); Mytinger & Casselberry (Nutrilite), all Los Angeles, Calif.

EMIL MOGUL CO., INC.

250 W. 57th St., New York 19, N. Y.
Phone: JU 2-5200
ABP—ANPA—PPA

Bd. Chrmn., President.....Emil Mogul
Secretary-Treasurer .....Helene Mogul
Exec. Vice-Pres.....Charles L. Rothschild
Vice President.....Nat Wildman
Vice-Presidents.....Seth D. Tobias.

Myron A. Mahler, Rino Negri, Milton Guttenplan, Bill Jacoby, Richard Lockman
Production Manager.....Al Mauro
Controller.....Norman N. Cohen
Media & Research Dir.....Joel Martin
Space Buyer.....Ronald Friedwald
Dir. Marketing & Mdche.....Jules Lennard
Bus. Mgr., Radio-TV.....Leslie Dunier
Radio-TV—Prod., Dir.....Nat Eisenberg

Radio Accounts: Barney's Clothes (Men's & Boys' Clothing), Gem Oil, Brooklyn, N. Y.; Canadian Fur Corp. (Women's Furs), New York; Ronzoni Macaroni Co., Long Island City, N. Y.; National Shoes (Children's, Women's & Men's Shoes); Knomark Mfg. Co. (Esquire Boot Polish), Brooklyn, N. Y.; Stone-Tarlow Co., Inc. (Shoes), Brockton, Mass.; Rayco Mfg. Co. (Auto Seat Covers), Paterson, N. J.; Kobrand Corp. (Imported Wines & Liquors), N. Y.; Laconia Shoe Co., Inc. (Shoes), Laconia, N. H.; Gradiaz-Annis & Co. (Mfrs. of Cigars), Tampa, Fla.

CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, O.
Phone: PArkway 1178
ABP—ANPA

President, Treas.....Chester C. Moreland
Secretary.....Walter H. Strauss
Vice-President.....Carl H. Press
Vice-President.....B. L. Schurman

Radio Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Thomas Foods, Inc.

TV Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Thomas Foods, Inc., Adam Wuest, Inc.

MOREY, HUMM & JOHNSTONE, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: LO 4-2240
9 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-8060
ABP—ANPA—APA—AAAA—PPA
NBP—NOAB

President.....Sylvester M. Morey
Exec. Vice-Pres.....Llewellyn B. Van Doren
V.P. & Mgr. Utility & Home Appliance Dept.....Albert W. Humm
V.P., Chmn. Plans Brd.....J. R. Warwick
V.P., Acct. Exec.....Stanley F. Ellsworth
V.P. & Art Dir.....William G. Sutton
Vice-Pres. & Merch. Dir....Walter J. Andree
V.P. Chg. Fashion.....Muriel Johnstone
V.P.....Janet Chatfield-Taylor
Radio & TV Dir.....W. L. Wernicke
Radio Time Buyer.....Kathryn Shanahan
Vice-President .....Janet Chatfield-Taylor
Research Dir.....Dr. Howard D. Hadley
Secy.-Treas.....William G. Carmody
Asst. to Pres.....David J. Wasko
Media Director.....Frank B. McElmoyl
Copy Chief.....Fred C. Maine
Dir. of Public Rel. Publicity .....Warren Cox
Director of Marketing..Frank J. McCullough
Production Manager.....Edward H. Blohm

Radio Accounts: Sinclair Refining Co., Richfield Oil Corp. of N. Y.

TV Accounts: Sinclair Refining Co., New York, N. Y.; Gen. Dynamics Corp.

RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 3-4194
ANPA

President.....Raymond R. Morgan
Exec. Vice-Pres.....Robert C. Temple
Chrm. of Board.....Sherman K. Ellis
Vice-Presidents.....Porter F. Anderson, J. Paul McKinney
Radio-TV Dir.....Ted Bliss
Time Buyer.....Terri Brady

Branch Office
260 California St., San Francisco 11, Calif.
Phone: DOuglas 2-6073

Manager.....Porter Anderson
Palmolive Bldg., Chicago 11, Ill.
President.....Clyde M. Joice

Radio & TV Accounts: Planters Nut Choc. Co., J. A. Folger & Co., White King Soap Co., (White King Granulated Soap); Nehi Beverage Co., Victory Packing Co. (Thoro Fed, Kal Kal dog food); Hollywood Stars Baseball Team.

MORSE INTERNATIONAL, INC.

122 E. 42nd St., New York 17, N. Y.
Phone: OXford 7-2100

Chairman of the Board.....A. T. Preyer
President .....J. Patterson
Exec. Vice-Pres. & Treas.....M. F. House
Mgr. Media Dir.....O. E. Christy
Radio, TV Time Buyer.....R. McArdle
Export Media Mgr.....Aurora Blando
Dir. of Radio-TV Prod.....L. Waddington
Group Prod. Mgrs.....W. W. Williams, C. Wright, D. Wheatley
Sr. Art Director.....E. P. Ellis
Group Art Directors.....P. Zangas, J. Caruso, R. Urias
Art Studio Dir.....C. Scimecca
Account Executives.....Reg Coghlan, E. R. Korth, F. Neumeister, E. J. Rowland, Rolt Smith

Radio and TV Accounts: Vick Chemical Co. (Vick Products), The Sofskin Co. (Sofskin Hand Cream), Prince Matchabelli, Inc. Alfred D. McKelvy Co. (Seaforth Men's Toiletries).

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
Phone: 3-7544

Pres. & Treas.....Arthur S. Cotins
Asst. to President.....Robert MacFarland
Vice-President.....L. B. Reigler
Secretary.....Mrs. Mildred S. Benson
V.P. & Art Dir...A. Montgomery Huntington
Sp. Buyer & Research Dir..Miss L. B. Mang
Asst. Sp. Buyer..Miss Christine H. Van Dyke
Asst. Research Dir.....Mrs. Pearl A. Curtis
Production Manager.....Fred Michel
Merchandising Director....R. Del Dunning
Account Executives.....Arthur S. Cotins, L. B. Reigler, Geo. P. Hodges, Robert F. MacFarland, Harry T. Duffy, Wm. McCarthy.

Radio Accounts: Mohawk Valley Investing Co., Utica, N. Y.; Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.

TV Accounts: General Ice Cream Corporation (Sealtest Ice Cream), Utica, N. Y.; Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.; Honey Butter Products Corp. (Honey-Butter), Ithaca, N. Y.

MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7377
ABC—ABP—ANPA—PPA

President.....Joseph H. Moss
Art Director.....Sidney Fischer
Copy Chief.....Gerald H. Bruce
Media Director.....Marian Rand
Radio & TV Dir.....Betty Math

C. WENDEL MUENCH & COMPANY

75 E. Wacker Drive, Chicago 1, Ill.
Phone: FInancial 6-3481
ABP—ANPA

President.....C. W. Muench
General Manager.....W. O. Yocum
Media Director.....Victor Fabian
Dir. of Merch.....Robert E. Moore
Sales Prom. Mgr.....Harold M. Shover
Production Mgr.....William G. Fisher
Account Executives.....Lawrence M. Bell, Charles T. Kerrigan

Branch Office
2102 Jackson, Dallas 1, Texas
Phone: RAndolph 2554

Manager .....Orville McDonald

Radio Accounts: Freshrap Div., Badger Paper Mills, Inc. (Waxed Paper), Peshtigo, Wis.; Balentine Packing Co. (Meat Products), Greenville, S. C.; Bosch Brewing Co., Houghton, Mich.; Consolidated Foods Corp., Chicago, Ill.; Doyle, Inc. (Dog Food), Chicago; L. C. Forman & Sons (Condiments), Pittsford, N. Y.; Fox DeLuxe Foods, Inc. (Poultry & Meat Products), Chicago, Ill.; Fuji Trading Co. (Chop Suey Foods), Chicago, Ill.; LaCrosse Breweries, Inc., LaCrosse, Wis.; Geo. H. Meyer Sons, (Meat Products), Richmond, Va.; Monarch Brewing Co., Chicago, Ill.; Neuhoff Brothers Packers (Meat Products), Dallas, Tex.; Sunbeam Heating & Air Cond. Co., Chicago, Ill.; Toffenetti Restaurants, Chicago, Ill.; Miracloth Div. of Visking Corp., Chicago, Ill.

TV Accounts: Freshrap Div., Badger Paper Mills (Waxed Paper), Peshtigo, Wis.; Balentine Packing Co. (Meat Products), Greenville, S. C.; Bosch Brewing Co., Houghton, Mich.; Fox DeLuxe Foods, Inc. (Poultry & Meat), Chicago; LaCrosse Breweries, Inc., LaCrosse, Wis.; Monarch Brewing Co., Chicago; Geo. H. Meyer Sons (Meat Products), Richmond, Va.; Neuhoff Brothers Packers (Meat Products), Dallas, Tex.; Miracloth Div. of Visking Corp., Chicago, Ill.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 9-6835
AIAA

President.....Paul R. Kruming
Exec. Vice-Pres.....Thomas W. Hughes
Vice-President.....Joseph W. Madden
Art Director.....Anthony Saris
Radio & TV Director.....James G. Zea
Time Buyer.....Lawrence Butner

Radio and TV Accounts: Borden Co., Electric Auto-Lite, Esterbrook Pen, H. J. Heinz, Lambert Co., Lever Brothers (U. S.), Quaker Oats Co., Westinghouse Electric Intl. Co.

NEEDHAM & GROHMANN, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 5-6200
ANPA—AAAA—PPA—ABP—NOAB—APA
NBP

Pres., Treas.....H. Victor Grohmann
V.P. & Sec'y.....John M. Handley
V.P. & Art Dir.....H. Nelson Kent
Exec. Sec'y.....Kathryn Intemann
Copy Directors.....E. R. Lagerwall, Alfred Burnham
Prod. Mgr.....Samuel Boyd, Lawrence W. Alpaugh
Media Dir.....Harry C. Ledingham
Acct. Executives.....H. Victor Grohmann, John M. Handley, John M. Keil, James W. Baker, Jos. P. Richardson

Accounts: America House; Centriline Corp.,; Chatham Mfg. Co.; Circle Steel Partition Co.; Cosby Brush & Import Co. Inc.; Cosby-Emmings Trading Corp.; Flower City Charcoal Co.; Green Tree Packing Co.; Huffman & Boyle; Johnson, Arthur A., Corp.; Kent of London; Lockwood, A. N.; National Biscuit Co.; New Braunfels Textile Mills Inc.; Raymond Concrete Pile Co.; Rockefeller Center, Inc.; Staunton Military Academy; Stillman, & Hoag, Inc.; Sussex County Planning Board; Thonet Industries Inc.; Webrib Steel Corp.; White Turkey; Woodside Mills Inc.; Zenith-Godley Co. Inc.

NEEDHAM, LOUIS & BRORBY, INC.

Prudential Plaza, Chicago 1, Ill.
Phone: WHitehall 4-3400

President.....Maurice H. Needham
Sr. Vice Presidents.....J. J. Louis, Melvin Brorby, W. R. Fowler
Sr. V.P., Media Dir.....Otto R. Stadelman
V.P., TV-Radio Dir.....James G. Cominos
Sec'y-Treas.....Max D. Anwyl
V.P. Chg. TV-Radio Prog.....Alan Wallace

Branch Offices
1680 North Vine St., Hollywood 28, Calif.
Phone: HOllywood 2-2391

V.P. & Mgr.....Frank A. Pittman

730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-0333

V.P. & Mgr.....Frederick A. Mitchell

880 Bay St., Toronto, Ont., Canada

V.P. & Mgr.....John A. Willoughby

Radio Accounts: Campbell Soup Co.; S. C. Johnson & Son, Inc.; S. C. Johnson & Son, Ltd.; Kraft Foods Co.; Morton Salt Co.;

People's Gas, Light & Coke Co.; Phenix Foods Co.; Quaker Oats Co.; Wieboldt Stores, Inc.; Wilson & Co. Inc.; Household Finance Corp.; Monsanto Chemical Co.; State Farm Insurance Cos.; Kraft Foods Co. Ltd.

TV Accounts: (Same as above, with the exception of Morton Salt Co.)

RALPH NELMS, INC., ADV.

Box 1624 SS Sta., Springfield, Mo.
Phone. 4-2555

APA

President.....Ralph A. Nelms
Secretary .....Annabelle Gray
Art Director.....J. H. Richards

Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Wilke Laboratories (Poultry & Livestock Remedies), West Plains; Old Nick Seed Co. (Seed Corn & Treatment), St. Joseph; Pioneer Products Co., Inc. (Cough Medicine), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reyco Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.
Phone: 4-4135

Pres. & Treas.....George R. Nelson
Vice-President.....Helen C. Nelson
Secretary .....Alice Pach
Art Director.....Arnold Hitchins
Radio, Copy, Pub. Dir.....Robert S. Cragin
TV Director.....Robert Stone
Radio Time Buyer.....Ruth W. Wark
TV Time, Space Buyer.....Robert Groff

Radio Transcription Production Accounts: General Electric Company, Electronics Division (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves. etc.), Bridgeport, Conn.; National Dairy Products Corp. (Sealtest Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers' Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Pepsi-Cola Company, Soft Drink Mfrs.), New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Block Drug Company (Pharmacal Products), Jersey City, N. J.; D. L. & W. Coal Co. (Blue Coal), New York; Shell Oil Co., N. Y.; National Presto Industries, Inc. (Presto Prods.) Eau Claire, Wis.

Television Film Production Accounts: Pepsi-Cola Company (Soft Drink Mfrs.), New York, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Mohawk Carpet Mills, Amsterdam, N. Y.

Television Accounts (Time): William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.

NEWMAN, LYNDE & ASSOCIATES, INC.

1628 San Marco Blvd., Jacksonville 7, Fla.
Phone: EX 8-9721

ABP—ANPA

Pres., Radio Dir.,
Time Buyer.....Hunter Lynde
V.P., Copy Chief.....David E. Robeson
Secy. Public Rel. Dir....Ronald G. Sercombe

Radio Accounts: Clair-Mel Builders, Tampa, Fla.; Swisher, J. H., & Son, Inc. (King Edward Cigars), Jacksonville, Fla.

NORMAN, CRAIG & KUMMEL, INC.

488 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-0900

ANPA—PPA—NOAB

Chmn. of the Bd.....William H. Weintraub
President .....Elkin Kaufman
Exec. V.P., Chrm.
Plans Bd.....Norman B. Norman
V.P., Secretary.....Eugene Kummel
V.P., Treas., Gen. Mgr.....B. David Kaplan
V.P., Radio & TV.....Walter Craig
Senior V.P.....John Davenport Scheuer
V.P., Group Copy Supv.....Richard Bowman
V.P., Dir. Res. Mktng. &
Media.....John B. Morris
V.P., Fashion Coordinator.....Kay Daly
Vice Presidents.....Richard Bouton, William A. Jensen, Lucille Goold
V.P., Prod. Mgr.....William Zerweck
Mgr., Media Dept.....George Coleman
Bus. Mgr., Radio & TV.....Earl Rowan
Personnel Director.....Roselou Flanagan
Export Manager.....Richard Dahl
Account Executives.....H. G. Bissinger, Richard Bouton, Richard Dahl, William Jensen, Eugene Kummel, John Morris, Robt. Russell, Arthur Toft, E. L. Whitney

Branch Office

608 Madison Ave., Toledo 4, Ohio
Phone: CHerry 4-2593

Manager .....George Paneff

Radio Accounts: Blatz Brewing Co. (Blatz Beer, Tempo Beer), Milwaukee, Wis.; Seeman Bros., Inc. (Air-Wick, Nylast, Sta-Wite), New York, N. Y.; Willys Motors, Inc. (Automotive Products), Toledo, Ohio.

TV Accounts: Blatz Brewing Co. (Blatz Beer, Tempo Beer), Milwaukee, Wis.; G. H. P. Cigar Co., Inc. (El Producto Cigars, La Palina Cigars), New York, N. Y.; Ronson Corp. (Ronson Lighters, Ronson & Ronsonol Accessories, Ronson Shavers-Domestic & International), Newark, N. J.; Selchow & Righter (Scrabble, Parchesi), New York, N. Y.

NORTH ADVERTISING, INC.

430 N. Michigan Ave., Chicago, Ill.
Phone: WHitehall 4-5030

President.....Don P. Nathanson
Exec. Vice Pres.....Cyrus H. Nathan
Treasurer .....Harold Rosenzweig

Branch Offices
6 E. 45th St., New York 17, N. Y.
Phone: OXford 7-0414

V.P., Dir. Radio & TV.....Bruce M. Dodge
9533 Brighton Way, Beverly Hills, Calif.
Phone: CRestview 6-7048
Manager.....Walter N. Hiller, Jr.

Radio & TV Account: Toni Home Permanent, Tip Toni, Prom Home Permanent, Tonette, Silver Curl, Spin Curlers & Softstyle Curlers, Deep Magic Cleansing Lotion, all Chicago.

R. T. O'CONNELL COMPANY

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-5412
ABP—PPA—APA

President.....R. T. O'Connell
Exec. Vice Pres.,
Creative Dir.....Ethel Merklen
Vice President.....George Miller

Radio Accounts: Pomatex Co., Inc. (Hairdressing), New York, N. Y.; Cushman & Denison, New York; Edward Weck & Co., Brooklyn, N. Y.

OGILVY, BENSON & MATHER INC.

589 Fifth Ave., N. Y. 17, N. Y.
Phone: MU 8-6100

President .....David Ogilvy
Vice Presidents.....Roger K. Lloyd, Frank Johnson, Herbert Warden, Rollin C. Smith, David Margaretten, Judson Irish, William Dahlman, Eleanor Dean, William S. Blair, James J. McCaffrey, Shelby H. Page
V.P., Radio-TV Dir.....Howard Connell

Radio and TV Accounts: Lever Brothers (Rinso, Good Luck Margarine), N. Y.; Campbell Soup Co. (Franco-American Products), Camden, N. J.; Helena Rubinstein, Inc. (Cosmetics), N. Y.; Schweppes Ltd. (U.S.A.).

OLIAN ADVERTISING CO.

4010 Lindell Blvd., St. Louis 8, Mo.
Phone: JE 1-4977

Pres.....Harold A. Thomas
Controller, Asst. to
Pres. .....Florence Treadway
V.P., Copy Chief.....James Spencer
Radio-TV, Prod., Copy.....Peggy Leonhardt
Media Dir.....Alice McDonough
Fashion Coord.....Patricia Mansfield

Radio Accounts: Sayman Products Co. (Soap); Vinmar Co. (Hurry Curl and Vinmar Cream Shampoo).

TV Accounts: General Grocer Co. (Manhattan Coffee); Dining Car Coffee Co.; Knapp-Monarch Co. (Small Electrical Appliances).

OLMSTED & FOLEY

1200 2nd Ave. So., Minneapolis 3, Minn.
Phone: FEderal 3-8166
AAAA—ABC—ABP—ANPA—AFA

Exec. Partner.....Ward H. Olmsted
Exec. Partner.....John T. Foley
Partner.....John K. Mortland
Partner.....Robert B. Pile
Partners.....G. C. Hellickson, Ward W. Olmsted
Radio-TV Dir.....B. G. Morison
Time Buyer.....W. T. Way

Radio Accounts: Avochem, Inc. (Softize Fabric Conditioner); 1st Nat'l Bank of Minneapolis; Hotel Leamington; Hotel Normandy; North Am. Life & Casualty Co.; Northland Milk Co.; Russell-Miller Milling Co., all Minneapolis, Minn.; Lavoptik Co. (Eve Lotion), St. Paul, Minn.; Marshall-Wells Co. (Paint-Appliances), Duluth, Minn.; Owatonna Canning Co. (Festal Products), Owatonna, Minn.; Poplar Canning Co. (Native Pie Mixes), Poplar, Wis.; Rochester Dairy Coop. (Dairy Products), Rochester, Minn.

TV Accounts: Avochem, Inc. (Softize Fabric Conditioner); Boutells (Furniture and Appliances); Clover Leaf Creamery Co.; 1st Nat'l Bank of Minneapolis; Hotel Leamington; Northland Milk Co.; Russell-Miller Milling Co. (Am. Beauty-Occident Flour); The Waterbury Co.; The Waterman-Waterbury Co., all Minneapolis, Minn.; Fort Dodge Laboratories, Inc. (Vet. Pharmaceutics "MLV"), Fort Dodge, Iowa; Marshall-Wells Co. (Paints-Appliances), Duluth, Minn.; Poplar Canning Co. (Native Pie Mixes), Poplar, Wis.

ROBERT W. ORR & ASSOCIATES, INC.

4 W. 58th St., New York 19, N. Y.
Phone: PLaza 9-8050
ANPA—NOAB—PPA

President.....Robert W. Orr
Vice-Pres. .....Eldon Sullivan
V.P., Marketing,
Research .....Freemont Knittle
Asst. to Pres.-Treas.....Robert P. Clark
Radio-TV Director.....Lou Ergmann

Radio Accounts: Andrew Jergens Co. (Jergens), Cincinnati, O.

TV Accounts: Andrew Jergens Co.

W. WALLACE ORR, INC.

1518 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 6-4140
PPA—APA

President.....W. Wallace Orr
V.P. & Asst. to Pres...George J. Kerrigan, Jr.
Sec'y & Treas.....Willard W. Hughes
Art Dir.....Silvio Romano
Copy Chief.....Morton Berry
Space & Time Buyer.....Patricia Korth

Accounts: Atlantic City Racing Assn.; Mitchell, Henry F. Co.; O'Brien Machinery Co.; Penn Brook Ice Cream Co.; Penn

Branch Frosted Foods; Van Tool, Inc.; Seaboard Radio & TV (WDEL-TV).

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,
Kansas City 1, Kans.
Phone: Dr 7250
ABP—ANPA—APA—FAAG

President .....Merritt Owens
Art Dir., Prod. Mgr.....Tom Horan
Radio Director.....Earl Allvine

Radio Accounts: De Coursey Creamery Co. (Ice Cream), Kansas City; Inter-State Building & Loan Assn., Kansas City.

TV Accounts: Zephyr Ventilated Awning Co., Kansas City, Kans.; Feld Chevrolet (Cars & Trucks), Kansas City; Kelley-Williams Motor Co. (Ford Dealer), Kansas City; De Coursey Creamery Co.

PACE ADVERTISING AGENCY, INC.

19 West 44th St., N. Y. 36, N. Y.
Phone: MUrray Hill 7-4090
ABP

President .....Elias Schonberger
Exec. V.P.....Peter Frenkel
V.P. & Merch. Dir.....David E. Winnick
Sec'y & Treas.....Max Weintraub
Copy Chief.....Seymour Altman
Art Dir.....Elmer Pfeffer
Prod. Mgr.....Bernard Lubin
Radio Time Buyer.....Betty Silon
Media Dir., Space Buyer.....June Rutkofsky
Research Dir.....Jay Dresner
Pub. Dir.....Barbara Flamm
Acct. Executives.....David E. Winnick, Lawrence Nelson, Aaron W. Davis, Jay Dresner, Betty Silon, Peter Frenkel, Elias Schonberger, Michael Schwartz, Henry Lazar, Irwin Mendelsohn

Accounts: American Ronda Corp.; Blue Ribbon Optical Corp.; Downs, Grace.; Evergrip Products Corp.; Foley Irish Corp.; Furniture Specialties Corp.; Glue-Fast Equipment Co., Inc.; Kentucky Distilling Co. Inc.; Klein & Teicholz; Le May, A., & Co. Inc.; Merit Enterprises; Modern Maid Products Co.; Orenstein, N., & Son; Overhead & Modernfold Door; Real Kosher Products; Seminole Furniture Corp.; Simpson, Mark, Mfg. Co.; Stainless Food Equipment Co. Inc.; Viking Air Service; Wagner Mfg.

PACIFIC NATIONAL ADVERTISING AGENCY

2124 4th Ave., Seattle 1, Wash.
Phone: ELiot 1401
AAAA—ANPA

Chrm. of Board.....Wm. H. Horsley
President .....Trevor Evans
Vice Presidents.....George Griffis, Milton Foland
Secretary .....Frank Horsley
Treasurer, Personnel Director.....Calvin W. Franklin
Radio-TV Dir., Talent Buyer..Grant Merrill,
Merchandising Director.....George Glavin
Media Dir., Time Buyer.Gertrude M. Nyman

Branch Offices

606 Chronicle Bldg., Spokane, Wash.
Phone: MAdison 4371

Manager .....Martin Boss

715 Cascade Bldg., Portland, Oregon
Phone: CApitol 1021

V.P., Manager.....Milton A. Foland

48 Second St., San Francisco 5, Calif.
Phone: DOuglas 2-6947

Manager .....Roger Wurtz

Radio Accounts: Fisher Flouring Mills Co. (Pancake Mix, Biskit Mix, Fisher's Blend Flour, Zoom, etc.), Ivar's Acres of Clams (Seafood Restaurant), Imperial Candy Co. (Candy), Wm. O. McKay (Ford Cars), Seattle, Wash.; Wash. State Fruit Commission (Cherries, Apricots, Peaches, Pears, Prunes), Yakima, Wash.; Federal Old Line Insurance Co. (Insurance).

TV Accounts: Fisher Flouring Mills Company; Ivar Haglund—Acres of Clams; Imperial Candy Company; Washington State Fruit Commission; William O. McKay Company, Potlatch Yards, Carstens Packing Company; Montag, Inc.

PARIS & PEART

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 9-2424
ABP—ANPA—APA—PPA—ABC—NOAB
NBP

Partners.....A. G. Peart, J. A. H. Rehm
Comptroller .....Thayer Durell
Media, Research Dir.....H. L. Mooney
Art Director.....F. Yelinek
Production Mgr.....R. Largo
Acct. Supv.....W. F. James, G. M. Cleland
Acct. Executives.....A. A. Bindrim, W. F. Byrne, F. S. Ferry, D. C. Kreinik, D. C. Porteous, R. E. Walsh
Time Buyer.....Nancy Holland

Accounts: A & P Coffee Div.; A & P Nat'l. Bakery Div.; Business Organization, Inc., N. Y.; Colonna, J., Bros.; Commonwealth Home Products Inc.; Cottage Products, Inc.; Excelsior Quick Frosted Meat Prod. Inc.; Federal Sweets & Biscuit Co., Inc.; Fruit Products Corp.; Great Atlantic & Pacific Tea Co., N. Y.; Ice Cream Novelties Div.; Joe Lowe Corp.; Kannengiesser & Co.; Kansas City Wish-Bone Salad Dressing Co.; MCA-TV, Ltd., N. Y.; Nakat Packing Co.; Newark Packing Co.; Penn. Refining Co.; Quaker Maid Co., Inc.; Sage Laboratories Inc.; Sarra Inc., N. Y.; Silex Co.; Skinner & Eddy Corp. Inc.; Spratt's Patent (America) Ltd.; West Disinfecting Co.; White House Milk Co., Inc.; Woman's Day Inc.

PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 8-3055

President-Treasurer.....C. H. Pearson

Radio Accounts: Cooper & Cooper, Inc. (Razor Blades), Brooklyn; National Home Owners Assoc., New York, N. Y.; Dime Savings Bank, Brooklyn, N. Y.

PECK ADV. AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-0900
ANPA

Chairman of the Board.....Harry Peck
President .....Harry Krawit
Vice-Presidents .....Norman Mack, Sidney Alexander, John Schuman
Time Buyer.....R. Alben

Accounts: Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee Co., Francis H. Leggett (Food Products), N. Y.

PERRIN-PAUS COMPANY

8 South Michigan Ave., Chicago 3, Ill.
Phone: RA 6-7923
ABP—ANPA—PPA—APA—AFA—ABC

President.....Earl R. Perrin
Vice-President.....Donald L. Paus
Media Dir. & Pres. Asst....Linea Vanderlaag
Office Manager.....Marion Tagney
Research Director.....Peggy Knoel
Director, Industrial Adv.....Patrick Charter
Controller .....Gladys Cook

Branch Office
730 Fifth Ave., New York 19, N. Y.
Phone: PL 7-6120

Director of Radio, TV and Program Development....Elliot Saunders
Copy Supv. & Acct. Ex.....Tye R. Robinson
Time Buyer & Bus. Mgr.....Earl V. Perrin
Dir, Public Rel. & Publicity.....Ted Hudes
TV Food Consultant.....Kit Kinney
Prod. Supv.....Joseph Durand

Radio & TV Accounts: Sunbeam Appliance Div., Hardware Div., Stewart Div., Dubuque Packing Co., Faultless Corp.

PHILLIPS-RAMSEY CO.

304 Ivy, San Diego 1, Calif.
Phone: BElmont 4-6401

Chairman.....W. L. Phillips
President.....Charles C. Ramsey
Media Director.....Robert F. Lewis
Radio-TV Dir.....Orva W. Huff

Radio Accounts: Silver Gate Bldg. & Loan (Savings & Loan Assn.), First Nat'l Bank, San Diego, Calif.; Walt Tufford De Soto-Plymouth (Auto Dealer), San Diego, Calif.; Alsynite Corp. of America (Fiber Glass Panels); Community Chest; Mrs. Conkling's Bakery; Food Basket (Super Market Chain); Severin Building Company; Walker-Scott Corporation (Department Store); San Diego, Calif.; Hazard Concrete Products, Inc., Better Business Bureau.

TV Accounts: First Nat'l Bank, San Diego, Calif.; Alsynite Co. of America; Community Chest; First National Trust & Savings Bank; Food Basket; Silver Gate Building & Loan Association; Walt Tufford; Walker-Scott Corp.

PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas
Phone: CApitol 3-6131
APA—PPA—NOAB—SNPA—TAAN
ABP—ANPA

Pres., Acct. Exec.....Jack N. Pitluk, Sr.
V.P., Acct. Exec.....Jack N. Pitluk, Jr.
Acct. Execs.....C. Carolus, Evans Wyatt, Sam Riklin, Louis Pitluk
Public Relations Dir.....Jim Battersby
Radio Director.....Margaret Morrison
TV Director.....Dave Hubbard

Radio-TV Accounts: Joske's of Texas (Department Store), San Antonio, Tex.; Handy Andy Community Stores (Chain Grocery Stores), San Antonio, Tex.; Fehr Baking Company, (Fair Maid Bread & Cakes), San Antonio, Tex.; Roegelein Provision Company (Bacon, Sausages), San Antonio, Tex.

PORTER & ASSOCIATES

1001 N. Western Ave., Los Angeles 29, Calif.
Phone: HOllywood 5-0580

Owner, Sales Mgr.....Irwin T. Porter
Partner, Prod. Dept. Head.....Gertrude T. Porter
Account Executive.....Jerry Baron

Radio Accounts: Resurgence Foundation for David Seabury School of Psychology (Books); Park Wilshire Hotel; The Open House (Restaurant & Supper Club); Kenosha Auto Transport Corp. (Auto Transportation); Bobby Thacher Dance Studio (Dance Instruction); Thomas Automotive Products Co. (Hydraulic Conversion Lifters); Mme. Elfrieda Wynne (Voice Instruction); Angelus Furniture & Appliance Co. (Retail Furniture); B. H. Tank & Mfg. Works (Mfg. Storage Tanks); New Car Buyers Service (Auto Sales), all Los Angeles.

POTTS-WOODBURY, INC. ADV.

2233 Grand Ave., Kansas City 8, Mo.
Phone: GR 1-5775
ANPA—NOAB—PPA—ABP

Chrm. of Board.....R. J. Potts
President.....J. B. Woodbury
Vice Pres.....E. A. Warner, C. C. Tucker, C. L. Robinson, Al Coleman, G. F. McGill, John K. Barton
Sec'y Treas.....C. C. McMillan
Radio-TV Dir.....William J. Brewer
Radio-TV Acct. Dir.....Gene Dennis, Al Christy
Time Buyer.....Helen Church
Film Buyer.....Al Christy

PRATER ADVERTISING AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.
Phone: GArfield 1-6490
ABP—ANPA—AFA

President.....George L. Prater
Vice-President.....M. T. Prater
Art Dir.....Walter Miller
Secretary.....Mary E. Johnson
Radio & TV Director.....Barbara Brock

Radio Account: Falls City Brewing Co.,

Inc. (Falls City Beer), Louisville, Ky.
TV Account: Falls City Brewing Co., Inc. (Falls City Beer), Louisville, Ky.

J. G. PROCTOR COMPANY, INC.

250 Fifth Ave., New York 17, N. Y.
Phone: PLaza 3-5252-3
PPA

President.....J. G. Proctor
V.P. & Acct. Exec.....Ray Hanna
Secretary.....M. S. Proctor
Art Dir. & Prod. Mgr.....M. Sholle
Space Buyer.....John Muller

Accounts: Addis Co.; Allied Purchasing Corp.; Brevity Coats & Suits; British Continental Sales Co.; Chauncy Woolen Mills; Fairchild Sons; Fouke Fur Co.; Fredrica Furs Inc.; Freed's Fur Shop Frost Bros.; Hausman M. & Sons; Horne, Joseph, Co.; Joske's of Texas; Levenson Co.; Lexington Corp.; Norwegian Fur Breeders Ass'n; Paden City Pottery Co.; Pasquier, Michel; Peerless Film Processing Corp.; Revillon Freres; Southwest African Persian Lamb Industry Advisory Board; Steeplechase Park; Superior Fur Dyeing Corp.; Titche-Goettinger Co.; Zimmerman-Scher Co.

PRODUCT SERVICES, INC.

17 East 45th Street, New York City
Phone: MUrray Hill 7-0204

President.....Les L. Persky
Vice-Pres., Gen. Mgr.....Charles K. Hepner
Public Rel. Dir.....N. R. Lorman
Head Time Buyer.....Martha Rose
Acct. Execs.....Robert Wexler, H. Liebenson, N. R. Lorman, Les L. Persky

Radio Accounts: Strauss Stores Corp., N. Y. & Conn., (Auto Accessory Chain); Protam Pharmacal Co. (Reducing Aids).

TV Accounts: Roto-Broil Corp. of America (rotisseries); Sachs Quality Stores (Furniture Chain); Pro-Kleen Industries (Rug & Upholstery Cleaner); Olympic Radio & Television, Inc. (Electronic and Communication Equipment); Internat'l Molded Plastics (Plastic Dinnerware and Structoglass); Protam Pharmacal Co. (Reducing Aids); John Andre, Inc. (Drug Products).

CHARLES O. PUFFER ADVERTISING

75 E. Wacker Dr., Chicago 1, Ill.
Phone: FInancial 6-0519
ABP

President.....Charles O. Puffer
Art Director.....John Von Dorn
Prod. Mgr.....Glorya Bakken
Publicity Dir.....Jack Hess
Acct. Exec.....Charles O. Puffer

Accounts: Ceco Steel Products Corp., Jenn-Air Products Co., Inc., Kewanee Boiler Div. of American-Standard, E. J. Lachmann Co., National Chiropractic Ass'n, Sports Unlimited, Wisconsin Malting Co.

L. W. RAMSEY COMPANY

230 No. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-8155
ABP—ANPA—APA—PPA—NOAB

Pres. & Treas.....A. C. Naeckel
Vice-President.....L. H. Copeland
Vice-President.....N. B. Langworthy
Art Director.....E. J. McCabe
Media Director.....Dorothy L. Parsons
Acct. Executives.....Lon W. Ramsey, Carl J. Dueser, Dwight B. Mitchell

Branch Office
111 East 3rd St., Davenport, Iowa
Phone: 6-0157

Acct. Exec. & Tech.Consul.....W. A. Giraldi

Accounts: American Machine & Metals Inc.; Dairy Queen Nat'l Trade Assn. Inc.; Daisy Mfg. Co.; Davenport Papers, The Daily Times & Morning Democrat; Larson, J. C., Co. Inc.; McFadden 3 Sisters Springs, Radio Stations KGLO, WTAD; Rolscreen Co.; Sawyer Biscuit Co. (Western Div.); Station WOC, Tri-City Bcstg. Co.; Western Grocer Marshalltown, Ia.

RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
Phone: JAckson 7-1179

President.....Wilbur W. Randall
Art Director.....Robert I. Berger
Radio & TV Director.....Florence F. Grady

Radio Accounts: Stackpole Moore & Tryon (Clothing), Hartford, Conn.; Savitt Jewelers, Hoffman Wallpaper, George E. Dewey (Moving & Storage), Sir Allo Shoe Clinic, Wachtel's Department Store, all Hartford, Conn.; American Motors (Dodge Dealers), West Hartford, Conn.; Russell Pontiac (Pontiac Dealers), Farmington, Conn.

TV Accounts: Hartford Gas Co., Emerson Radio of Conn., George E. Dewey; State Line Potato Chip Co., N. Wilbraham, Mass.; Crown Petroleum, Hartford, Conn.; Sir Allo Shoe Clinic, Hartford, Conn.; American Motors, West Hartford, Conn.; Russell Pontiac, Farmington, Conn.

REACH, YATES & MATTOON, INC.

720 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-7676
AAAA—ABP—ANPA—APA—NBP—NOAB
PPA

Chrm. of Board, Treas...Chas. Dallas Reach
President.....Henry A. Mattoon
Exec. V.P.....James Yates
Vice Presidents.....Francis R. Risley, Frederick O. Perkins, Harold H. Black, Daniel M. Bernheim
Director.....Louis G. Bissell
Traffic Mgr.....Marlene Macey

Branch Office
69 Washington St., Newark 2, N. J.
Phone: MArket 3-5100

Exec. V.P.....Francis R. Risley

Radio Accounts: Wunderbrau Brewing Co. (Beer), Cincinnati, Ohio; Red Top Brewing Co. (Beer & Ale), Cincinnati, Ohio; Larus & Brother Co., Inc. (Edgeworth Pipe Tobacco, Holiday Pipe Tobacco), Richmond, Va.; International Latex Corp. (Playtex Baby Products, Playtex Living Gloves),

N. Y., N. Y.; Philadelphia Coke Co., Phila., Pa.; Personal Finance Co. of N. Y.; New Jersey Bell Telephone Co., Newark, N. J.; Dugan Bros. (Bakers), Newark; Beneficial Management Corp., Newark; Koppers Coke Co., Kearny, N. J.

TV Accounts: Wunderbrau Brewing Co.; Red Top Brewing Co.; Larus & Brother Co., Inc.; International Latex Corp.

JAMES R. REESE ADVERTISING CO.

15 West 10th St., Kansas City 6, Mo.
Phone: VIctor 5269
APA—ABP—ANPA

Owner.....James R. Reese

Accounts: Becklean Co.; Berry, Carl Oil Co.; Borel, Jules, Co.; Employers Re-Insurance Co.; Great Western Paint Mfg. Corp.; Nat'l Equip. Co.; Nat'l Fidelity Life Ins. Co.; North Kansas City Development Co.; Reed Handcrafts; Seiden's Mfg. Furriers; Universal Television School.

KNOX REEVES ADVERTISING, INC.

600 First Nat'l-Soo Line Bldg.,
Minneapolis 2, Minn.
Phone: Bridgeport 7701
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—NBP

Chrmn. of Bd.....E. E. Sylvestre
President, Treasurer.....Wayne Hunt
Vice-Presidents.....J. H. Sarles, Helen A. Brown, R. W. Stafford, E. K. Pottle. Dr. A. R. Root, Russell E. Neff. R. H. Burbank, Elizabeth B. Gray, Loren P. Herder
V.P., Radio & TV Dir.....R. E. Neff
V.P., Media, Research Dir....Dr. A. R. Root
Time Buyer.....Coy Perry

Radio Accounts: General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Art Instruction, Inc.

TV Accounts: Art Instruction, Inc., General Mills, Midland National Bank, Pacific Gamble Robinson Co., Minneapolis.

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-7440
ABP—ABC—AFA—ANPA

President .....Wallace Meyer
Vice-Pres. & Treas.....C. A. Reincke
Vice-Pres. & Sec.....A. L. Reincke
Vice-Presidents...Gordon Taylor, J. J. Finn
Radio-TV Director.....Lew Green
Media Director.....John Priebe
Space Buyer.....J. F. Brown

Radio Accounts: Chicago Burlington & Quincy (Railroad travel), Anderson Co. (Wipers), Gary, Ind.

REINGOLD CO., INC.

69 Newbury St., Boston 16, Mass.
Phone: KEnmore 6-3900
ANPA—PPA—ABP—AAAA—APA—NAAN

President & Treas.....Harry I. Reingold
Art Director.....George Wilson
Production Manager.....Ruleffe Barbour
Copy Director.....Richard Brugman
Vice President.....Thomas J. Bowen

Radio-TV Accounts: Table Talk Pastry Co., Inc. (Table Talk Pies), Worcester, Mass.

REINHARDT, ADVERTISING INC.

1736 Franklin St., Oakland 12, Calif.
Phone: TEmplebar 2-2408
ABP——ANPA

President .....Emil Reinhardt
Time Buyer.....A. Leo Bowman
TV & Radio Dir.....Cecil Webb, Jr.
Radio, TV Contracts.....Adeline Schow

Radio Accounts: Walter N: Boysen Company (Paints) Oakland and Los Angeles; Home Bakers, Inc. (Bread), Sacramento; Kilpatrick's Bakeries, Inc. (Bread), San Francisco; Pacific Guano Company (Fertilizers), Berkeley; Par-T Pak Beverages (Soft Drinks), Oakland; Tuttle Cheese Company, Oakland; Pacific Tire Co., Oakland; Spreckels-Russell Dairy Co., San Francisco & Burlingame; Yami Yogurt Distr., San Bruno, Calif.

TV Accounts: Kilpatrick's Bakery (Bread), San Francisco, Calif; Home Bakers, Inc. (Bread), San Francisco; Tuttle Cheese Company (Cottage Cheese), Oakland, Calif.; Yami Yogurt Distr., Burlingame.

E. W. REYNOLDS LIMITED

355 King St., West, Toronto 2B, Ont., Canada
Phone: Empire 8-6157

Chairman of Bd.....Edward W. Reynolds
President.....C. Warren Reynolds
Director.....N. Stuart Walton
Radio-TV Dir.....H. E. Karpus
Director.....H. D. R. Newby

Branch Office

1440 St. Catherines St., W., Montreal, Quebec
Phone: UN 6-1775

Manager.....H. J. Tingle

Radio Accounts: Mutual Benefit Health & Accident (Insurance), Toronto; Moffats, Ltd. (Ranges & Refrig.), Toronto; R. M. Hollingshead, Ltd. (Motor Additive), Toronto; Hough & Kohler, Ltd. (Harmonicas & Accordions), Toronto; General Mills Ltd., Toronto; Bendix Co. (Washers, Dryers), Toronto; Freshie (Powdered Soft Drink), Toronto; Pet Milk Co. (Milk Powder & Evap.), St. Louis, Mo.; Can. Foods Ltd. (Restaurants, Soft Drinks), Toronto; Crosley Co. (Refrigerators).

TV Accounts: Fleer's Gum Co., Toronto; General Mills (Canada) Ltd. (Cereals and Baking Prods.), Toronto; Moffats Ltd. (Ranges), Toronto; Bendix Co. (Washers, Dryers), Toronto; R. M. Hollingshead Co. (Motor Additive), Toronto; Pet Milk Co. (Milk Powder & Evap.), St. Louis, Mo.; Can. Foods Ltd. (Restaurants, Soft Drinks), Toronto; Crosley Co. (Refrigerators).

RHOADES & DAVIS

642 Commercial St., San Francisco 11, Calif.
Phone: EXbrook 2-2870

Partner.....Robert O. Davis
General Manager.....Carl Wilkins
Media Director.....Stuart Choate

Branch Office
1201 W. Fourth St., Los Angeles 17, Calif.
Phone: MIchigan 3296
Partner.....T. D. Scholts
Radio-TV Dir.....Gene Thompson
Acct. Exec.....G. A. Honold

FLETCHER D. RICHARDS, INC.

10 Rockefeller Plaza, New York 20, N. Y.
Phone: JU 6-5400
AAAA

Chrmn. of the Bd.....Fletcher D. Richards
Vice Chrmn. of Board....Bradley A. Walker
President.....Eugene I. Harrington
V.P. & Dir. Media.....Emerson A. Elliott
Time Buyer.....James M. Kelly
Vice Presidents.....Ernest A. Gray, Ellsworth D. Hill, John A. Kuneau, Kenneth Young
V.P., Dir. Research & Merchandising.....John E. Shepherd
Secy. & Treas.....Duane W. Beurmann
Dir. Radio, TV Prog. Dept.....Edwin S. Reynolds
Dir. Radio, TV Coml. Dept.....Seymour J. Frolick

Branch Offices
221 N. La Salle St., Chicago, Ill.
Manager.....George T. Jahnke

HARRINGTON & RICHARDS: Division of F. D. Richards, Inc.
256 Sutter St., San Francisco, Calif.
Pres., Gen. Mgr.....Eugene Harrington
5816 Wilshire Blvd., Los Angeles, Calif.
V.P., Mgr.....Greacen Mitchell

Radio Accounts: American Machine & Foundry Co. (Roadmaster Bicycles); Avoset Company; Joseph F. Dixon Crucible Co. (Ticonderoga Writing Pencils); Durham-Enders Razor Corp.; Eastern Air Lines; National Sugar Refining Co. (Quaker Cane Sugar); Squirt Beverage Co.; United States Rubber Company—Tire Division, Footwear Division, Textile Div., Naugatuck Chemical Div., Fisk Tire Co. Div.; Waterman Pen Co.

TV Accounts: Avoset Company; Eastern Air Lines; U. S. Rubber Company—Tire Division, Footwear Div. (Keds); American Machine & Foundry Co.

M. EVANS RICHMOND ASSOCIATES

127 So. 22nd St., Philadelphia 3, Pa.
Phone: LOcust 7-1674-5
Pres. & Radio Time Buyer
M. Evans Richmond
Art Director.....Frank Cartwright
Production Mgr.....**D. Blaine**

Branch Office
230 Boylston St., Boston 16, Mass.
Yucca Vine Bldg., Hollywood, Calif.
TV, Radio Office.....Morey K. Reiss

RINGER & ASSOCIATES, INC.

712 S. Curson Ave., Los Angeles 36, Calif.
Phone: WEbster 3-8131
AAAA—ABP—ANPA
President .....**Lee Ringer**

DAN RIVKIN ADVERTISING

1418 Walnut St., Philadelphia 2, Pa.
Phone: PE 5-5766
Owner .....**Dan Rivkin**

Radio Accounts: **John Kohler (Clothing),** Spiro's Apparel, Schulte Optical Co. (Optical), Philadelphia, Pa.; New York Sample Dress Shop, Phila., Pa.; Moskin Clothes, Chase & Walker (Real Estate), Phila., Pa.

TV Accounts: John Kohler (Men's & Boys' Clothing), Philadelphia.

W. S. ROBERTS, INC.

1401-05 Fox Bldg., Philadelphia 3, Pa.
Phone: RIttenhouse 6-8763
President.....Wilmer S. Roberts
V.P., Radio & TV.....Franklin S. Roberts

Radio Accounts: Broad Motors (Ford Dealer); B. F. Goodrich Retail Stores (Tires); Lerner Markets (Food Chain); MacDonald & Campbell (Men's Store); Ironees Co. (Ironing Board Covers), all Philadelphia, Pa.

TV Accounts: Broad Motors (Ford Dealer); Philadelphia Gas Works (Utility); Bryant Air Conditioning Corps. (Heating Equip., Air Conditioning), all Philadelphia, Pa.

ELWOOD J. ROBINSON & CO.

1111 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MUtual 6293
ABP—ANPA—ABC
President.....**Elwood J. Robinson**
Exec. Vice-President.....Melvin A. Jensen
Secretary.....**Eola E. Gass**
Vice Presidents.....David R. Fenwick, John Haynes
Radio, TV Dir.....Lee Laufer
Media Dir.....R. C. Neuman

Radio-TV Accounts: Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Packard-Bell Co. (Radio and Television Receivers), Los Angeles, Calif.; California Federal Savings & Loan Assoc., Los Angeles, Calif.; Dried Fig Advisory Bd., Fresno, Calif.; The Hale Co. (Home Builders), Garden Grove, Calif.; Pioneer Savings & Loan Assn., Los Angeles, Calif.; Wilco Co. (Clearex Glass Cleaner), Los Angeles, Calif.

TV Accounts: California Federal Savings & Loan Assn., Los Angeles, Calif.; Gerity-Michigan Corp. (Dishwasher), Adrian, Mich.; Hoffman Candy Co. (Cup-O-Gold Candy Bar), Los Angeles, Calif.; Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Los Angeles Dept. of Water & Power, Los Angeles, Calif.; Pasadena Savings & Loan Assn., Pasadena, Calif.; Utility Appliance Corp. (Heating Equip., Coolers & Fans, Gaffers & Sattler and Occidental Gas Ranges), Los Angeles, Calif.

ROCHE, WILLIAMS & CLEARY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: RAndolph 6-9760
ANPA—ABP

President.....J. P. Roche
Treasurer.....D. J. Kelly
Vice-Presidents...S. Weston, Lloyd Maxwell, J. V. Gilmour, John Hayes Kelly, M. F. Williamson, W. H. Savin, George Lyman, Rhoades V. Newbell, R. H. Stracke, Frank Hakewill
Radio, TV Director.....Kirby Roche
Time Buyer.....Guy V. Dustman

Radio Accounts: **Chicago, Milwaukee, St. Paul & Pacific R. R. (The Milwaukee Road), Chicago; Hardware Mutual Casualty Co., Stevens Point, Wis.; John Puhl Products** (Fleecy White Bleach), Revere Camera Co. (Revere Cameras & Projector), Stewarts Private Blend Coffee Co., Chicago.

TV Accounts: Chicago, Milwaukee, St. Paul & Pacific Railroad, Chicago; Stewarts Private Blend Coffee Co., Chicago; Hardware Mutuals, (Insurance), Stevens Point, Wis.

ROCKLIN IRVING & ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.
Phone: RAndolph 6-2324

President .....Irving Rocklin
Continuity Director.....M. Lovinger
Account Executives.....Arthur Golden, Jan Marinello, Robert Spencer, Gerald Addis, Edw. Lovinger
Radio Director.....Trina Shuchat
Art Director.....Patricia Boyd
TV Director.....Ira Segall
Film Director.....Sue Wurtzburg
Production .....Helen Wurtzburg

Radio Accounts: Chicago Furniture Mart; Studebaker Sales Co.; Cole-Finder Mercury; Kay-Den Beauty Supplies; Morton Motors; Floor Coverings by Roxy, all Chicago.

TV Accounts: Walton Motors; Community Surplus Stores; Cadillac Heating; Cole-Finder Mercury; Chicago Furniture Mart; Union Life Insurance, all Chicago.

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.
Phone: DEarborn 2-0020
ABP—ANPA—APA—PPA—SNPA—NOAB
SAAA

President.....P. C. Fewell
Exec. V.P., Mgr.....Ray H. Reynolds
Asst. Treasurer.....Howard N. Smith
Treasurer.....George C. Huppertz
Secretary.....Olive A. Kinloch
Vice-President.....Robert L. Headen

Branch Offices

InsurOmedic Bldg., Dallas 1, Tex.
Exec. V.P. & Mgr.....R. E. Brooks
903 McGee St., Kansas City 6, Mo.
Exec. V.P. & Mgr .....B. G. Wasser

Radio Accounts: Butterfield Canneries (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheats Cereal), Warsaw, Ind.; KMBC, Brest. Co.

TV Accounts: T. W. Burleson & Son (Honey), Waxahachie, Texas; 1st Nat'l Bank in Dallas, Dallas, Texas; Butterfield Canneries (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheats Cereal), Warsaw, Ind.; S. E. Mighton Co. (Doggie Dinner Dog Food), Bedford, Ohio.

RONALDS ADV. AGENCY, LTD.

701 Keefer Bldg., Montreal, Can.
Phone: University 6-9471
ABC—ANPA

President.....Russell C. Ronalds
Exec. Vice-President.....F. deB. Walker
Treasurer, Director.....Angus Ahern
V.P., TV, Radio Dir.....Peter Golick

Branch Offices

108 Peter St., Toronto, Ont., Canada
Phone: EMpire 3-0237
Manager.....R. J. Avery
409 Petroleum Bldg., Edmonton
Alberta, Can.
Phone: 2-8356
Manager.....W. A. Bishop

WILLIAM GANSON ROSE, INC.

1330 Williamson Bldg., Cleveland 14, O.
Phone: TOwer 1-6171

Pres., Treas., Radio Dir.
William Ganson Rose
Vice-Presidents...Frank Peiton, L. C. Brown
Production Mgr.....Joan Burke

Radio Accounts: Bailey Co., Higbee Co., Mass. Mutual Life Insurance Co., Public Square Relations.

ROSE-MARTIN, INC.

21 West 46th St., New York 36, N. Y.
Phone: JUdson 2-3550
ABP—ANPA—APA

President.....Irl W. Rose
Vice-Pres.....Irl W. Rose, II
V.P., Gen. Mgr.....John A. Boulle
V.P., Media Director.....G. M. Rundbaken
Production Manager.....Ethel Whelan
Comptroller & Off. Mgr....D. R. Rademaker

Radio Accounts: Bankers Trust Co., New York, N. Y.; H & M Packing Co. (Coronet Prune Juice), Brooklyn, N. Y.; Restaurant Associates (Corner House Restaurants), New York, N. Y.; Noxon, Inc. (Metal Polish), New York, N. Y.; Atmore, (Mince Meat & Plum Pudding), Philadelphia, Pa.

TV Account: Bankers Trust Co., New York, N. Y.

IRVING ROSEN ADVERTISING

230 Fifth Ave., New York 1, N. Y.
Phone: Oregon 9-1926

Owner, Time Buyer.....Irving Rosen

Radio Accounts: Fur Dressers & Fur Dyers Assn., The Wenley Co., New York, N. Y.; Ask Pharmacal Co., Astoria, L. I., N. Y.

ROSS ROY, INC.

2751 East Jefferson Ave., Detroit 7, Mich.
Phone: LOrain 7-3900
ABP—ANPA—PPA—NOAB

President .....Ross Roy
Exec. V.P. &
Gen. Mgr.....Thomas G. McCormick
Sr. V.P., Acct. Supv.....Carroll F. Sullivan
V.P. & Art Dir.....John W. Hutton

V.P., Acct. Supvrs.....William Gerstenberger, Wm. W. Shaul, Robert A. Dearth
V.P., Creative Dir.....Spencer F. Hill
Secretary.....Erwin H. Haass
Treasurer.....Lathrop P. Morse
Comptroller.....Harry W. Mellen
V.P., Media Dir.....Carl E. Hassel
Research Dir.....Robert E. Riordan
Production Director.....William L. Miller
Publicity Dir.....Albert C. Nute
Merch. Dir.....Kenneth S. Loring
Personnel Dir.....George Macier
Librarian .....Florence Armstrong
Acct. Executives:.....Albert E. Bowles, Richard G. Dorn, G. Robert Hankinson, Robert G. Lyon, William H. Mathews, Robert R. Roy, James L. Rast

Branch Offices

307 No. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-7000
Vice President.....James Quinn
122 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-2944
Vice-Pres.....William M. Ziegler, Jr.
1680 North Vine St., Hollywood 28, Calif.
Phone: HOllywood 9-6263
Vice-Pres. .....Maurice G. Vaughn
Ross Roy of Canada, Ltd.
410 Canada Trust Bldg., Windsor, Ont.
Phone: Clearwater 6-2371
Vice Pres.....Harold J. G. Jackson

Accounts: Aseptic-Thermo Indicator Co.; Chrysler Corp. of Canada, Ltd.; Chrysler Corp., Parts Div.; Chrysler Div., Chrysler Corp.; DeSoto Div., Chrysler Corp.; Dodge Division, Chrysler Corp.; Eljer Div., Murray Corp.; Esquire Socks Div.; Export Div., Chrysler Corp.; Honey Co.; Johnston Pie Co.; Magnecord, Inc.; Modern Homes Corp.; Mortell, J. W. Co., Inc.; Murray Corp. of Am.; Plymouth Div., Chrysler Corp.; Prepared Products Co., Inc.; Servel, Inc., Air Conditioning Div.

RUDER & FINN, INC.

130 E. 59th St., New York 22, N. Y.
Phone: PLaza 9-1800
Chairman of Board.....David Finn
President .....Wm. Ruder
Art Director.....Noel Weber
Publicity Director.....Paul B. Zucker
TV Director.....Chester Burger

Accounts: Bettinger Corp.; Borgenicht, Jack; Gibralter Corrugated Paper Co. Inc.; Inskip, J. S.; House of Louis Feder; Midwest Research Institute; Ruder Brothers; Transfilm Inc.

CHARLES L. RUMRILL & CO., INC.

339 East Ave., Rochester 4, N. Y.
Phone: BAker 7900
AAAA—ABP—ANPA—PPA
President.....C. L. Rumrill
Treas. & V.P.....H. R. Hanson
Vice Presidents.....N. A. Gallagher, G. M. Prince, W. T. Jensen
Secretary.....G. G. Wallington
Radio-TV Director.....James Trayhern

Radio Accounts: Brighton Place Dairy, Community Savings Bank, Rochester, N. Y.
TV Accounts: Community Savings Bank.

LOWE RUNKLE CO.

1305 Liberty Bank Bldg., Okla. City 2, Okla.
AAAA—ABP
President .....Lowe Runkle
Vice-Presidents .....Roger Pishny, Howard Neumann, Monty Mann.
Radio, TV Director.....Keith Mathers

Radio Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Local Federal Savings and Loan; Liberty National Bank (Banking); Arkansas City Flour Mills (Flour), Arkansas City, Kans.; Dulaney Distributing Co. (Appliance Distributors); Air Products (Distributors), Okla. City; Okla. Farm Bureau, Okla. City.

TV Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Liberty National Bank (Banking); Southwestern Bell Telephone (Telephone Service), Oklahoma City; Oklahoma Publishing Co. (Newspapers); Consolidated Gas (Gas Utility), Oklahoma City, Okla.; Safeway Stores, Okla. City; Okla. Farm Bureau, Okla. City.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 6-6400
AAAA—ABC—ABP—ANPA—APA—NOAB
PPA
Chrmn Exec. Comm.....F. Barry Ryan
Chrmn. of the Bd.....Paul E. Watson (Chicago)
President.....Robert M. Watson
Exec. V.P., Plans & Creative Services.....F. Kenneth Beirn
V.P., Dir. of Radio & TV.....George Wolf
Radio & TV Copy Chief.....Douglas MacNamee
Mgr. of Radio & TV Production.....Roland Howe
Suprv. of Film Prod.....Philip Feld
TV Art Dir.....Ken Haverstick
Business Mgr.....Havis Medwick
Prod. Supervisor.....Edwin R. Rooney, Jr.
Asst. Prod. Supervisors.....Dorothy Rivers, Ted Storb
Mgr., Time Buyers.....Vincent DeLuca
Time Buyers.....Charlotte Corbette, Gordon Hughes
Asst. Time Buyers.....George Heffernan, Edward Sherinian

Branch Offices

360 North Michigan Ave., Chicago 1, Ill.
Phone: FInancial 6-1833
Exec. V.P.....H. B. Groseth
Exec. V.P., Radio, TV.....R. W. Metzger
Carew Tower, Cincinnati 2, Ohio
Phone: GArfield 5800
V.P. & Manager.....John L. Magro
1412 Main St., Dallas 2, Texas
Phone: RIverside 6453
V.P. & Manager.....John Simmons
7430 Second Boulevard, Detroit 2, Michigan
Phone: TRinity 4-2200
Exec. V.P., Eastern Div.....Tod Reed

6920 Sunset Boulevard, Hollywood, Calif.
Phone: HOllywood 9-3611
Manager .....Tom Hargis
5615 Fannin St., Houston 4, Texas
Phone: CApitol 4-1741
Manager.....Theodore F. Keady
3440 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-0571
V.P. & Pacific Coast Mgr....John H. Weiser
611 Olive St., St. Louis 1, Mo.
Phone: MAin 1-0127
Sr. V.P. & Mgr.....Oscar A. Zahner
2650 University Ave., St. Paul 14, Minn.
Phone: PRior 7711
V.P. & Manager.....James R. Rahders
235 Montgomery St., San Franicsco 4, Calif.
Phone: EXbrook 2-4616
V.P., Manager.....Ray Mount Rogers
1218 Third Avenue, Seattle 1, Wash.
Phone: ELliott 1572
V.P. & Manager.....F. G. Mullins
1275 National Press Bldg., Washington 4, D. C.
Phone: EXecutive 3-6730
Manager.....Donald J. Wilkins
80 Richmond Street West, Toronto 1, Ont. Canada
Phone: EMpire 6-1515
Manager, Acct. Exec.....John Brookman

Radio and TV Accounts: Adler Co., Allied Florists Association of Illinois, American Kitchens, Baldwin Piano Co., Banquet Canning Co., Capitol Frito Corp., Comfort Mfg. Co., Emery Industries Inc., Frito New York, Inc., Hancock Oil Co., Krey Packing Co., Lever Brothers, Ltd., Lewis-Howe Co., Thomas J. Lipton, Thomas J. Lipton, Ltd., Markus Campbell Co., Nally's Inc., Oshkosh B'Gosh, Inc., Pacific Coast Paper Mills, Pacific Finance Corp., Palm Beach Co., Pepsodent Sales, Ltd., Pharma-Craft Corp., Reddiwip Co., Safeway Stores, A. E. Staley Mfg., United Wallpaper Inc., Wolverine Shoe and Tanning Co., William Wrigley, Jr. Co., Zonolite Co., Chocolate Products Co., Thomas Emery & Sons, Inc., Glaser-Crandell Co., Jacob Ries Bottling Works, Inc., Janney Semple Hill & Co., Jel Sert Co., Linco Products Distributing Co., Minneosota Hospital Service Association, Minnesota Consolidated Canneries, Inc., Old Judge Foods Corp., Seattle First National Bank, So Good Potato Chip Co., Sun Oil Co., Texas Bank & Trust Co., Texas State Optical Co., Wallerstein Co., Waxed Paper Merchandising Council, Western Gear Works, Radio Cincinnati, Inc. (Radio Station WKRC); Radio Station KJET, Houston, Tex.; Radio Station KTHT, Houston, Tex.

LEWIS EDWIN RYAN ADVERTISING

726 Jackson Place, N. W., Washington, D. C.
Phone: REpublic 7-7606
AAAA—ABC—ABP—ANPA—AFA
Owner.....Lewis Edwin Ryan
Gen'l Mgr.....John F. Hardie
Comptroller.....Preston D. Coiner
Sr. Acc't. Exec.....William R. Doores
Prod. Mgr.....David F. DeYoung
Acc't. Exec.....Samuel E. Hunsaker, Donald H. Dixon
Art Directors.....James W. Steele, William R. Clifford
Dir., Radio-TV.....William J. Green
Copy Chief.....Louise Scheiman
Creative Director.....Walter Kerwin

BEN SACKHEIM, INC.

The Plaza, 2 West 59th St., New York 19, N. Y.
Phone: PLaza 1-2200
NBP—AAAA—ABP—ANPA—APA—NOAB
PPA
President .....Ben Sackheim
Exec. Vice-Pres.....George B. Pampel
Secy., Treas.....S. M. Sackheim
Copy Chief.....Anne Green
Art Director.....Arthur Singer
Production Manager.....Bernard Spiro
Media Director.....William Galker
Research Dir.....B. W. Saas
Account Executives.....Jerome G. Hahn, George B. Pampel, Glenda Sullivan, Sylvia Sackheim, Ted Breining

***Radio Accounts*: The Autoyre Company (Kitchen and Bathroom Accessories), Oakville, Conn.**; Peter Pan Foundations, Inc. ("Merry-Go-Round" Brassieres), Flex-Let Corp. (Flex-Let Watch Bands & Beau Brummel Men's Jewelry), E. Providence, R. I.

TV Accounts: Flex-Let Corp., E. Providence, R. I.; Peter Pan Foundations, Inc. (Brassieres), New York.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 5-1180
AAAA—ABP—ANPA—ABC
President.....Stanley J. Keyes, Jr.
Vice-President.....John L. Fitzgerald
Vice-Pres.-Art Director...Alfred A. Anthony
Vice-Pres.-Copy Chief.....Ward Seeley
V.P.-Sls. Prom.....R. K. Snively
Production Manager.....William Korcak
V.P., Media Dir.....James J. Freeman
Publicity Director.....Torrey Stearns

Branch Offices
1004 No. Charles St., Baltimore 18, Md.
Phone: PLaza 2-0809

Radio Accounts: Davison Chemical Co., Div. of W. R. Grace & Co. (Fertilizers), Baltimore, Md.; Josiah Wedgwood & Sons, (Chinaware), N. Y., N. Y.

TV Accounts: Davison Chemical Co., Div. of W. R. Grace & Co., Baltimore.

WALKER SAUSSY ADVERTISING, INC.

Penthouse, Texas Co. Bldg., New Orleans 16, La.
Phone: CAnal 9212
ANPA—ABP—NOAB
President .....Walker Saussy
Vice Presidents.....Joseph Shields, Jr., D. W. Ziegelasch
Radio Time Buyer.....Stanley Starr
Acct. Executives.....Jules Robert, James S. Byrne

Radio Accounts: American Brewing Co., Miami, Fla.; Elmer Candy Co. (Elmer Candies); Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea); L. A. Frey & Sons (Meat Products.

TV Accounts: American Brewing Co., Miami, Fla.; Elmer Candy Co.; Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), Henderson Sugar Refinery; Hibernia Homestead (Building Loans).

FRANK B. SAWDON, INC.

270 Park Ave., New York 17, N. Y.
Phone: PLaza 5-1324

President.....Frank B. Sawdon
Vice-President .....Jerry Bess
Secretary.....Victor Sawdon
Radio-TV Production.....Jack Wilcher
Coordinator .....James Hackett

Branch Office
75 E. Wacker Drive, Chicago, Ill.
Phone: Dearborn 2-0826

Office Manager.....Tom Mannos

Radio Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.

TV Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
Phone: Market 2-0480
ANPA—APA—PPA

President..... Julius Scheck
V. P., Radio-TV Dir.....E. Grant Scheck
Secy. & Treas.....Morris Scheck
Prod. Mgr., Art Dir.....Henry R. Scheck
Copy Chief.....E. Bimberg
Space Buyer.....Frank M. Craumer
Account Executives....William H. Andrews, E. Grant Scheck, Morris Scheck, Julius Scheck.

Radio Accounts: Charms Co. (Charms Candy), Asbury Park, N. J.; Fischer Baking Co. (Baked Goods), Newark, N. J.; Phila. Dairy Products Co. (Ice Cream), Philadelphia, Pa.

TV Accounts: Fischer Baking Co. (Baked Goods), Hanovia Chem. & Mfg. Co. (Health Lamps), Newark, N. J.; Charms Candy, Asbury Park, N. J.; American-Limoges (Dinner Ware).

SCHEIDELER, BECK & WERNER, INC.

487 Park Ave., New York, N. Y.
Phone: MUrray Hill 8-8866
ABC—ABP—ANPA

President .....Joseph Scheideler
Exec. V.P., Treas.....Joseph Beck
Secretary .....Eugene Hulshizer
Dir. Radio-TV Timebuying.....Vera Brennan
TV Director.....Walter Ware

Radio Accounts: Manhattan Soap Co. (Sweetheart Soap, Blu-White Flakes, Protex Soap, Blue Barrell Soap), New York, N. Y.; C. F. Mueller Co. (Macaroni, Spaghetti & Egg Noodles), Jersey City, N. J.; The McIlhenney Co. (Tabasco Sauce), New Iberia, La.; International Salt Co. (Sterling Salt), Scranton, Pa.; Newsweek Magazine (Newsweek), New York City.

TV Accounts: Manhattan Soap Co. (Sweetheart Soap, Blue-White Flakes, Protex Soap); C. F. Mueller Co. (Macaroni, Spaghetti & Egg Noodles); The McIlhenny Co. (Tobasco Sauce); Int. Salt Co. (Sterling Salt).

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.
Phone: ARmitage 6-1600

Pres., Media Dir., Space Buyer
Sydney R. Raike
Vice-Pres.....J. E. Schenker
Art Dir.....M. Rickabaugh
Radio Time Buyer & Prod. Mgr.
Space Buyer .....C. D. Domin
Account Executives .....S. R. Raike, J. E. Schenker, C. D. Domin

Accounts: Chicago Cycle Co.; Escalante, Jos. F., Co.; Howe Ice Machine Co.; Wallace, J. D. & Co.

SCHOLTS ADVERTISING SERVICE

1201 W. 4th St., Los Angeles 17, Calif.
Phone: MIchigan 2396
ABP—ANPA

Owner.....T. D. Scholts
Radio-TV Dir.....Althea Hubbard

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone: GAspee 1-4813-4-5
ABP—ANPA—APA—NOAB—PPA

Exec. Vice-Pres.....Gordon Schonfarber, Jr.
V.P., Prod. Mgr.....Russell C. Edwards
Vice-Pres., Copy Chief.....John B. Swift
Secretary.....Amanda C. J. Olsson
Radio-TV Dir.....R. J. McVicker, Jr.

Radio Accounts: Gladding's, Inc. (Radios), Old Colony Co-operative Bank (Savings & Loan), Providence; Washington Trust Co. (Commercial Bank), Westerly, R. I.; Warwick Club Ginger Ale Co. (Carbonated Beverages), West Warwick, R. I.; Paris Fabric Shop, Providence; Calif. Artificial Flowers, Providence; J. S. Inskip, Inc. (Foreign Cars), Providence; B. A. Ballou Co., Inc. (Jewelry), Providence.

TV Accounts: Old Colony Cooperative Bank; Gladdings, Inc.; Warwick Club Ginger Ale Co., West Warwick, R. I.; Calif. Artificial Flower Co.; Johnson & Wales Business School, Providence; B. A. Ballou & Co.

SCHWIMMER & SCOTT, INC.

814 N. Michigan, Chicago 11, Ill.
Phone: WHitehall 4-6886
ANPA—APA—PPA—NBP—AAAA

President.....R. J. Scott
V.P., Creative Dir.....Leo J. Krakover
V.P., Radio-TV Dir.....Robert S. Knapp
Treasurer .....Harry Heilig
Media Dir., Time Buyer.....Robert Riemenschneider, Jr.

Radio Accounts: Chicago Stadium, Salerno-Megowen Biscuit Co., Schutter Candy Co., Walgreen Co., Spiegel, Inc., Chicago, Ill.; Helzberg's (Jeweler's), Kansas City, Mo.; F. & F. Laboratories (Cough Lozenges), American Frigid Dough Co. (Frozen Foods), Citrus Products Co. (Kist-Bottled Orange Juice), Red Dot Foods, Inc., Madison, Wisc.; Boyer International Lab., Buddy Roy Popcorn Co., Chicago; Little Dutch Candy Mill Corp., Chicago.

RUSSEL M. SEEDS CO., INC.

919 No. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 3-2133
ANPA—APA—PPA

President .....Freeman Keyes
Exec. Vice Pres.....Harry H. Maus
Vice Pres, Gen. Mgr.....H. B. Goldsmith, Jr.
Vice Presidents.....A. D. Keyes
Daniel Foster, Harley B. Hobbs, James Witherell, L. J. Marshall, Dean Landis, P. F. Marshall, Fred Willson
Sec.-Treas.....E. V. Owen
Time Buyer .....Merle Myers
Radio-TV Director.....R. B. Young
Dir. Film Prod.....Allen Lee

Branch Offices

121 Monument Circle, Indianapolis 9, Ind.
MElrose 5-1361
V.P. in Chg.....Paul Richie
418 S. Robertson Blvd., Los Angeles, Calif.
Phone: CRestview 4-7613
Manager .....Lou Place

Radio Accounts: Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.; Pinex Company (Cough Syrup), Fort Wayne, Ind., Admiral Corp., Chicago.

TV Accounts: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes), Louisville 1, Ky.; Pinex Company (Cough Syrup), Fort Wayne, Ind.; W. A. Sheaffer Pen Company, Fort Madison, Iowa; Elgin American, Division of Illinois Watch Company (Compacts, pearls, etc.), Elgin, Ill.; Admiral Corp., Chicago; Topco Assocs. (Canned Foods), Chicago.

ED SHAPIRO INC.

1612 Market St., Philadelphia 3, Pa.
Phone: LO 4-2877
ANPA—ABP

President .....Edward Shapiro
Vive-President.....Leonard Goldsmith
Secretary .....H. Hyman Shapiro
Treasurer.....Edward L. Frater
Art Director.....Jack Garry

Radio Accounts: Sealy Mattress Co., Chester, Pa.; Browning, King, Philadelphia; Mutual of Omaha (Insurance), Philadelphia.

TV Accounts: Sealy Mattress Co.; Philadelphia Model Hobbies Association; Price Vacuum Stores.

JOHN W. SHAW ADVERTISING, INC.

51 E. Superior St., Chicago 11, Ill.
Phone: MOhawk 4-6323
ANPA—APA—PPA—NBP

President & Treas.....John W. Shaw
Vice-Presidents.....David E. Guerrant.
P. L. O. Smith, Arch Macdonald
Dir., Radio, TV
& Commercial Films.....H. Ketting

Radio Accounts: The Quaker Oats Company, Chicago, Ill.

TV Accounts: The Quaker Oats Company, Chicago: Dormeyer Corp., Chicago; Webster-Chicago Corp., Chicago; Frank Fehr Brewing Co., Louisville, Ky.

SILTON BROTHERS INC.

131 Clarendon St., Boston 16, Mass.
Phone: CO 7-3730
ABP—ANPA—FAAG—PPA

President.....Myron L. Silton
Exec. V.P.....Jason N. Silton
V.P., Producer, Buyer.....E. W. Hoffman
Treas., Media Dir.,
Radio-TV Buyer.....Ramon N. Sillton
V.P. Art.....Andre B. Paquette
Asst. Treas.....Ruth B. Comerford
Media Analyst.....Marie E. Kachinski

Radio Accounts: Craftsman Insurance Co. (A. & H. Insurance), Boston; New England Provision Co. (Meats), Boston, Mass.; Homestead Motor Car Co.; Boston; Barcolene Co. (Detergents), Boston; Boston Bonnie Fisheries (Frozen Sea Food); Hotel Kenmore; Kendall Manufacturing Co. (Soapine), Sears Roebuck & Co. (Boston and Suburban Retail Stores), all Boston, Mass.; Metropolitan Furniture Co. (Retail Furniture Store), Lynn, Mass.

TV Accounts: Craftsman Insurance Co. (Accident & Health Insurance); New England Provisions Co. (Meats); The Barcolene Co. (Detergents Manufacturer); Elm Farm Foods Co. (Retail Food Chain); Homestead Motor Car Co. (Used Car Dealer); Sears Roebuck & Co. (Boston and Suburban Retail Stores), all Boston, Mass.; Mutual Shoe Sales Co. (Foot Flaires Shoes Mfgr.), Maynard, Mass.

Estimated Radio-TV Billings: $400,000.00.

SIMON & GWYNN

3329 Poplar Ave., Memphis 11, Tenn.
Phone: 62-1691
SNPA—ANPA—APA—NOAB—ABP
FAAG

Partners.....Milton Simon, H. N. Gwynn

Branch Office

924 Stahlman Bldg., Nashville, Tenn.
Phone: 5-8909
Manager.....W. M. Holder

Radio-TV Accounts: American Snuff Co., Donald Furniture Co., The HumKo Co., Robilio & Cuneo (Ronco Foods), American Tea & Coffee Co.

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 13, Mich.
Phone: Woodward 3-3000
AAAA—ANPA—ABP

Partners.....Leonard N. Simons
Lawrence J. M. Michelson
Prod. Mgr.....Arthur H. Copland
Space Buyer.....C. Allison Belcher

Art Director.....Al Sielaff
Radio-TV Director.....Richard N. Hughes
Radio Accounts: Cunningham's Drug Stores (Drug, etc.), Keopplinger Bakery (Baked Goods), Krun-Chee Potato Chips (Potato Chips), (Pretzels), Marshall Drug Company (Drugs), Cleveland, Ohio; Benjamin Rich (Real Estate), Sealy Mattress Co. (Mattresses), Taylor's Inc. (Dodge-Plymouth), Detroit, Mich.; Velvet Peanut Products (Peanut Butter); E & B Brewing Co. (Brew 103, Golden Ale); People's Outfitting Co. (Dept. Store); Dossins Food Products (Pepsi-Cola); General Electric Supply Co. (Appliances); Guardian Savings & Loan; Lasky Furniture; City Bank, Detroit, Mich.; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co., Detroit, Mich.; Lix (Cough Formula), Detroit; Stone's Jewelers, Detroit; Schmidt's (Beer), Detroit; Wrigley's Super Markets, Detroit; Park Furniture Co.; Epps Four Great Stores (Sporting Goods); Holden Builders; Keene Television; Kwik Kafe of Detroit. Inc. (Vending Machine Coffee), all Detroit.
TV Accounts: Cunningham's Drug Stores (Drugs, etc.); Dossin's Food Products (Pepsi Cola); Keopplinger Bakery (Baked Goods); Krun-Chee (Potato Chips); People's Outfitting Co. (Dept. Store); Sealy Mattress Co. (Mattress Mfg.); Taylor's Inc. (Automotive); Velvet Peanut Products (Peanut Butter); E & B Brewing Co. (Brew 103, Golden Ale); General Electric Supply Co. (Appliances); Lasky Furniture; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co.; Wrigley's Super Markets; City Bank, Detroit, Mich.; Lix.

W. J. SMITH CO.

Martin Brown Bldg., Louisville 2, Ky.
Phone: Jackson 2163
APA—SNPA—ANPA
Pres. & Treas., Prod. Mgr.....W. J. Smith
Vice-Pres. & Secy.....G. B. Smith
Media Dir. & Copy Chief.....H. D. Peltier
Radio Dir.....I. M. Diebold
Account Executives.....P. M. Shaughnessy, H. D. Peltier, W. J. Smith
Radio Account: Peerless Mfg. Co.

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.
Phone: ATlantic 1-9312
ABP—ANPA—APA—FAAG
President.....Ronald P. Taylor
Bd. Chrmn., Treas.....Robert M. Jenkins
Television Dir.....Thomas J. MacWilliams
Radio Director.....Les Sterne
Acct. Executives.....Ronald P. Taylor, Robert E. Quaid, W. C. Sutherland, R. M. Jenkins, E. V. Hudson, Jules A. Petrencs, J. J. Matelan, R. K. Pearson, William D. Morrissey

SON DE REGGER ADV. AGENCY INC.

1020 Locust St., Des Moines 9, Ia.
Phone: 3-3185
ANPA—APA—ABP—FAAG
President, Space Buyer, Radio Time & Acct. Exec. Treas....Les Son De Regger
Secretary.....A. H. Son De Regger
Art Dir.....D. D. Neal
Prod. Mgr.....Joseph Daniels
Radio Accounts: National Soap & Refining Co., Grocers Wholesale Co.

C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.
Phone: PLeasant 3-4789
Pres., Treas. & Radio Time Buyer C. Jerry Spaulding
Secretary.....H. H. Hartwell
Art Director.....Harvey Ball
Prod. Mgr.....Charles Rice
Acct. Exec.....Robert F. Hayward
Radio Accounts: Coronado Hotel, Peoples Savings Bank, Mechanics Natl. Bank, Smith & Fyfe, Inc. (Ice Cream) Worcester.

RAYMOND SPECTOR COMPANY, INC.

445 Park Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4407
ABP—ANPA—APA—PPA
President, Treas.....Raymond Spector
Client Service.....Bert Schwartz
Art Director.....Irving Trabich
Production Manager.....Richard Scott
Dir. of Pub. Rel.....Millie T. Trager
Research Director.....Cal Morris
Radio-TV Director.....Dick Blaine
Radio-TV Account: Hazel Bishop, Inc. (Lipstick and Complexion Glow), New York, N. Y.

SPITZ ADVERTISING AGENCY, INC.

530 Oak St., Syracuse 3, N. Y.
Phone: 9-5581
ABP—ANPA
Owner, Acct. Exec.....William Spitz
Art Director.....Phillip Gabriel
Copy Chief.....Cynthia Proulx
Production Mgr.....Diane Davis
Space & Time Buyer.....Martha Mathews
Radio-TV Director.....Ed Herr
Radio Accounts: Empire Card Co., Inc. (Greeting Cards), Elmira, N. Y.; Fair City Savings & Loan Ass'n, Syracuse; Gardner & North Roof & Siding Corp., Syracuse; Grange Silo Co., Inc., Red Creek, N. Y.; Henry Frank Leather Co., Syracuse; Hotel Syracuse Mohican Stores Inc. (Food Markets), Syracuse & Auburn, N. Y.; Pilgrim Packing Co., (Meat Products), Syracuse; Syracuse Card Co. (Greeting Cards), Syracuse; Syracuse Glass Co. (Store Fronts), Syracuse; Syracuse National Shows, Inc., Syracuse; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College—Adult Division, Syracuse University.
TV Accounts: Besding Furniture Supermarket (Furniture), Syracuse; Empire Card Co. Inc. (Greeting Cards), Elmira, N. Y.;

Gardner & North Roofing & Siding Co.; Hotel Syracuse; Onondaga Supply Co., Inc. (Appliances), Syracuse; Outdoor Store (Sporting Goods), Syracuse; Penfield Manufacturing Co. (Mattresses) Syracuse; Spector-Genesse Motor Sales, Inc. (Cadillac-Olds dealer) Syracuse; Syracuse Card Co., Greeting Cards), Syracuse; Syracuse Glass Co.; Syracuse National Shows, Inc.; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College, Adult Education Div., Syracuse University; Wilsons Leading Jewelers (Jewelers), Syracuse.

SPITZER & MILLS LIMITED

50 King Street W., Toronto 1, Can.
Phone: EMpire 6-2811

President.....G. F. Mills
Exec. Vice-Pres.....J. W. Spitzer
Gen. Mgr. & Sec.-Treas.....W. H. Reid
Radio TV Director.....T. R. Hart
Account Executives.....J. R. Charles, F. J. Collins, W. G. Wallace, L. F. McCartney, W. F. Nugent, J. Gillard, B. Whale, S. Boswell, G. F. Mills, J. W. Spitzer, W. H. Reid, J. Bramm, D. McMillan, F. E. Smith, W. S. Karn

Branch Office

3405 Addington Ave., Montreal, Quebec
Phone: WA 0344

Co. Mgrs.....D. McCrimmon, J. Randle
Radio Dir.....P. E. Corbeil
Acct. Executives.....J. Randle, D. McCrimmon, E. Miller, A. Rigby, R. N. Rodricks, R. Morrin, E. Bellamore, F. Brunet, H. Smith

BARTON A. STEBBINS ADVTG.

3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Dunkirk 8-8131
ABP—ANPA—APA—AAAA—NOAB

Owner.....Barton A. Stebbins
Acct. Execs.....A. W. Gudelman, Nat Jeffras
Time Buyer.....A. W.Gudelman

Radio Accounts: Certified Grocers of Calif. (Perfect Host & Guest coffees), Los Angeles; Signal Oil Company (gasoline), Los Angeles; Sleep-Eze Co. (Sleep-Eze), Los Angeles.

TV Accounts: Certified Grocers of Calif. (Perfect Host & Guest coffees), Los Angeles; Signal Oil Company (gasoline), Los Angeles

STERLING ADV. AGENCY, INC.

535 5th Ave., New York 17, N. Y.
Phone: MUrray Hill 7-3400
ANPA—PPA

Chairman of Board.....S. M. Broun
President.....Joseph S. Edelman
Treasurer .....Herbert Goldsmith
Media, Radio, TV Dir., Time Buyer.....Alfred B. Udow

STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.
Phone: Dunbar 1-5600
AAAA—ABP—ANPA—APA—PPA—NOAB

Chrmn. of Board.....William Z. Burkhart
VP, Sec. & Copy Chief.....Ranald S. West
Pres., Dir. of Contract..Joseph D. Nelson, Jr.
Exec. V.P., Treas.....C. Thomas Martin
VP & Dir. Media.....Robert A. McDowell
Television Director.....Gary Lee
Dept. Mgr., Time Buyer.....Douglas Burch

Radio Accounts: Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Mosler Safe Company (Mosler Safes & Chests), Hamilton, Ohio; Cincinnati Gas & Electric Co. (Utility), Cincinnati, Ohio; Gibson Wine Co. (Golden Pheasant Wines), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.; United States Shoe Corp. (Red Cross Shoes), Cincinnati, O.

TV Accounts: United States Shoe Corp. (Red Cross Shoes), Cincinnati, O.; Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Cincinnati Gas & Electric Co. (Utilities), Cincinnati, Ohio; Central Trust Co. (Banking Institution), Cincinnati, Ohio; Mosler Safe Company (Safes & Chests), Hamilton, Ohio; Gibson Wine Company (Golden Pheasant Wines, Champagne), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.

STORM ADVERTISING CO., INC.

72 East Ave., Rochester 4, N. Y.
Phone: Baker 9140, 9149

Pres., Treas., Media Dir.....Morry Storm
V.P.-Radio & TV Dir. & Acct. Ex. Time Buyer.....Jean Schantz
Prod. Mgr.....Elmer Foote
Office Manager.....Janet Thomas

Radio and TV Accounts: Harry Forman Cl. Company (men's clothing), Rochester; Gioia Macaroni Company (manufacturers of macaroni products), Buffalo; Vaisey-Bristol Shoe Company, Inc. (manufacturer of children's shoes), Rochester; Designs Publishing Company, N. Y. C.; Alhart's Electric Company (appliances), Rochester; Cramer Drug Company (drugs), Rochester; Baker's Jumping-Jack Bootery (Shoes), Rochester-Elmira-Geneva, N. Y.; A Lustig Inc. (Food Processor), Brockport, N. Y.; Rudolph's Jewelers, Rochester; M. E. Silver Corp. (Motorola Distributor), Rochester; Snyder's Seat Covers, Rochester; Stanley Optical Co., Rochester; Style House (Rugs), Rochester.

DANIEL F. SULLIVAN CO., INC.

216 Tremont St., Boston 16, Mass.
Phone: HAncock 6-7644
AAAA—ABP—ANPA—APA—NBP—PPA

President.....Daniel F. Sullivan
Sales Dir.....Robert N. Sullivan
Treas., Space Buyer.....William H. Sullivan

Radio Accounts: Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Drivit Auto Rental), Boston, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburgh), Pine Point, Me.; Hickox Secretarial School, Boston.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

477 Madison Ave., New York 22, N. Y.
Phone: ORegon 9-2500
ANPA—APA—NOAB—PPA—NBP

President.....Raymond F. Sullivan
Vice-Pres.....Donald D. Stauffer
Vice-Pres.....Robert T. Colwell
Vice-Pres.....S. Heagan Bayles
Vice-Pres., Secy.....John P. Cohane
Vice-Pres. .....Ralph Smith
Vice-Pres. & Treas....T. Newton Weatherby
Vice-Pres.....Lloyd W. Baillie
V.-P. & Copy Chief.....Joseph Leopold
V.-P. & Media Dir.....Francis Minehan
V.-P. & Merch. Dir.....Daniel O'Meara
Vice Pres.....Kenneth McAllister
Vice Pres.....Herbert A. Vitriol
Vice-Pres.....A. K. Spencer
Vice-Pres.....Luther H. Wood
Vice-Pres. .....Maitland Jones
Vice-Pres.....Samuel Carter III
Vice-Pres.....Ida S. Raisback
Vice-Pres. ....Barrett Welch
Vice-Pres.....William M. Spire
Vice-Pres.....Clemens F. Hathaway
Vice-Pres. .....Joseph Hardie
Research Dir.....Timothy J. Healy
V.-P. & Head Art Dir.....Robert West
Prod. Mgr.....George Andrew
Controller.....M. Herbert King
V.-P. & Radio-TV Dir.....Philip H. Cohen
Radio-TV Bus. Mgr.....Frank Reed

Branch Office
6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hollywood 4-2119

Vice-Pres. &
TV-Radio Dir.....Jack Van Nostrand
Assistant.....John G. Cole

J. WALTER THOMPSON COMPANY

420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 3-2000
AAAA—ABP—ANPA—APA

Chairman .....Stanley Resor
Vice Chairman.....Henry C. Flower, Jr.
Vice Chairman.....Samuel W. Meek
President.....Norman H. Strouse
Vice Presidents.....Donald Anderson, Robert W. Ballin, Robert Black, Arthur Blomquist, Joseph Boyle, Harry Deines, Robert Dennison, Jr., John Devine, Samuel Dobbs, Herbert Drake, Margaret King Eddy, Wallace Elton, Don Francisco, Edward Graham, William Griffin, Jr., Robert Haig, Jr., Maurice Hanson, Howard Henderson, Henry Herrmann, Kennett Hinks, C. Maurice Holland, Thayer Jaccaci, Arno Johnson, Henry C. L. Johnson, John J. Kirn, Standish Marsh, Thomas Mason, Robert McDonald, Ezra McIntosh, William McKamy, William McKeehan, Jr., John Monsarrat, John Morse, Philip Mygatt, Thomas O'Grady, Lucile Platt Reaves, Vergil Reed, William Resor Charles Rheinstrom, Edmund Rice, Edward Robinson, Jr., O'Neill Ryan, Jr., Edmund Smith, Lewis Snyder, Frank Stephenson, Nancy Stephenson, Joseph Stone, Winfield Taylor, Edward Thomas, Robert Urban, Ruth Waldo, Samuel Walker, Shirley Woodell, William Fiske Wright, William Pelton Wright, Jr.
V.P., Radio-TV.....H. Bart McHugh
V.P., Secretary.....Howard Kohl
Treasurer.....Luther O. Lemon
V.P. & Dir. of Media.....Arthur A. Porter
Time Buyers.....James O. Luce, Jayne Shannon, Anne Wright
Talent.....Virginia C. Spragle

Branch Offices
410 No. Mich. Ave., Chicago, Ill.
Phone: MOhawk 4-6700

Vice Pres., Mgr.....George C. Reeves
In Chrg. Radio-TV Dept.....Peter Cavallo

535 Griswold St., Detroit, Mich.
Phone: WO 2-8890

V.P., Mgr.....John L. McQuigg

6399 Wilshire Blvd., Los Angeles, Calif.
Phone: WE 3-7201

Vice Pres.....Tom R. Cooper
V.P., Radio-TV Dept.....Cornwell Jackson

220 Miracle Mile, Coral Gables, Fla.
Phone: MIami 83-5487

Manager .....Eugene Austin

320 California St., San Francisco, Calif.
Phone: GA 1-3510

V.P., Pacific Area Mgr.....Harry A. Lee

Radio Accounts: Kraft Foods Co.; Ford Dealers Assn.; Swift & Co.; Shell Oil Co.; Johns-Manville Corp.; Ward Baking Co.; Pan American; Quaker Oats Co.; Lever Brothers; Standard Brands; Scott Paper Co.; Mentholatum; Schlitz Beer.

TV Accounts: Aluminum, Ltd.; Atlantis Sales; Brillo Manufacturing Co.; Chun King Sales; Eastman Kodak; Johns-Manville Corp.; Ford Div., Central Fund; Kraft Foods Co.; Lever Brothers; Libby, McNeill & Libby; Pan American; Quaker Oats Co.; Scott Paper Co.; Swift & Co.; Sylvania; Assoc. Hospital Service of N. Y.; United Medical Service, Inc.; Ballantine; Bowman Dairy; Boyle Midway, Inc.; Safeway; Seven-Up; Shell Oil Co., Inc.; Southeastern Trailways; Standard Brands; Ward Baking Co.; W. F. Young, Inc.; Ford Dealers Assn.; Schlitz Beer.

TRACY, KENT & CO., INC.

515 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-4404
ABP—ANPA—APA—PPA—NBP

Chairman of Board.....Wm. Irwin Tracy
Pres.....Frank S. Kent
Vice-Pres. & Art Dir.....Hugh F. Donnell
Treas. & Sec.....Geo. M. Pease
Vice-Pres.....F. Haas, F. Nye, Leo E. Kirby
Buyer.....F. W. Hass
Radio & TV Director.....P. A. Baecker

Radio Accounts: J. W. Beardsley's Sons, (Food Products), Newark, N. J.; Cadie Chemical Products, Inc. (Polishing cloths), New York, N. Y.; Charles & Co., Inc. (Bon Voyage Shop), New York, N. Y.; Dellwood Dairy Co., Inc. (Milk & Dairy Products), Yonkers, N. Y.; Filler Products, Inc. (Snack

Foods), Atlanta, Ga.; Adolph Goldmark & Sons, Corp. (Imported Foods), New York, N. Y.; Gristede Bros., Inc. (Grocers), New York, N. Y.; Moore & Co. Soups, Inc. (Bon Vivant Soups), Newark, N. J.

TV Accounts: Cadie Chemical Products, Inc. (Polishing Cloths), New York, N. Y.; Filler Products, Inc. (Snack Foods), Atlanta, Ga.; Gristede Bros., Inc. (Grocers), New York, N. Y.; New Jersey Egg Institute (Jersey Jill Eggs), Lakewood, N. J.; Terry Candy Co., Elizabeth, N. J.

TRACY-LOCKE CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas
Phone: Sterling 4741
AAAA—ABP—ANPA—AFA

President .....Morris Hite
Exec. Vice-Pres.....Clay W. Stephenson, Jr.
Vice-Pres., Treas.....John H. Wellenkamp
Radio, TV Director....Lawrence E. DuPont

Branch Office
2332 Wittolcombe, Houston 25, Texas
Phone: MO 7-3306
Vice-President.....Clay W. Stephenson, Jr.

1501 Canal St., New Orleans 16, La.
Canal 9278
Exec.....G. C. Mossman

Radio Accounts: Borden Co. (Southern District); Comet Rice Mills, Houston; Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; Burrus Mill & Elevator Co. (flour), Dallas; Adleta Company, Dallas; Reserve Life Insurance Co., Dallas; Frito Co., Dallas, Texas; Amercian Brewing Co. (Beer), New Orleans, La.; Radio Stations, WWL, New Orleans, La. & KRLD, Dallas, Tex.

TV Accounts: Borden Co. (Southern District); Comet Rice Mills, Houston; Mrs. Baird's Bakeries, Dallas, Ft. Worth; Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; King Candy Co., Ft. Worth; Haggar Co. (men's slacks), Dallas; Adelta Company, Dallas; American Brewing Co.; Frito Co.

WILLIAM VON ZEHLE & CO., INC.

441 Lexington Ave., New York 17, N. Y.
Phone: MU 2-9010

Pres., Radio-TV Dir.....Wm. von Zehle
Copy Chief.....Otto Riess
Treasurer .....Kathleen Banks
Secretary .....Anthony Sarnataro

Accounts: Bernheimer, D. F., & Co.; Colonial Boat Works; Complete Machinery & Equip. Co.; Dyson Shipping, N. Y.; Emery, John S. Co.; First New Hampshire Corp.; Fishetti Bros.; General Register Corp.; Haeuser Shellac Co. Inc.; Industrial Aromatic Inc.; International Projector Corp.; Jadow, B. Inc.; K & W Products Corp.; Meyer, N. S. Inc.; Mohegan International; North Atlantic & Gulf Steamship Co.; Pan-Atlantic Steamship Line; Richmond Screw Anchor Co. Inc.; Rose Ribbon & Carbon Mfg. Co. Inc.; Solon Palmer; Standard Radio, Chicago & Hollywood; Winsor & Newton; Winston, Harry Inc.; Young, Adam J. Inc.

GEOFFREY WADE ADVERTISING

20 N. Wacker Drive, Chicago 6, Ill.
Phone: STate 2-7369
ABC—ANPA

Exec. Dir.....Albert G. Wade, II
General Manager.....Paul McCluer
Prod. Service Dir.....Lawrence W. Davidson
Research Dir.....Gordon Norberg
Art Director.....J. B. Hoopes
Dir. Radio Pgms.....P. C. Lund
Controller.....L. J. Francl
Media Director.....Louis J. Nelson
Space, Time Buyer.....David S. Williams
Dir. of Network TV Pgms.....Jack Farnell
Dir. of TV.....Booth Luck

Branch Offices
Wade Advertising Agency, Inc.
6381 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-7457
Exec. Vice Pres.....Robert E. Dwyer
Vice Pres.....Snowden Hunt, Jr.
Director, Radio-TV Oper.....Edgar Pierce

10 East 49th St., New York, N. Y.
Phone: PLaza 5-4156
Manager.....Forrest T. Owen

Radio Accounts: Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine, Tabcin), Elkhart, Ind.; Miles California Co., Los Angeles, Calif.; Aireloom Bedding (Mattresses & Springs), Alhambra, Calif.; Durham Chemical Co., Los Angeles; See's Candy Shops, Los Angeles & San Francisco.

TV Accounts: Miles Laboratories, Inc. (Alka-Seltzer, Nervine, Tabcin, Bactine), One-A-Day (Brand) Vitamins, Elkhart, Ind.; Alberto-Culver Co. of Hollywood (Alberto VO-5), Chicago; Miles California Co., Los Angeles, Calif.; Joe Maggio, Inc., Holtville, Calif.; See's Candy Shops, Los Angeles & San Francisco, National Van Lines, Los Angeles; Paper Prod. Co. (Napkins, etc.), Los Angeles.

HUGO WAGENSEIL & ASSOCIATES

Talbott Bldg., Dayton 2, Ohio
Phone: HEmlock 5542
AAAA—ABP—APA—PPA—ANPA
CAAN

President .....Hugo Wagenseil
Secy.-Treas. .....G. Wagenseil
Acct. Executive.....W. H. Ford
Radio Director.....F. R. Harwood

WALKER & DOWNING, GENERAL AGENCY

532 Oliver Bldg., Pittsburgh 22, Pa.
Phone: GRant 1-1900
ABP—ANPA

President.....William S. Walker
Vice-Presidents.....C. P. Richardson, F. L. Newmeyer, Jr.
Account Executives.....C. P. Richardson, F. L. Newmeyer, C. F. Hoffman, Frank G. Orr, A. F. Young
Radio & TV Director.....R. B. Stevens
Asst. Radio-TV Dir.....W. E. Burge

Radio Accounts: Allegheny Ludlum Steel

Corp. (stainless & special alloys, steels), Pittsburgh; Duquesne Brewing Co. (beer), Pittsburgh; Sterling Oil Div. of Quaker State Refining Corp., Emlenton; Pittsburgh Consolidation Coal Co. (solid fuels), Pittsburgh; I. N. Hagan Ice Cream Co. (Milk & Ice Cream), Uniontown, Pa.; Niagara Manufacturing & Distributing Corp. (Mechanical Massage Equipment), Adamsville, Pa.; Pittsburgh Coke & Chemical Co. (Insecticides), Pittsburgh, Pa.

TV Accounts: Allegheny Ludlum Steel Corp., Duquesne Brewing Co., Sterling Oil Division of Quaker State Refining Corp., Pittsburgh Consolidation Coal Company, Kaufmann's Department Store, Pittsburgh; I. N. Hagan Ice Cream Co., Uniontown, Pa.; Niagara Manufacturing & Distributing Corp., Adamsville, Pa.; Pittsburgh Coke & Chemical Co.

NORMAN D. WATERS & ASSOCIATES, INC.

6 East 39th St., N. Y. 16, N. Y.
Phone: MUrray Hill 5-8950
ABP—ANPA—PPA

President.....Norman D. Waters
Vice President.....Bliss Woodward
Secretary.....Elaine L. Waters
Treas., Gen. Mgr.....Louis Landesman
Space Buyer.....Fay Marenus
Production Mgr.....Robert Arch
Traffic.....L. Sanford Waters
Office Manager.....Rose Berger
Art Director.....Robert Bergman
Mechanical Art.....Frank Martin
Asst. to Pres.....Sheridan Sands
Account Execs.....Norman Waters, Bliss Woodward, Leonard Koven, Roy Friedlander

Paris, France, 1 Ave. Franco-Russe
Manager .....Faith Shipway

WILLIAM WARREN, JACKSON & DELANEY

45 W. 45th St., New York 36, N. Y.
Phone: JUdson 6-0350
ABP—APA—ANPA

Partners.....Harry Solow, Jr., William W. Solow, S. P. Jackson
Radio Dir.....Harry Solow, Jr.
TV Director.....S. P. Jackson
Asst. to Director.....William W. Solow
Mgr. TV Commercials.....Harry Alleva
TV Program Dir.....Edward O'Brien
Copy Chief.....Dorothy Scheler
Account Executives.....William Solow, S. P. Jackson, Milton Schwartz, J. C. Silverman, Jack Wilson, Paul Kopp, George Deller, Jack Halloran, John Callis

Radio Accounts: Sachs Quality Stores (Dept. Store); Flag Pet Food Corp. (Dog & Cat Food); Herbert's Jewelry (Jewelry); Sofia Bros. (Movers); Federal Life & Casualty Co. (Insurance); Rikers Restaurants; Roberts Technical & Trade School; Alexander's Dept. Stores; Monarch Buick Co., Inc.; Ritz Thrift Shop; Bookfind Club; Dale Dance Studios; Relaxacizor Sales Co.; Mason & Hamlin Piano Co.; Modell Jewelers; Michaels Brothers (Dept. Store), Schane Pontiac Corp., Old Reliable Oldsmobile, Zenith Radio Corp., Tri-State Buick Dealers Assn., all New York, N. Y.

TV Accounts: Sachs Quality Stores; Vim Stores; Ritz Thrift Shop; Warren Connolly (Dist. Norge, Motorola, Vornado); Sofia Brothers Inc.; Relaxacizor; Fruit of the Loom; Stevens & Thompson Paper Co.; Wing & Fin Pet Center, Chinchilla Industries, Inc.; Dale Dance Studios; Davega Stores; Monarch Buick Co., Zenith Radio Corp. of N. Y.; Schane Pontiac Corp., Warren Connolly (Appliances), all New York, N. Y.

Estimated Radio-TV Billings: $900,000.

WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 4-5800
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

President.....H. Paul Warwick
Vice-Presidents .....Henry Legler, S. O. Youngheart, Lester M. Malitz, Arthur Deerson, Thomas H. Shanley, Tevis Huhn, Harry Berk, Harold Jaeger
Radio & TV Director...William P. Warwick
Asst. Radio-TV Dir...Robert Steen, Joe Gratz

Branch Office

2405 W. 8th St., Los Angeles 57, Calif.
Phone: Dunkirk 3-1141

Vice Pres., Mgr.....C. E. Staudinger
TV & Radio Dir.....Cecil Underwood

Radio Accounts: Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Ruppert Brewery; Ex-Lax Company (Chocolate Laxative), Brooklyn, N. Y.

TV Accounts: Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Ruppert Brewery.

WASSER, KAY & PHILLIPS, INC.

610 Clark Bldg., Pittsburgh 22, Pa.
Phone: Grant 1-5752

President.....G. S. Wasser
Vice Pres.....E. J. Laughlin
Media Director.....Harry Anderson
Art Dir.....Virginia Hubach
Radio, Television Director.....Alvin Roth
Account Executive.....G. S. Wasser
Copy Chief.....Irene Wilson

Radio & TV Accounts: Country Belle Coop. (Farmers Dairy Products), Krogers (Food Markets), Coca Cola Bottling Co. of Pittsburgh, Pittsburgh, Pa.; T-K Roofing Mfg. Co., Chester, W. Va.; City Products Corp. (Ice), Pittsburgh, Pa.

WATTS, PAYNE—ADV., INC.

900 S. Main St., Tulsa 3, Okla.
Phone: DIamond 3-8108
ABP—ANPA—AAAA—AFA

Chairman of the Board.....Don Watts
Pres., Treas.....Oscar E. Payne
Vice Presidents.....Leslie S. Hauger, Don Dyer
Secy., Radio-TV Dir.....Don S. Mitchell

Asst. Treasurer.....Jack Buchman
Account Executives.....Don Watts, Oscar E. Payne, Leslie S. Hauger, Don Dyer, Don S. Mitchell, Thurman Glenn, George Breidenbach.
Radio-TV Traffic.....Sally Milstead
Radio Accounts: Okla. Tire & Supply Co., Tulsa; Mid-West Chevrolet, Tulsa; 1st National Bank, Tulsa; Commercial Nat'l Bank, Muskogee; 7-Up Distributors, Tulsa; Pepsi Cola Distributors, Tulsa; Palace Office Supply, Tulsa; United Fed. Sav. & Loan, Tulsa; Bell Oil & Gas Co., Tulsa; Okla. Natural Gas Co., Tulsa.
TV Accounts: Oklahoma Tire & Supply Co.; Standard Electric Supply Co., Tulsa; 1st National Bank; Chili Bowl Seasoning; Mid-West Chevrolet; Hanna Lumber Co., Tulsa; Palace Office Supply, Tulsa; Ray Allen Shoes, Tulsa; Burt's Ice Cream, Tulsa; Okla. Natural Gas Co., Tulsa; Jitney Jungle (Grocery Chain), Tulsa.

WEISS & GELLER, INC.

400 North Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 3-2100
ANPA—PPA—NOAB
President.....Edward H. Weiss
Vice Presidents.....Irving Auspitz, Bernard Gross, Jerome Joss, Bruce Dodge
V.P., Sec. Radio, TV Dir...Marvin L. Mann
V.P., Art Dir.....N. Lee King
V.P., Dir. of Research.....Joseph White
Media Dir., Radio, TV Time Buyer .....Jack Bard
Treasurer .....Ernest Stern
Production Manager.....Leo Sikes
Radio, TV Time Buyer....William Stenson
Acct. Execs.....Arthur Ramsdell, Bennett Cooper, Hubert Doering, John Clayton, Richard Sachse, George Gruenwald, Grady Boles, John Harpham, Kerry Sheeran, Roger Moran, Ken Murison, Byron Bonnheim, Robert Fierst

Branch Offices
400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-4070
V.P., Dir. Radio-TV.....Max Tendrich
9533 Brighton Way, Beverly Hills, Calif.
Phone: CRestview 6-7048

E. TAYLOR WERTHEIM

347 Madison Avenue, New York 17, N. Y.
Phone: MUrray Hill 4-7545
Owner, Media Dir.....E. Taylor Wertheim
Copy Chief, Space Buyer.....Ray Buras

WESTERN ADVERTISING AGENCY, INC.

4848 Wilshire Blvd., Los Angeles 5, Calif.
Phone: WEbster 8-2681
ABC—ABP—ANPA
President.....Edward E. Keeler
Vice Presidents.....William Wilson, C. M. Grove
V.P., Radio-TV Dir.....Edmund A. Lytle
Copy Chief.....Raymond E. Banks
Media Dir.....Nroine Freeman
Radio Accounts: Alemite Co. of Calif.; Battle Creek Food Co., Los Angeles, Calif.; Bowie Pies; Pig 'n Whistle Brands, (Candy); Calif. Wholesale Electric; Ontra Cafeterias; Community Bank; First Thrift Of Los Angeles; Huntington Park First Savings; First Federal Sav. & Loan of Wilmington, Calif.; GallenKamp's Stores Co.; Mills Sales Co.; Librascope, Inc.; G. M. Giannini Co.
TV Accounts: GallenKamp's Stores Co.; Pierpoint Landing; General Electric Supply Co.

WEXTON COMPANY, INC.

11 East 47th St., New York, N. Y.
Phone: MU 8-4050
ABP—ANPA
President .....Larry Schwartz
Vice Presidents.....Ted Grauenson, Kenneth Rader, Ed Greenberg
Secy.-Treas. .....Howard Wechsler
Acct. Supervisor.....George Gilbert
Radio-TV Dir.....Dan Wallack
Radio Accounts: Speert & Co. (Combs); Ambrosia Cosmetics (Facial Cleansers); Ken Research; Gibson-Momser Co., Inc. (Brushes); Doak Pharmaceutical, all New York City; W. Gobel (Hummel Figurines), Bavaria; Kalart Co., Plainville, Conn.
TV Accounts: Research for Better Living, Inc. (T. W. O. Reducing Preparation); Thompson Medical Products (San Cura Ointment); Sinclair Pharmaceutical; Lady Brett Candles, all New York, N. Y.; Burndy Engineering Co. (Electrical Products), Norwalk, Conn.; Berko Electric Mfg. Corp. (Radiant Heating), Queens Village, N. Y.; Reliance Pencil Corp., Mt. Vernon, N. Y.
Estimated TV Billings: $150,000.00.

WHERRY, BAKER & TILDEN, INC.

919 North Michigan, Chicago 11, Ill.
Phone: DElaware 7-8000
AAAA—ABC—ABP—ANPA
President .....Larry Wherry
Vice Presidents.....Bruce A. Baker, Louis E. Tilden, Clifford Bolgard, Charles A. Wilcox, Robert Ferguson
Dir. of Radio & TV.....Louis E. Tilden
Media Dir.....Clifford Bolgard

WINIUS-BRANDON COMPANY

1706 Olive St., St. Louis 3, Mo.
Phone: CHestnut 1-6380
AAAA—ABP—ANPA
President.....Enno D. Winius
Sr. Vice-Pres.....C. A. Brandon
Vice-President, Treas.....W. L. Sanborn
Media Dir.....George R. Bishop
V.P., Radio-TV Dir.....V. L. Morelock
Vice Pres., Acct. Exec.....Walter Winius
Vice Pres.....William H. Austin
Vice Pres., Creative Dir.....James D. Nevins
Radio Accounts: American Investment Co. of Ill. (Loan Corp.), St. Louis; Bardenheier Wine Co., St. Louis; Boatmen's Bank, St. Louis; H. C. Cole Milling (Flour), Chester, Ill.; Bar-B-Quik (Frozen Ribs), St. Louis; Deep Rock Oil Corp. (Petroleum), Tulsa, Okla.; Chevrolet Dealers Assn. of Greater

St. Louis; Miller Products Co. (Insect Repellent); Katy Railroad, St. Louis.

TV Accounts: Deep Rock Oil Corp.; American Investment Co. of Ill.; Bar-B-Quik; Chevrolet Dealers of Greater St. Louis; Manhattan Coffee Co., Carling Brewing Co., Miller Products Co. (Insect Repellent); Bardenheier Wine Cellars, all St. Louis, Mo.

WOODWARD & BYRON, INC.

50 West State St., Westport, Conn.
Phone: CApital 7-9554

Ch. of Bd.....Mark B. Byron
President.....Van Lear Woodward, Jr.
Vice Pres.....Thomas F. Cosgrove
Secretary .....John Boyd
Vice Pres.....Kenneth Hammond

WYATT ADVERTISING AGENCY

401 Navarro St., San Antonio 5, Texas
Phone: CA 6-2226
SNPA

Owner.....William I. Wyatt
Art Dir.....William J. Lytle
Prod. Mgr.....James Thompson
Copy Chief.....Esther Stith
Radio Dir.....Tom Holbrook

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 9-5000
ANPA—AAAA—ABC—ABP

President.....Sigurd S. Larmon
Exec. V.P., Co-Chmn. Plans Brd.....Louis N. Brockway
V.P., Co-Chmn. Plans Brd., A. V. B. Geoghegan
V.P., Art Director....Frederick S. Sergenian
Senior Vice President.....Frank Fagan
Sr. V.P., Contact Dept.....Harry Harding
Sr. V.P., New Business..William H. Howard
V.P., Dir. Radio-TV....Robert P. Mountain
Vice Presidents, Radio-TV.....David Levy, Joseph A. Moran
Mgr., Radio-TV Pub.....Harry Rauch
V.P., Mgr. Copy Dept...John B. Rosebrook
V.P., Dir. Int'l. Div.....Lorimer B. Slocum
V.P., Gen. Counsel.....David Miller
V.P., Merchandising Dir.....Samuel Cherr
V.P., Dir. Pub. Rel.....Ken R. Dyke
V.P., Dir. Research.....Dr. Peter Langhoff
Mgr. of Radio-TV Oper.....D. Y. Bradshaw
V.P., Dir. Copy, Radio-TV Com's.....George H. Gribbin
V.P. Chg. Acct. Planning & Supv.....Rod Erickson
Vice-Presidents .....Milford Baker, Harry B. Carpenter, George B. Dippy, J. Brooks Emory, Jr., Frank L. Henderson, Alexander Kroll, A. Gardiner Layng, Robert P. Mountain, Walter K. Nield, William L. Shinnick, Albert Tilt, Jr., Walter B. C. Washburn, Edward Bond, Robert H. Brinkerhoff, Robert Clayton, Montagu G. Miller, Bernard Pagenstecher, Paul Richardson, Louis P. Weil, J. P. Wilkerson, Thomas W. Clark, H. Kierstead, Randolph McKelvey, William D. Thompson

Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.
Phone: FInancial 6-0750

V.P., Mgr.....John F. Whedon

645 Griswold St., Detroit 26, Mich.
Phone: WOodward 1-0067

Manager.....James W. Johnson

6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-2731

V.P. Radio-TV Dir.....Walter Bunker

235 Montgomery St., San Francisco 4, Calif.
Phone: DOuglas 2-6977

V.P., Mgr.....Edward A. Merrill, Jr.

Radio Accounts: Thomas J. Lipton, Inc.; Piel Bros., Inc.; General Foods Corp.; General Electric Co.; Cannon Mills, Inc.; Gulf Oil Corp.; Procter & Gamble Co.; American Home Foods, Inc.; Metropolitan Life Insurance Co.; Bristol-Myers Co.; Sanforized Div. of Cluett, Peabody & Co., Inc.; Borden Co.; Drackett Co.; General Cigar Co., Inc.; Hunt Foods, Inc.; International Harvester Co.; Life Savers Corp.; Singer Sewing Machine Co.; Time Inc.; P. Lorillard Co.; Cudahy Packing Co.; American Bakeries Co.; Drake Bakeries, Inc.; Johnson & Johnson; Northern Paper Mills; Personal Products Corp.; Simmons Co.

TV Accounts: Thomas J. Lipton, Inc.; Piel Bros., Inc.; Duffy-Mott Co., Inc.; Procter & Gamble Co.; General Electric Co.; General Cigar Co., Inc.; Singer Sewing Machine Co.; Borden Co.; General Foods Corp.; Gulf Oil Corp.; Simmons Co.; Johnson & Johnson; Goodyear Tire & Rubber Co., Inc.; Bristol-Myers Co.; P. Lorillard Co.; American Home Foods, Inc.; International Silver Co.; Sanforized Div. of Cluett, Peabody & Co., Inc.; Drackett Co.; Elgin National Watch Co.; Hunt Foods, Inc.; Remington-Rand, Inc.; American Bakeries; Cudahy Packing Co.; Drake Bakeries, Inc.; Max Factor & Co.; Time, Inc.; Permacel Tape Corp.; Northern Paper Mills; International Harvester Co.

YOUNT COMPANY

12 East 10th Street, Erie, Pa.
Phone: 2-2816

Owner.....M. A. Yount
Acct. Executives.....M. John Yount, George R. Rinderle
Production Mgr.....Arthur M. Elder
Secretary .....Luella Drenning
Art Director.....Richard Bitting
Artist .....Lee Tillman

Radio Accounts: The Erie Brewing Co., Erie, Pa.

TV Accounts: The Erie Brewing Co., Erie, Pa.; Harris Inc. (New and Used Automobiles), Erie, Pa.

ZANPHIR, PETER, ADVERTISING

565 5th Ave., New York 17, N. Y.
Phone: PL 3-8340
ABP

Radio & TV Accounts: TV Programs of America, The Katz Agency.

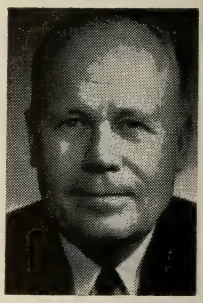
Top Agency Presidents

• Pictures and profiles of the men who held the billing reins for the top twenty-five ad agencies in the nation. Total investment by these agencies in radio and television in 1955 amounted to more than $675,750,000.

BEN DUFFY, president of BBD&O, has spent his entire career with the firm. Starting at 17 as an office boy, the young Irishman became head of the media department in 1928 when the George Batten company merged with BD&O to form the present company. Baptized Bernard Cornelius, sometime in this period Ben lost his given name, and now only uses it for the most formal signatures. In 1934 he become director of media; in 1938 a vice-president and director; in 1944 executive VP; in 1945 general manager; and finally, in 1946, president. In 1951 Ben found time to author the standard "Profitable Advertising in Today's Media & Markets." He is also a member of the Board of Directors of the Audit Bureau of Circulations; member of the Advisory Committee on Advertising of the Proprietary Association of America.

NORMAN H. STROUSE, the new president of J. Walter Thompson, has spent virtually all of his business career in advertising. He was an advertising salesman with the Seattle Post-Intelligencer for four years before joining the J. Walter Thompson Company's San Francisco office in 1929, where he served in a variety of capacities, including account representative. Strouse enlisted in the Air Corps, as a private, declining an officer's commission, early in the Second World War. He ended his service as a Major, with a Legion of Merit, three campaign stars and a Medal of Merit from the Philippine Government. In 1945 Strouse went to the Detroit office of the Thompson Company where he became a vice president, and later manager of the office.

ADOLPH J. TOIGO, president of Lennen & Newell, Inc., is a strong believer in research, and has spent much of his agency career as a research director. While holding a full time job with John H. Dunham, a Chicago agency, after his graduation from the University of Chicago in 1929, he was a football line coach for Stagg. In 1936 he came east to manage the research department of Benton & Bowles, and four years later moved to Geyer, Cornell, & Newell in a similar capacity. In 1943 he became a vice-president and research director of William Esty Co., and soon became chairman of the plans board and supervisor of the Colgate account. In 1952 he helped change Lennen & Mitchell into Lennen & Newell, and became a vice-president.



SIGURD STANTON LARMON, president and chairman of the board for Young & Rubicam, Inc., began his career as a salesman in 1914 with various companies before becoming district manager of Columbia Phonograph Co. in 1922. In 1925 he joined N. W. Ayer & Son as an account executive. Larmon became associated with Y & R in 1929, reaching his present position in 1942. Born in Stanton, Iowa, July 21, 1891, he attended Dartmouth College, receiving his B.S. degree in 1914 and his M.A. in 1948. Larmon is a member of the U. S. Advisory Commission on Information, a trustee of the Committee for Economic Development and a member of the Research & Policy Committee for the government. He is also vice chairman of the U. S. Council of the International Chamber of Commerce.

MARION HARPER, JR., president of McCann-Erickson, was born on May 14, 1916, in Oklahoma City, Oklahoma, attended Phillips Academy, Andover, Mass., and was graduated from Yale University in 1938. During the following year he joined McCann-Erickson. After serving successively as manager of copy research, vice-president in charge of research and merchandising, and assistant to the president, Harper became president of McCann-Erickson in December, 1948. At that time the agency had 24 offices and 1,200 employees. Today it operates from 34 offices in sixteen countries and its employees total 2,775. During the same period, the agency's business volume has more than doubled. Harper is also the author of "Getting Results from Advertising."

WARNER S. SHELLY, president of N. W. Ayer & Son, Inc., can really claim to have started his career at the bottom. His first job, in 1920, involved working under the Hudson River on the Hudson tubes. This was a full-time job, and he was also taking full-time courses at Fordham University Law School. His double career caught the attention of friends who worked for N. W. Ayer & Son. He joined Ayer in 1923, worked up steadily through several departments to become a vice president and manager of client service in the New York office in 1938, and a director in 1951. In the latter year he was also elected president. In the average year he travels about 50,000 miles by plane visiting clients throughout the country and as far away as South Africa.

ATHERTON W. HOBLER, Chairman of the Executive Committee of Benton & Bowles, Inc., has been associated with the firm since 1932 when he joined as an equal partner, becoming president a year later. A University of Illinois graduate, Mr. Hobler entered the advertising field as an assistant in the media department of the Gardner Agency in St. Louis, but after six months joined the Appleton Manufacturing Co. as an auditor. By the time he was 24 he had complete authority over sales and marketing, but returned to Gardner in 1919, and by 1922 was vice-president and general manager. Three years later he came to New York as an account executive with Erwin Wasay & Co., and later became a partner. The native of Chicago became chairman of the board of B & B in 1941.

MILTON H. BIOW, chairman of the board and chief executive officer of the Biow Company, has never worked for an agency other than his own. Born in New York on July 24, 1892, and attending schools there, Milt entered the advertising business as a young man, founding his own firm in 1918. He has a keen interest and appreciation of English antiques, whether it be furniture, silver, china or glassware. His mid-Manhattan air-conditioned town house on East 62nd St. is filled with fine pieces, as are the offices of the Biow Co. Strongly disliking personal publicity, his biography in Who's Who is limited to a few lines. He married the former Milise Lane Banning on January 9, 1944. Biow's first principle is to constantly re-examine advertising and merchandising, to quote him, "with an ear to the familiar cash register ring."

FAIRFAX M. CONE, president of Foote, Cone & Belding since 1951, formed the company in 1943 in association with Emerson Foote and Don Belding—all three vice-presidents of the dissolved Lord & Thomas Agency. He started out with L & T as a copywriter after three months on the staff of the San Francisco Examiner. Within nine years he became a vice-president of the agency and manager of the San Francisco office. In 1941 he became executive vice-president and manager of the Chicago office. Since the formation of FC&B Mr. Cone has been successively chairman of the executive committee, chairman of the board, and since 1951, president. He is also a past chairman and currently a member of the advisory council of the AAAA.

JOHN P. CUNNINGHAM, president of Cunningham & Walsh, Inc., has been with the same firm, or its predecessors, since he entered the advertising field as an artist fresh from a World War I tour in the Navy. A Harvard graduate, he started in the art department of C & W's predecessor, the Newell Emmett Co., and quickly moved into copy territory. He was appointed vice-president in 1931 and later became the agency's creative head. When C. D. Newell retired in 1949, Cunningham became executive vice-president. At this time the agency changed its name to reflect current principals. He was elected president in 1954, at which time Fred Walsh became chairman of the board. During World War II, he was a chairman of the creative advertising committee for the U.S.O.

JAMES H. S. ELLIS, president of the Kudner Agency, Inc., has been with the firm since 1935, when it was founded by Arthur Kudner. A native of Rensselaer, Indiana, Jim Ellis entered the advertising field after service with the A.E.F. in the first World War. His first position was with a firm in Columbus, Ohio, and in 1928 joined Erwin, Wasey & Co. as copy chief. On the death of Mr. Kudner in 1944, Mr. Ellis succeeded him as president, and in 1945 became head of the newly formed Kudner Agency, Inc. Jim is board chairman of the National Outdoor Advertising Bureau and a former member of the Board of Directors of the American Association of Advertising Agencies. A resident of New York City, he is married to the former Maxine Courtney Ford, and the father of three sons.

LEO BURNETT, chairman of the board, Leo Burnett Company, Inc., started out to be a newspaperman on his home town paper, the St. John's (Mich.) Weekly, and after his graduation from the University of Michigan, worked for the Peoria (Ill.) Journal. He moved on to become editor of the Cadillac Motor Car Company house organ, and advanced to the position of advertising manager. Mr. Burnett held positions with the Homer McKee agency, Indianapolis, and Erwin, Wasey & Co., Chicago, before opening his own firm—with a staff of seven, and three accounts—in mid-depression 1935. Best known for his creative work, Mr. Burnett is still actively in charge of the agency's creative work. The parents of three children, the Burnetts live on a farm in Lake Zurich, Ill.

BARTON A. CUMMINGS, president of Compton Advertising, Inc., is probably one of the youngest chief executives of a multi-million-dollar corporation in the nation, heading up an agency that has more than doubled its billings in the past 8 years. Following his graduation from the University of Illinois in 1935, he joined his father's agency in Rockford, Ill., and later was associated with Swift & Co., and Benton & Bowles. During the early part of the war, he worked with the OWI and the OPA, later joining the Navy. After V-J Day, Bart spent a short time with the Maxon Agency, and in 1947 joined Compton as an account executive. Three years later he became a vice-president, and in 1952 was elected a director. In January 1955 he was elected president.

HENRY G. LITTLE, chairman of the board and president of Campbell Ewald Co., Detroit, has been in advertising for 36 years, all but three of them in the agency field. He started with Lord & Thomas in 1919, and seven years later was transferred to the San Francisco office. In 1935 he opened an office in Dayton, Ohio, to handle the Frigidaire account. After becoming a vice-president he left the agency to manage the Cincinnati office of Roy S. Durstine, and then moved to the general managership of Campbell Ewald Co. A year later he became executive vice-president and a director. He was elected president in 1952, and chairman of the board in 1953. Henry was recently elected chairman of AAAA board of directors and its operations committee.

WILL C. GRANT, president of Grant Advertising, Inc., established his agency in 1935 at Dallas, Tex., after selling advertising for R. R. Donnelley & Sons from 1932 to 1934. He also sold for W. F. Hall Printing Co. Grant opened the home office in Chicago in 1937. The New York office opened three years later, and several foreign branches are now open. Grant was born in Dallas on Aug. 9, 1906 and attended high school there. He entered Southern Methodist University in 1924. While working his way through, Grant sold so much advertising for the student annual paper that the university abolished the paper on the grounds that big business was not a suitable student endeavor. Grant is also a member of the Indian Hill Club, and the Racquet Club.

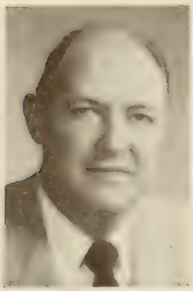
HOWARD D. WILLIAMS, newly named chairman of the board of directors of Erwin, Wasey & Co., received his B.S. degree from Massachusetts Institute of Technology in 1911. He joined the Chicago Sanitary District as an engineer the same year. Williams has successfully worked for James McCreery & Co., New York City, Stewart Dry Goods Co., Louisville, and the National Cash Register Co., Dayton, where he was vice-president in charge of foreign operations, before entering the advertising field. At Erwin, Wasey & Co., Williams held several posts, becoming president and general manager in 1947 and now chairman. He is a member of the American Association of Advertising Agencies, director of the Advertising Research Foundation and a 32nd degree Mason. Williams is a World War I veteran.

CLIFFORD L. FITZGERALD, president of Dancer-Fitzgerald-Sample, Inc., has swapped titles of president and chairman of the board with H. M. Dancer for twelve years. After graduating from Dartmouth College, the young native of St. Louis founded the Fitzgerald Advertising Agency in New Orleans in 1927, at the age of 24. In 1937 he left his partners to manage the Chicago office of Sherman &. Ellis & Co., In 1941 Cliff joined Blackett-Sample-Hummert as vice-president and over-all supervisor of the agency's Procter & Gamble account. In 1943, the organization became Dancer-Fitzgerald-Sample, Inc. Cliff married the former Isabel Hanway in 1924, and is now the proud grandfather of six.

WILLIAM B. LEWIS, president of Kenyon & Eckhardt, Inc., brought a broad background of experience in broadcasting to the firm when he joined them in 1944. Starting as an apprentice at J. Walter Thompson, he joined CBS in 1935 as commercial program director, and a year later became the first vice-president in charge of programs, and the network's youngest vice-president. In 1941, at the request of New York's Mayor LaGuardia, Lewis went to Washington as Chief of the Radio Division in the Office of Facts and Figures, with the job of coordinating the government's radio activities. When the OWI was formed in World War II, he was appointed Chief of the Domestic Radio Bureau, and organized and operated the Radio Allocation Plan. Returning to CBS briefly, Lewis joined Kenyon & Eckhardt in 1944 as a vice-president.

ROBERT M. GANGER, chairman of the board of the D'Arcy Advertising Co., spent twenty-four years with Geyer, Newell & Ganger, Inc., and its predecessors, and did a three-year stint with P. Lorillard and Co., before coming to the D'Arcy agency in his present position in 1953. Fresh from Ohio State University, he started with the Geyer Co., of Dayton, Ohio, as an office boy, and in four years—in 1930—was a branch office manager, and in another three, a vice-president. A native of Greenville, Ohio, Bob became a director of P. Lorillard in 1950, and in 1952 was elected president, to become the youngest of prexies in tobacco's Big Five. In 1953 he assumed his present post with D'Arcy. Besides introducing Embassy and Kent for Lorillard, Bob's achievements also include the "Man of Distinction" campaign.

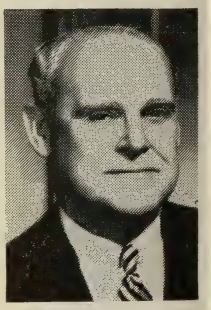
ROBERT M. WATSON, president of Ruthrauff & Ryan, Inc., joined the firm as an account executive in the San Francisco office in 1940, and subsequently became manager of that office. In 1943 he moved to the New York office, and in 1946 became vice-president. Six years later he was named executive vice-president in charge of eastern operations. Before joining R & R Bob had been a newspaper reporter, copy writer, salesman, and retail advertising and sales promotion manager. Mr. Watson married the former Frances Baldwin, and is a resident of Greenwich, Connecticut.



ROBERT E. ALLEN, president of Fuller & Smith & Ross, Inc., joined the agency in 1936 as an account executive, after having his own agency in Philadelphia. In the position of account executive Bob directed the advertising and marketing activities of more than a dozen clients, and gained the experience that has won him a reputation as an expert in marketing and a champion of integrated merchandising. In 1945 he was made a vice-president, and after the death of the late Allen L. Billingsley in 1954, he was elected to the presidency. From 1950 until his election to the presidency, he had served as manager of the agency's New York office. A graduate of Temple and Columbia Universities, he is, at 42, among the youngest presidents of any major agency in the nation.

ERNEST A. JONES, president of MacManus, John & Adams. Inc., at 40, is the youngest president of a major advertising company in the nation. With MJ&A since 1938, he came to New York in 1950 to open the New York office, and was elected vice-president at that time. A graduate of the University of Michigan, he returned to Detroit in 1953 as executive vice-president and account supervisor of the Dow Chemical account, and more recently of the Pontiac Motor Division account. While a senior at Michigan, W. A. P. John, then president of MJ&A, visited the campus and was impressed by Ernest, who was business manager of the Michigan Daily. He offered him a job soon after his gradution in 1938.

MAURICE H. NEEDHAM, founder and president of Needham, Louis & Brorby, Inc., has led the agency which bears his name a long way in the 31 years he's served as chief executive officer. From a single room and three modest accounts billing $270,000, NL&B has grown to occupy the top three floors of Chicago's newest and tallest structure—the Prudential building. It represents 17 of the nation's top advertisers, whose billings amount to more than $30,000,000 per year. Needham recently delivered a talk entitled "Towards the Complete Man," outlining the belief he's held since college days that it's the man with a broad base of education in the humanities who makes the most effective leader in advertising, or in any other business.



WALTER C. AYERS, president of Brooks, Smith, French & Dorrance, Inc., is a "salesman." He has been a retail and wholesale salesman, field training supervisor, district manager, branch and sales manager. This covered 17 years before he joined BSF&D's merchandising staff in 1939. A year later he was vice-president in charge of research; by 1954 a senior partner; in 1950 executive vice-president, and in 1955 he became president. Commenting on business, Ayers recently said, "With the U. S. national product forecast at $415 billion in 1960, and with competition in almost all major industries in the 'dog eat dog' stage, it seems we are heading into the toughest fight in the history of business for the greatest stakes in the history of business."

RAYMOND F. SULLIVAN, president of Sullivan, Stauffer, Colwell & Bayles, upon graduating from Yale in 1920, joined Ruthrauff & Ryan as a copy writer and within six years became a vice-president. By the middle thirties he was a director of the agency. In July, 1946, along with Donald T. Stauffer, Robert T. Colwell and Heagan Bayles, he founded Sullivan, Stauffer, Colwell & Bayles, Inc., and became president of what is today's largest post-war agency. Under Sullivan's leadership, SSC&B has grown from $4,500,000 billings in 1947, the first full calendar year of operations, to approximately $33,000,000 in 1955.

Who's Who
in the
Ad Agency Field

BIOGRAPHICAL SKETCHES

OF SOME OF THE TOP-

LEVEL VICE-PRESIDENTS,

TIME BUYERS, ACCOUNT

EXECUTIVES, AND

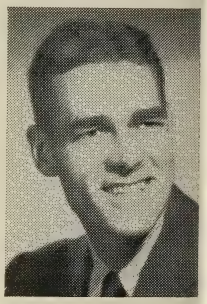
OTHER AD AGENCY

OFFICIALS

FRANK WHITE, chairman of the board, McCann-Erickson Corporation (International), was born in Washington, D. C., and educated at George Washington University. Beginning as an accountant in 1921 he later became assistant to the president of the Union News Company, 1924-29 and then treasurer of the Literary Guild of America from 1929-35. In 1942 he became a vice-president of CBS and in 1948 president of Columbia Records, Inc. This began a series of presidencies: president and director of the Mutual Broadcasting System, in June, 1952, president and director, NBC, January-August, 1953, and chairman of the board of McCann-Erickson Corporation (International) since January, 1954. He is a director for the Better Business Bureau of New York, and also a member of the Armed Forces Advisory Committee for the Northeast Area, and Sigma Nu.

FRANK SILVERNAIL heads the radio-TV time buyers department at BBD&O, and is considered a veteran of the field. Before joining NBC as merchandising counsel in 1929, Frank broke into the broadcasting game as a guitar artist on WEAF in the early days. He was first with Pedlar & Ryan before joining Young & Rubicam in a similar capacity and then later, in 1943, moved to BBD&O. A graduate of the University of Rochester, Frank often recalls his undergraduate days where even then he laid plans for a career in sales promotion and time-buying techniques, techniques that have embarked him on a time-buying vocation that comprises handling radio-TV campaigns for every type of product from soap to cigarettes and from beer to automobiles.

LESLIE L. DUNIER, director of radio and television for the Emil Mogul Company, became interested in radio after doing a short stint with the Armed Forces Network in England during World War II. He began his advertising career with the Sterling Agency, then for a number of years headed his own agency and specialized in servicing radio-television spot advertisers. At Mogul he plans the air media strategy for Esquire Shoe Polish, Manischewitz Wine, Rayco Seat Covers, Block Drug, National Shoes, Barney's, and many others. When time allows Les enjoys traveling and meeting with the many station people he has done business with through the years.



RICHARD P. POWELL, vice-president in charge of information services for N. W. Ayer & Son, has a background of newspaper work, public relations, and free-lance writing involving scores of magazine stories, articles and serials, and ten mystery novels. After graduating from Princeton University in 1930, he joined the Philadelphia Evening Public Ledger, where he worked at everything from police reporter to feature writer. In 1940 he joined Ayer's public relations department, but in 1942 was called to active duty in the War Department's public relations bureau. Later he served on MacArthur's public relations staff, and handled many of the press arrangements for the Japanese surrender ceremonies. Returning to Ayer, he was elected a vice-president in January of 1952.

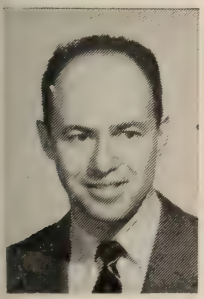
NICHOLAS E. KEESELY, senior vice president in charge of radio and TV for Lennen & Newell, Inc., has many current hits to his credit, including "Two for the Money," "Queen For a Day," "Home," and "Today." Born in Philadelphia in 1910, Nick attended Temple University and the Charles Price Advertising School. His first radio advertising job was with N. W. Ayer & Sons, starting in 1928. In his fifteen years with the firm, he held the positions of everything from producer to account executive. In 1943 he became program sales manager of CBS, and later with MBS. He is a member of the New York Committee of the Academy of Television Arts & Sciences, and is on the Arthritis and Rheumatism Foundation's Radio Committee.

WALTER WARE, director of television for Scheideler, Beck & Werner Agency, broke into commercial TV in the days of hall-room studios, and hot lights. The native Kentuckian started in radio on the home-town station, WLAP, Lexington, and in 1941 joined the Maxon Agency in New York as a copy writer. He put his theatrical knowledge to work in television experimentation in 1945 by launching the first experimental TV show from the Dumont Wanamaker studios. He is credited with the success of New York's first women's daytime show, "Missus Goes A'Shoppin'", telecast direct from supermarkets. Walt set up the TV department for SB&W when the agency was launched in 1951.

JANE DALY, vice president and radio-TV director of the Earle Ludgin Company, Chicago, joined the company as a young secretary in 1942, and then later became the first vice president at the year-end corporate meeting. Three years after she joined the agency she became the assistant time buyer, and soon after that became head of the radio-TV department. As newest of the agency's vice presidents, Jane continues as radio-television director, a position which she has held for the past several years.

ARTHUR A. KRON, executive vice president, treasurer and radio-TV director of Gotham-Vladimir Advertising Co., is unique in having been with the one agency his entire career, joining Gotham in 1916. Virtually a one-man agency, he is the founder of the International Advertising Convention which he initiated while president of the International Ad Association. Also active in other professional groups, he is charter member of the Association of International Ad Agencies, and the Association of Ad Men & Women, vice chairman and treasurer of the New York World Trade Week Committee, as well as active in the RTES, Radio Pioneers, and others. Chief interests on the outside are golf, gardening, and pistol-shooting.

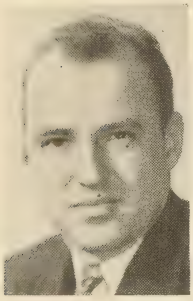
LYNN DIAMOND, radio and television time buyer for the Emil Mogul Company, joined the agency's time buying department in March of 1953 as executive assistant and was upped to radio and television time buyer in July of the same year, working primarily on the Rayco Auto Seat Cover account. She joined the agency after two years at Cecil & Presbrey, where she was assistant to the account executive on Tintair. Her present job is a prodigious one, since Rayco is a chain of franchised retailers with over 100 stores in approximately 90 markets, and each outlet operates on an individual budget allocation. All radio and television advertising is planned on a local spot basis.



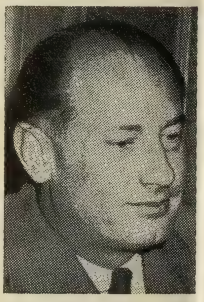
HERBERT GRUBER, business manager of the radio and television department of Edward Kletter Associates, Inc., was previously head time buyer at the now defunct Cecil & Presbrey, Inc., before assuming his present duties, where he is concerned primarily with the purchase of all radio and television time and the execution of all such contracts for clients. A veteran specialist in the time-buying field, Gruber, previous to joining Cecil & Presbrey, Inc., had been with the Biow Company for several years in the same capacity as the post he now holds. Delving in both art and the more strenuous game of tennis, both actively and passively, form two of his most favorite pastimes.

JAMES C. DOUGLASS, vice president in charge of radio and TV for Ted Bates and Company had been, after the war, production manager of the Colgate-Palmolive-Peet Company's radio unit in Sydney, Australia, working for their ad agency, the George Patterson Company, Ltd. He was also formerly vice president in charge of radio and TV at the Erwin Wasey Company. After graduating from Hastings College Conservatory of Music and the University of Nebraska, Jim joined WAAW (now KOWH) in Omaha, as assistant manager in charge of programs. Later he shifted to Central States Broadcasting System as program director, and then later to CBS as program production manager in St. Louis. During the war he was a Lieutenant Commander in the United States Navy.

ROBERT FOREMAN, vice president of the radio-television department of Batten, Barton, Durstine & Osborn, is the youngest man to have been made a vice president of the agency. Starting in the trade copy department 17 years ago, then into consumer advertising, Bob was a VP 10 years later. He headed the first segregated radio group of the agency and, in that capacity, helped with the development of the famous "Chiquita Banana" and "Willie the Penguin" commercials. The author of a bi-monthly radio-TV copy column, Bob has an avid interest in early Americana, and lives in a 150-year-old farm in Westport, Conn.



GERALD GIBSON, chief time buyer at Doherty, Clifford, Steers & Shenfield, Inc., returned to his native state of New Jersey to embark on his agency career with McCann-Erickson, where he estimated radio-TV time for Lever Brothers' products, after he had begun his broadcasting career as a time salesman for WJOY, Burlington, Vt. He joined Doherty, Clifford, Steers & Shenfield in 1953, as time buyer on the Pharmaco and Minit-Rub accounts. He was subsequently promoted to his present post as head of the time-buying department, supervising the purchase of spot radio and TV and network buying for such accounts as Borden, Bristol-Myers, Curtis Publishing Company, Sonotone, and other top-notch clients.



WINSLOW H. CASE, vice president of Geyer Advertising, Inc., has been associated with Stinson Aircraft, La Driere Art Service and Chesterfield cigarettes and has served on the advertising faculty of the University of Columbia since first entering the advertising field back in 1927. Formerly associated with Campbell-Ewald as senior vice president, he is known as a major contributor in the development of that agency's television department, working closely with Chevrolet officials in their TV expansion. Active in the presentation of "Famous Jury Trials" and the Notre Dame grid games on DuMont for Chevrolet, Case supervised more than sixty remote events at N. Y.'s Madison Square Garden.

ROGER PRYOR, vice president in charge of radio and television at Foote, Cone & Belding, started off in show business at the age of 18, when he played summer stock and gradually moved to leading parts on Broadway and Hollywood. With an exceptionally large background in the entertainment field, Roger finally moved into radio, first as an orchestra leader, then as MC on the Gulf Screen Program. He joined Foote, Cone & Belding in 1947 as director of television. Among the clients he has presented on TV are Union Oil, Sunkist, Pepsodent, Kleenex, Toni Home Permanent, B-B Ball Point Pen, Rheingold Beer, and the New York Central Railroad.

DAN SEYMOUR, radio and television supervisor of J. Walter Thompson Company, is a well-known radio veteran, as well as a pioneer in television, both as a performer and as a producer. His greatest fame came as the emcee of the very popular "We the People" show on radio, and Dan was largely responsible for the long list of firsts accredited to the show. While at Amherst College, Dan was active in campus dramatics, and at 18 went abroad as a guest of the Austrian Ministry of Education to study and teach stage techniques. Dan was with Young & Rubicam for five years in a position similar to his present one with the Thompson Agency, which he joined in 1955.

HARRY WAYNE McMAHAN, vice-president in charge of TV-radio commercials and a member of the Creative Plans Board at McCann-Erickson, Inc., is the author of "The Television Commercial," and "TV Production Handbook," which is scheduled for publication late this year. Mac was born a Hoosier, raised in Texas and transplanted to California before moving to New York two years ago to join McCann-Erickson. In 1935 he wrote and produced his first advertising film, and in 1939 founded Five Star Productions, Inc., in Hollywood. Since then he has written more than 3,000 commercials, and supervised production on more than three times that many. McMahan's articles in television production have appeared in trade publications in both Britain and America, and have been translated into Spanish and Japanese.

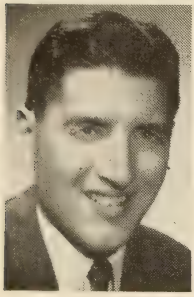
SAMUEL H. NORTHCROSS, vice president and director of television for the William Esty Company, is a scholar with a background in both the newspaper and audience measurement field. After graduation from North Carolina University, Sam studied at Oxford University, England, and returned to enter the newspaper field as reporter and country editor for the Washington Herald. He spent five years with the George Gallup organization in public opinion and audience research, before joining Young & Rubicam for a two-year period. A veteran of the Army Air Corps, from which he emerged with the rank of captain, Sam was a vice president and manager of television production for Esty for five years before his appointment as over-all director of the agency's television department.

JOHN R. SHEEHAN, vice president and director of radio and television for Cunningham & Walsh, Inc., launched his career as a featured vocalist at WGY, Schenectady, under Kolin Haeger. Moving over to the business side of radio, John became assistant to the station manager and, in 1936, joined General Electric as manager of international broadcasting. In this position he inaugurated, staffed, and managed GE's full-time FM station and had supervision of the planning and editing of GE's documentary and institutional films. After Pearl Harbor, he was appointed Chief of Facilities and Radio Operations of OWI, and was responsible for all communications for both OWI and the Armed Forces Radio.

MYRON P. KIRK, senior vice president and director of television and radio for the Kudner Agency, Inc., is a veteran advertising man, and was a pioneer of many of today's radio and TV formats. He received training in the banking, brokerage, agency, theatre, radio, and movie businesses and, from 1938 to 1941, he served as a vice president of Famous Artists, and had previously been a vice president of Ruthrauff & Ryan, Inc. He joined the Kudner Agency as director of radio and was among the first to recognize the potential of TV. He is credited with many of the experiments which helped the medium come of age. Becoming vice president of radio and television, he helped set the pattern of the original Berle show and of the Caesar-Coca show.

JOHN PAUL MARSICH, assistant media director for the Kudner Agency, has attended Columbia and New York University, graduating from NYU with a degree in Business Administration. He began his advertising career with NBC in 1940. In 1943 he left NBC to join the service. As a lieutenant in the navy, he commanded an LSM in the Pacific Theater until the end of hostilities, whereupon he returned to the television department of NBC. By 1949 he had advanced to supervisor of production costs on all network shows. He served in that capacity until August of the same year, when he accepted an offer from Kudner to join the agency as assistant business manager of the radio-television department.

GEORGE POLK, radio-TV supervisor with Batten, Barton, Durstine, & Osborn, Inc., attended Hotchkiss and Pomfret Schools in Connecticut. With BBD&O since 1950, George is a graduate of Erskine College, South Carolina, getting his BA degree with the class of 1950. He started his advertising career in the mail room of BBD&O and, progressing steadily, he went on to research, time buying, to his present post, where he works with Robert Foreman, vice president in charge of the radio-television department. George, still single, is a native New Yorker.

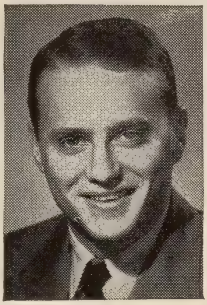


LOCKE TURNER, media director of Batten, Barton, Durstine, & Osborn, Inc., Los Angeles, joined the firm after graduation from Stanford University, and has now been with BBD&O for the past seven years. He began as a trainee and was promoted successively to production and account duties. Prior to being named media director, he was an assistant account executive on the Rexall Drug account for a period of four years. He was married to Barbara Walsh early in 1955, she being the assistant to the research director of BBD&O, Los Angeles.

FRANK MINEHAN, vice president, media director and member of the plans board at Sullivan, Stauffer, Colwell & Bayles, had before that post spent a short time as media director at Pedlar & Ryan. With Sullivan, Stauffer, Colwell & Bayles since 1946, Frank had been media director and a Brand Man at Lever Brothers Company in Cambridge, Massachusetts, before coming to New York. After graduating from a finance school in Boston, he began his business career as a public accountant and school teacher. After joining Lever Brothers Company, he switched to advertising and he has continued brilliantly in the field since that time.

GEORGE KERN, associate media director of Lennen & Newell, Inc., started in the advertising business in 1923 with the Chicago office of the George Batten Company, now known as BBD&O. After several years there in various departments and capacities, including several weeks in the New York office, George joined Blackett, Sample, Hummert (now Dancer, Fitzgerald & Sample) in 1931, as an assistant account executive on the Parker Pen, Insulite, Stewart-Warner accounts, remaining there for several years. In 1940 he joined Benton & Bowles as chief time buyer. During World War II, he served on the staff of General MacArthur in the Moral Services Section. Prior to joining Lennen & Newell, he was associated with Benton & Bowles.

LEONARD F. ERIKSON, vice president of McCann-Erickson in charge of the central radio-television department, started with CBS in the early days of commercial radio, after receiving a degree in journalism from the University of Wisconsin and a graduate degree from the Harvard School of Business Administration. His first major position with CBS was as Western sales manager working out of Chicago, and later on as general sales manager in New York. After 14 years with the network, Leonard went to BBD&O in 1945 as assistant to president Ben Duffy, and handled liaison between management and the radio department. His next move was to Kenyon & Eckhardt, where he was vice president and director of radio and TV.



HENRY FOWNES, vice president, director of the radio and television department, and manager of the New York office of MacManus, John & Adams, Inc., started his advertising career in the mail room of Benton & Bowles. It wasn't long before Hank was appointed to the post of assistant executive on the lucrative TIDE account, but soon after left to become a radio-television producer with Fenton Productions. In this post he serviced numerous accounts, among them those of Cadillac and Pontiac, whose primary agency is the MacManus Agency, with head offices in Michigan. When they decided to open offices in New York, Hank was chosen to head the air waves department, later becoming manager of the New York office and vice president.

WALTER CRAIG, vice president in charge of television for Norman, Craig and Kummel, started his career in show business, but in 1930 moved into the ground floor of radio as program director of the old World Broadcasting System. A native of St. Louis, Walter left World to found his own producing firm, and created top shows for clients such as Chevrolet, United Drug, Coca-Cola, Beechnut Packing, Carter Products, and Wheaties. Illness forced him to retire for two years to his home in Bucks County, Pennsylvania, where he raised cocker spaniels and Guernsey cattle. Unable to leave the field completely, however, he acted as radio consultant for Street & Finney, until his return to full harness in November, 1942, as program director for WMCA.

GEORGE WOLF, vice president and director for radio and television for Ruthrauff & Ryan, Inc., joined the firm in 1953 after seven years with Foote, Cone & Belding, where he was director of radio and TV, supervising a large part of the agency's eighteen-million-dollar-a-year airtime billings. George started out as a free-lance radio writer and producer, contributing to many of the leading programs of the pre-war era. After Pearl Harbor, he served with the Signal Corps Motion Picture Center, assigned to writing and producing documentary training films. After the war, Wolf wrote and produced a weekly network institutional show for NBC, in addition to working on special assignments.

ALVIN KABAKER, manager of the Hollywood office of Compton Advertising, Inc., is unique in that he was a practicing attorney before turning to the advertising field. Receiving both a Bachelor of Arts and a law degree from the University of Chicago, Al practiced law two years before venturing into advertising as a copywriter with Blackett-Sample & Hummert of Chicago, the predecessor of Dancer-Fitzgerald & Sample, Inc. Rising to the production field, he supervised shows such as "Beulah," "Mystery Theatre," and "A Date With Judy," while manager of the Hollywood office. After seventeen years with DFS. Al moved to Compton this year as manager of the Hollywood office.

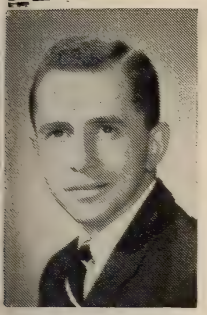
NORINE FREEMAN, media director for Western Advertising Agency, Los Angeles, was a news reporter for more than fifteen years on mid-Western newspapers, such as the Toledo Blade, the Toledo News-Bee, and the Cincinnati Post. With this background of newspaper reporting, she left the newspaper field for publicity and public-relations work in New York, where she was an account executive with Earle Ferris, Inc., and later radio director of Carl Byoir Associates. Norine left New York for Chicago, where she became publicity director and radio-TV planning director for W. B. Doner and Company. She went to Los Angeles in 1951, and was media director for the Gables Company, before joining Western Advertising Agency.

PETER ARNOLD KRUG, director of radio and television for Calkins & Holden, was formerly with Hicks & Greist for seven years in the same capacity and, prior to that, served as business manager of the radio department of Donahue & Co. He has directed radio and television activities for such clients as Prudential Insurance of America, Stokely-Van Camp, Marculus Manufacturing Company, Oakite, Stereo-Realist Cameras, and other nationally-known accounts. His non-agency experience includes five years as program director, writer and performer with WEBR, Buffalo, N. Y., and an earlier stint with WNBX, Springfield, Vt., now WKNE, as station manager.

BETH BROBERG, media director for the Mayers Company, went from USC to Foster & Kleiser Company, where she learned the advertising business working in various departments, including the posting and sales. She left Foster & Kleiser after four years to join West-Marquis, Inc., where she started as a general employee and at the end of a two-year period, was assisting the media director, production manager and chief accountant. Two years later she joined the Jere Bayard Associates as media director where, for three years, she selected various media and kept all agency media records. She was associated with Grant Advertising Agency before joining the Mayers Company in 1951.

JOHN GAUNT, director of television and radio for Grant Advertising, now divides his time between supervising such programs as ABC's "Make Room For Daddy" and "Lawrence Welk Show" and NBC's "Roy Rogers Show", in addition to creating filmed commercials for national Grant clients. Formerly a director and producer of many top-rated network shows, Gaunt, when recently asked to define his position, replied, "Television and radio broadcasting today is made commercially possible only by combining the talents of two widely divergent types of creative people—the artistic theatrical type and the sales managerial type—each is able and resourceful."

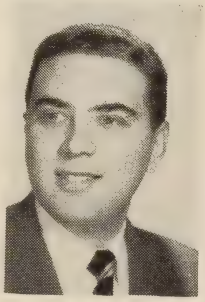
H. PIERSON MAPES, general manager and vice president in charge of radio and TV in the New York office of Hutchins Advertising Company, Inc., joined the May Radio Corp. in 1930 and became sales promotion and merchandising manager in 1933. In the same year he moved from May to Philco as sales promotion manager. Coming into TV via radio advertising and merchandising, Mapes joined the Hutchins agency in 1945 and has been responsible for the radio and television activities of Philco Corporation ever since, with a notable series of shows, including "Radio Hall of Fame," "Bing Crosby Show," and the "Philco Television Playhouse" on NBC-TV. Pierson also supervises planning of Philco conventions and other national activities.



DON BLAUHUT, radio-television director of Edward Kletter Associates, holds a Bachelor of Arts degree from Ohio State, which he gained in three rather than the customary four years. A native New Yorker, Don has been associated with the H. B. Humphrey Agency, and in 1950 joined the Peck Advertising Agency as the assistant to the director of radio and television, and the following year was advanced to become director. In 1952 he joined Raymond Spector as radio-television director, where he worked principally on "This Is Your Life." In 1953 the young veteran of World War II joined Kletter in a similar capacity, and is working on such programs as "The Red Skelton Show," "Meet Millie," "Douglas Edwards With the News," and "Masquerade Show."

VICTOR SEYDEL, vice president for radio and television for Anderson & Cairns Agency, never had any doubt about his career. A star performer on the school and dramatic society boards of Grand Rapids, Michigan, and later Pottstown, Pennsylvania, Vic was all set to enter Michigan University, when an RKO theatre manager offered him a summer job as a song and dance man in Chicago. The job lasted two and a half years, and Vic's been connected with show business ever since. He started in radio with the old Blue Network, now ABC, as a director, and worked on such top shows as "Counter-Spy" and "Ladies Be Seated." In 1944 he became Eastern radio and television director in the New York office of the Walker & Downing Agency, and later moved on to Anderson & Cairns in a similar capacity.

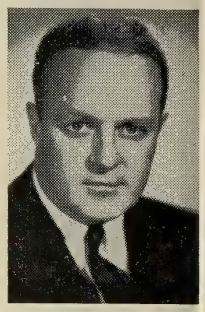
FRANKLIN ROBERTS, vice president and director of radio and television at the Will Roberts Advertising Agency in Philadelphia, brings a wealth of varied experience to his duties. While studying at the University of Pennsylvania, Frank was both a campus correspondent and sports writer for the Philadelphia Evening Bulletin. Upon graduation his first position was with the Harry Feigenbaum Ad Agency as radio continuity writer. He soon became a director for radio and television and, in addition, wrote musical jingles for both mediums and created TV commercials. From there, Frank moved to his present position, where he maintains an active interest in Philadelphia's television association, and is an active sportsman.



EDWARD RATNER, radio-TV director of Friend-Reiss, has had a varied career as a ghost writer for a syndicated column, a short-story writer, and a free-lance script writer, although he is only 31. A veteran of World War II, in which he served as an aerial gunner, Ed received a degree in English from NYU and received his first experience in advertising as a radio-TV copy chief with Product Services, Inc., where he created and scripted numerous shows for both mediums. A native New Yorker now residing in Hudson County, New Jersey, Ed is a member of the Radio Writers Guild since 1946, and a director of the Metropolitan Advertising Men.

BARBARA JONES, Donahue & Coe time buyer, is a graduate of Smith (cum laude) and formerly on the staffs of Mademoiselle, Life, and Television magazines, free-lancing with scripts to all major outlets. The blonde member of the Jones Girls' time-buying triumvirate, none of whom are related, Barbara, after a stint with the package firm of Video Associates, Inc., embarked on her agency career with Grey where, for over five years, she ran the gamut of production, business management, talent buying, et al, to become the administrative assistant to the radio-TV vice president. She's been in her present post for over 30 months, and lives in Greenwich Village.

EDNA S. CATHCART, chief television and radio time buyer for J. M. Mathes, Inc., is one of that small group of advertising personalities who have maintained a long and unbroken association with one firm. Edna started with the Mathes firm in 1937, and since then has gained a broad experience in all branches of the advertising field. Her first taste of huckstering was with Young & Rubicam, where she spent three years. At present Edna is responsible for the purchase of all broadcasting time for the firm, which handles such accounts as Canada Dry Ginger Ale, Inc., Ludens, Inc., the Northern Warren Corp., Bates Fabrics, and the Capehart Farnsworth Co.

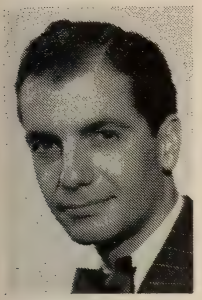


WILLIAM L. WEDDELL, vice president in charge of broadcasting for the Leo Burnett Company, Inc., joined the firm in 1946 after a long association with the National Broadcasting Company, which he joined in 1929, soon after his graduation from the University of Chicago. With NBC he served as sales promotion manager, account executive, and chairman of the operations committee in Chicago. Later, he became radio director for Erwin Wasey & Co. Bill is a member of the National Committee on Television and Radio Policies of the AAAA.

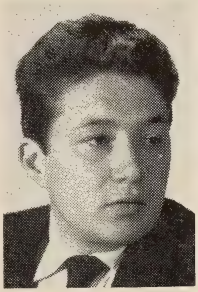
CHARLES W. CURRAN, television film producer at McCann-Erickson, Inc., commenced his advertising career with general agencies in Chicago before coming to New York. In 1931, after his play "Ad-Man" was made into a feature by RKO-Radio Pictures, Charlie went into film production with several major companies. During the war he served at the Naval Photo Center as head of writers and directors division. He's been in the production of film for television since 1947, and was given many awards for the work of his company, Times Square Productions, Inc., before returning to the agency field. He also found time to author the "Handbook of Television and Film Technique." Charlie is a member of the Variety Club, the Lambs, RETS, and SMPTE.

JOSEPH P. BRAUN, vice-president in charge of media at Kenyon & Eckhardt, Inc., joined the firm in 1933 as an office boy. Over the years he has advanced through various jobs within the agency, including media clerk, research reporter, statistician, and space buyer. In 1942 he was appointed media director, and in 1947 was elected vice-president. He was elected a director in the same year. Joe is a member of the AAAA Media Committee and a director and member of the Executive Committee of the National Outdoor Advertising Bureau. He is unusual in the advertising field in that Kenyon & Eckhardt has been his only agency affiliation.

WICKLIFFE W. CRIDER, vice president in charge of radio and TV for Kenyon & Eckhardt, Inc., has been with the firm since 1952. A graduate of Penn State, he began his advertising career as an apprentice with J. Walter Thompson Co., and soon worked his way to the radio publicity department, and thence into production. He moved to BBD&O as a developer of new programs for radio and TV. He ultimately became vice president of that department.

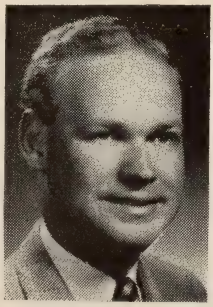


WILLIAM R. SETH, JR., vice president and director of radio and television of Lewin, Williams & Saylor, Inc., has a solid background in local radio. A graduate of the University of North Carolina, Bill has been an announcer, disc jockey, and news editor, and has managed stations in Fredericksburg, Virginia, and Youngstown, Ohio. For a time Bill was with NBC Spot Sales and, in 1948-49 was the director of advertising for Muzak. Prior to his present connection, he was vice president in charge of television and radio for Needham & Grohmann, and earlier was radio director of O'Brien and Dorrance. A member of AFTRA, Bill keeps his perspective by doing occasional spot announcements, in addition to being account executive for four advertisers.



TOM McDERMOTT, vice president of radio-television programming at Benton & Bowles, has set an astonishing record for a young man in his early thirties. Tom got a head start as a writer and producer of shows while a student at Manhattan College, as a youthful organizer of a local dramatic society, and as a summer theatre producer. Prior to entering advertising, Tom worked on the staffs of WNYC and WOV and wrote and directed for Ireene Wicker, "The Singing Lady." He has directed "When A Girl Marries," "The Prudential Family Hour," and has written, produced and directed scores of other top-flight shows. A lifetime student of the drama, Tom has studied at Fordham, Columbia, and NYU. He joined B&B in 1942.

JEAN L. SIMPSON, radio and television time buyer at Doyle, Dane & Bernback and formerly time buyer at Anderson & Cairns Agency, is a native of New Jersey, specifically, Passaic. She went out West for her education, receiving a B.A. degree in sociology from Oberlin College in 1947. She began her time-buying career with Anderson, Davis & Platte in 1950, continuing after the agency merged with John A. Cairns Company to form Anderson and Cairns. She's a specialist in the spot field, handling only spot radio and TV while other colleagues handle network purchases. Her outside interests lie mainly in the field of architecture, being the wife of architect John E. Grocco.

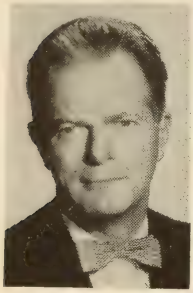


ROBERT W. DAY, vice president and radio-television director of Albert Frank-Guenther Law, Inc., has a well-deserved reputation as one of the leading radio-television authorities for Wall St. After graduation from Harvard, he was associated with Broadcast Advertising, Inc., in Boston, where he served as the merchandising representative for network food programs from 1939 to 1942. The war years were spent as a lieutenant in the Navy, and the first post-war period with the John Hancock Mutual Life Insurance Company. Bob has also been radio-TV director of Lynn Baker, Inc., and H. B. Humphrey in New York.

PAUL GUMBINNER, director of radio and TV for the Lawrence C. Gumbinner Advertising Agency, Inc., was one of the creators of the station-break and singing commercials. In 1929, Paul sold the idea of a fifteen-second singing commercial to George Washington Hill of the American Tobacco Company, and then made a tour of the country, explaining the methods radio stations could use to gain revenue by selling station-break time. Paul pioneered in the creation of filmed television commercials in 1947, using his own apartment as a studio, and shooting exteriors on Riverside Drive.

MILDRED FULTON, chief time buyer for McCann-Erickson's Bulova Watch Company account, has served in the same capacity for nine years. Starting on the account in 1947 with the Biow Company, Mildred moved with it to McCann-Erickson in January, 1955. Her experience before that was rather varied, having worked with organizations ranging from tree surgeons to country clubs. During the war she worked as secretary and administrative assistant to Edward W. Barrett, former assistant Secretary of State, with the Office of War Information. Moving to New York City in 1945, Millie entered the advertising field with Free & Peters. She is a native of Stamford, Connecticut, and among her many hobbies, she enjoys doing portraits in oil best.

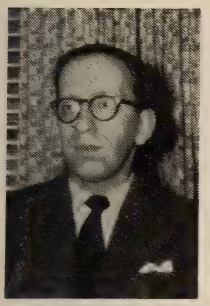
BERNARD G. RASMUSSEN, manager of broadcast media at Fuller, Smith & Ross, Inc., started as an accountant with Seagram Distillers Corporation. A native of Brooklyn, with a degree in Business Administration from Fordham University, during World War II he saw service as an Air Force navigator in Europe. Bernard joined Ruthrauff & Ryan in 1947 as a timebuyer. He has been with Fuller, Smith & Ross, Inc., in his present capacity since 1952.



JAMES ZABIN, radio and TV director and partner in the Posner-Zabin Agency, has a well-versed background and a wide community of interests that include trusteeship in the N. Y. Society for Ethical Culture, a board member of the Riverside Community House, member of the New York Financial Advertisers, and former officer of the Associated Motion Picture Advertisers and other professional groups. The co-author of "Understanding Advertising," Zabin is equally talented in his artistic pursuits, having exhibited in numerous shows. He began his ad career with Paramount Pictures, later going with United Artists and thence to the Hann-Metzger Agency (now Buchanan Company) for 15 years.

MARVIN L. GRANT, vice president, radio-TV director, and account executive of the Dobin Agency, gained his triple-threat versatility as a free-lance writer-producer-director with the William H. Weintraub Co., where he had an outstanding record of many national radio programs to his credit. He moved over to the Mann-Ellis Agency in a position similar to his present one, where he had overall supervision of radio-TV from time buying through production, as well as executive on six accounts. Grant joined Dobin in his present position in 1955.

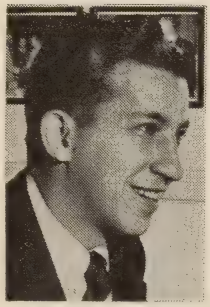
KENNETH G. MANUEL, vice president and director of TV and radio at D. P. Brother & Co., entered broadcasting as the discovery of the veteran Harry Bannister, quickly becoming a full-time newscaster and commentator on WWJ, Detroit. He became a TV pioneer when he inaugurated the first major educational telecast, "Television University," staged on WWJ-TV in collaboration with the University of Michigan, the University of Detroit, and Cranbrook Institute of Science. Manuel's alma mater, the University of Michigan, where he was an outstanding sports star, continued the series on the same station as "Telecourses," and has won many commendations for it.



PHILLIP ROUDA, Chicago vice president in charge of radio and TV for Bozell & Jacobs, Inc., joined the agency in October, 1944, as a copy-writer, after serving with the Army Air Forces as a radio instructor. He has been with the agency for ten years. His previous background included motion picture work with National Screen Service and Filmack in writing and production and also varied motion picture and other advertising. His radio and TV work at Bozell & Jacobs includes program and spot buying for the cream of the agency's clients. He has won six Chicago Federation Advertising Club awards for individual ads and campaigns handled as creative account executive. He was educated at the University of Chicago.

EVELYN LEE JONES, business manager of the radio and television department, and chief time buyer of Donahue & Coe, Inc., joined the agency as a copy writer, later shifting to the administration and business division. She has been with the agency since 1943 and, prior to that, Evelyn was at City Hall as Civilian Defense Volunteer Aide to the late Fiorello H. LaGuardia. Immediately prior to World War II, she was director of advertising for Theatre-on-Film, Inc. Evelyn has been on the board of directors of Advertising Women of New York, Inc., from 1954-55. She attended Columbia University and Rochester University. Marriage entered the picture in 1934 when she met Charles Reed Jones.

RINO NEGRI, vice president and member of the Executive Committee of the Emil Mogul Company, is a leading authority on the advertising and marketing of Italian-American products, particularly in the radio-television media. Born and raised in Venice, Italy, Rino is a graduate of the College of Milan, and speaks and writes five languages fluently. He got his start in advertising as an Italian language announcer at WOV, New York. Rino became associated with Mogul in 1945, and since then has directed the very successful campaigns for Ronzoni Macaroni Company, Berolio Importing Company, Gem Oil, and Berio Olive Oil, which have proven his mastery of the Italian-American market.



ALVIN Q. EHRLICH, vice president in charge of radio and television for Kal, Ehrlich & Merrick, of Washington, D. C., is a pioneer and long-time leader of the advertising field in our nation's capital. Al, always active in civic and advertising affairs, was twice president of the Washington Advertising Club, has been a director of the Better Business Bureau, and is a member of the Radio Pioneers. He entered advertising in 1929 as manager of Raleigh Haberdasher's advertising, and joined the Kal Agency in 1932. Within three years he was a partner in the firm, and after three years in the service during the war, rejoined the firm which reorganized as Kal, Ehrlich & Merrick.

JOHN P. ATHERTON, vice president and director of radio and television for the Atherton & Currier Agency, brings a unique talent to his position. John is an accomplished musician and composer, and has created both music and lyrics for many of the agency's radio and television jingle commercials, in addition to many musical novelty announcements. He studied at the Oberlin (Ohio) Conservatory of Music and, after receiving a B.A. degree in music from Bard College in 1942, he spent the next 38 months in the U. S. Army, 20 of them in the South Pacific theater. On his return in 1945, he joined the agency and, in addition to his musical work, has assumed the duties of radio and television director.

KAY OSTRANDER, time buyer for the Dan B. Miner Company in Los Angeles, went to work as a secretary for McNeil & McCleery, a Los Angeles agency in 1948, where she remained until 1950. She first became interested in advertising agency work while employed by CBS-KNX in the post-war days. The vice president in charge of radio and television at the Miner Company, Hilly Sanders, offered her the job as time buyer for the agency. Kay has just passed her fifth anniversary with the agency and looks forward to being with Dan B. Miner Company long enough to have one of her daughters replace her at the job.

ROGER C. BUMSTEAD, media director of David J. Mahoney, Inc., was formerly with the Maxon Agency as a time buyer. He assumed his present post in January, 1954. His responsibilities at Maxon included recommendations on spot-time purchase, market research, rating and cost per M analysis. The accounts he served included Packard Motor Car Company (television network programs and radio announcement campaigns), Snow Crop Marketers and Gillette Safety Razor Company. Prior to that he was with the Katz Agency for over two and a half years in the promotion and sales data department.

HAROLD A. DAVIS, head time buyer for Erwin Wasey & Company, joined the organization in October, 1953, when he switched over from Doherty, Clifford, Steers & Shenfield, where he was assistant to the head time buyer. While there, he became buyer on the Bristol Myers, Borden's and Welch accounts. He got his start in the advertising business at Benton & Bowles, after spending four years with the Air Force, serving in China with the 14th Air Force, and then taking a Bachelor's degree at Marietta College, Marietta, Ohio. His first position with Benton & Bowles was that of budget coordinator on Procter & Gamble.

JERRY BERGHOFF, executive vice president and radio-TV time and talent director of Berghoff Associates, Inc., Los Angeles, has a background of actor, producer, director, and writer for radio-TV shows in Seattle and Los Angeles. He organized the department of radio-TV at Berghoff Associates in 1949, and now directs all media, space, and time buying, besides handling account executive duties for the agency's fifty national manufacturing accounts. He is a charter member of Sigma Beta Chi, an honorary fraternity, married, and the father of one son, Eddie Marc.

E. A. "TIM" ELLIOTT, media director and vice president of the Fletcher D. Richards Agency, has spent his entire career (over a quarter of a century) with one agency. He directs the purchase of TV and radio time for U. S. Rubber, Eastern Airlines, Dixon Ticonderoga Pencils, Waterman Pen, American Machine & Foundry, among others, as well as serving as account supervisor on many key accounts. He came to Detroit from Canada when he was 19 to join Campbell-Ewald and when the separate corporate entity of Campbell-Ewald of New York became the Fletcher D. Richards Agency he was made a board member of the new organization, as well as remaining a vice president and media director.

WILLIAM W. LEWIS, radio-TV director on the General Electric account at the Maxon Agency, is a former director of the radio-TV department at the Geyer Advertising Agency and first entered the broadcasting field through the writing route. He's a graduate of the Pasadena College of the Theater in 1941, has acted in two off-Broadway shows, and later developed an interest in radio writing. He did a few free-lance scripts for NBC, where he was subsequently employed as a continuity writer and announcer. He worked on early experimental shows until 1943, when he entered the Army Air Corps, serving as a pilot until the end of World War II. After discharge he worked with Redwood Products, Inc., in a promotion capacity, then later started a 1,000-watt radio station in the Boston area.

WALTER BOWE, time buyer at Sullivan, Stauffer, Colwell & Bayles, Inc., has been head of the department at Ogilvy, Benson & Mather, Inc., after receiving good training at Benton & Bowles in a time-buying capacity. A well-rounded agency time buyer, Walter currently handles time purchases for Pall Mall, Speidel, Vim and other top accounts. He spearheaded the large-scale radio campaigns for Lever Brothers' Good Luck Margarine, in conjunction with the New York state conversion to yellow oleo three years ago and brought fast sales results to the sponsor. Walt's radio baptism dates back to high-school production in his home town of Syracuse, New York, followed by workshop experience at Syracuse University's Radio-TV School.

NEWMAN F. McEVOY, vice president and media director of Cunningham & Walsh, has had previous experience in retailing and in industrial marketing which has provided the background and insight so vital to this highly specialized advertising function. He has been buying space and time for national and local advertisers since 1928. Among the accounts for which McEvoy has supervised media planning and buying are Chesterfield, Sunshine Biscuits, The Texas Company and E. R. Squibb & Sons. He has served as president of the Media Men's Association and is an active member of the Radio-Television Executives Society.

DONALD QUINN, media director of Doherty, Clifford, Steers & Shenfield, Inc., has been responsible for radio-TV time on a wide variety of programs, ranging from the "Garry Moore Show" to "Hilltop House," and has supervised extensive spot buying and participation programming. Don entered the advertising field eight years ago via the research department of Lennen & Mitchell, but soon after switched to media work. Later, while at Ruthrauff & Ryan, Inc., he continued the radio-TV work which opened the path to his present post. Born in Northampton, Mass., Don currently resides in Bronxville, New York, with his wife Margot and their two children, Susan and Douglas.

LYDIA RHYDHOLM HATTON, chief radio and TV time buyer for Foote, Cone & Belding in Los Angeles, spent one year at Ohio Wesleyan University at Delaware, then transferred to the Washington Square College of New York University, majoring in retailing and advertising, where she received her B.A. degree in January, 1948. Shortly thereafter, she joined the media department of Alfred J. Silberstein-Bert Goldsmith, Inc., in New York City. Lydia entered the doors of Foote, Cone & Belding for the first time in September of 1949 as a member of the typing department. In October of 1952 she was named chief time buyer. Lydia was born and raised in Cleveland, Ohio.

CANADIAN ADVERTISING AGENCIES

● Following is a list of CARTB sanctioned advertising agencies.

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Aikin, Earl, Ltd.	35 Hayden Street	Toronto	WA. 2-3138	Phyllis Judson	Ken Wright
Ardiel Advertising Agency, Ltd.	4 Lawton Blvd.	Toronto	MA. 6541	Don DeNike	Don DeNike
	37 James Street S.	Hamilton	JA. 7-9284	Jim Elliott	Jim Elliott
Atherton & Currier, Inc.	100 Adelaide St. W.	Toronto	EM. 3-5418	Eleanor Austen	Eleanor Austen
Baker Advertising Agency, Ltd.	1315 Yonge St.	Toronto	WA. 4-2101	Dick King (Radio) Don Farrow (TV)	Jack Horler
	1557 Mackay St.	Montreal	HA. 9247		Roger Lack
Bennett & Northrop, Inc.	Maritime Life Bld.	Halifax	3-8164		
Bingham, John McKenney, Ltd.	32 Front Street W.	Toronto	EM. 2-2641	Llewellyn Lewis	Llewellyn Lewis
	4643 Cavendish Blvd.	Montreal	WA. 5032	McCrae J. Cooper	McCrae J. Cooper
	541 William Street	Preston	OL. 3-4464	Stan Lorriman	Stan Lorriman
	257 Osborne St.	Winnipeg	422564	E. Gordon Lowen	E. Gordon Lowen
	1664 West Broadway	Vancouver	CE. 4154	Ranald A. Kearns	Ranald A. Kearns
Bleasdale Advertising, Ltd.	1104 Douglas Street	Victoria	2-6741	Harry Bleasdale	Harry Bleasdale
Brooks Advertising, Ltd.	21 Dundas Square	Toronto	EM. 8-2396	Roy Partridge	Roy Patridge
Burnett, Leo Co. of Canada, Ltd.	133 Richmond St. W.	Toronto	EM. 6-5801	John Maxwell	James B. McRae
Burns Advertising Agency, Ltd.	1247 Guy Street	Montreal	FI. 5257	Ralph Novek	Ralph Novek
	556 Yonge St.	Toronto	WA. 2-6698	Arnold Clare	Robert McCausland
Caldwell, Spence Agency	447 Jarvis Street	Toronto	WA. 2-2103	John Heaton (Radio) Doc Savage (TV)	S. W. Caldwell
Canadian Advertising Agency, Ltd.	Sun Life Building	Montreal	UN. 6-7711	John Blandford	John Blandford
	80 King Street W.	Toronto	EM. 3-3051	Irvin Teitel	Irvin Teitel
	Electric R'lw'y Chambers	Winnipeg			
	615 Dominion Bank Bld.	Vancouver	TA. 1938	K. L. Johnson	K. L. Johnson
Carter, Garry J. of Canada, Ltd.	59 Avenue Road	Toronto	WA. 4-2505	Bob Howe	Bob Howe
Cockfield, Brown & Co., Ltd.	Canada Cement Bld.	Montreal	UN. 1-1771	Earl Box	Wm. B. Hannah
	185 Bloor St. E.	Toronto	WA. 4-5492	Cam Logan	Wis McQuillin
	Electric R'lw'y Chambers	Winnipeg	923538	John Burke-Gaffney	John Burke-Gaffney
	1164 Melville St.	Vancouver	PA. 1111	Geoff Halloway	Geoff Holloway
Collyer Advertising, Ltd.	822 Dominion Sq. Bld.	Montreal	UN. 6-3411	Nan Frazer	Nan Frazer
Copeland, Don H. Advertising, Ltd.	442 Sherbourne St.	Toronto	WA. 2-5969	(Mrs.) Vera Copeland	(Mrs.) Vera Copeland
Crombie Advertising Co., Ltd.	391 St. James Street W.	Montreal	MA. 5246	Vic Gray	Vic Gray
	24 King Street West	Toronto	EM. 4-7204	Ed Davey	Ed Davey
Dancer-Fitzgerald-Sample Advertising (Canada, Ltd.)	200 St. Clair Avenue W.	Toronto	WA. 4-8425	Gilbert Nunns	Gilbert Nunns
Denne, A. J. & Co., Ltd.	90 King St. W.	Toronto	EM. 4-3444	Lillian Ryan	Ralph McKeown
Desbarats Advertising Agency	480 Legauchetiere St. W.	Montreal	UN. 6-4835	Duncan Desbarats	Duncan Desbarats
Dominion Broadcasting Co.	4 Albert Street	Toronto	EM. 3-3383	Hal B. Williams	Hal B. Williams
Erwin Wasey of Canada, Ltd.	610 Church Street	Toronto	WA. 1-5187	Tom Reid	Bruce Gale

CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Ferres Advertising, Ltd.	63 Duke Street	Hamilton	JA. 9-1116	E. Boyd Heaven	E. Boyd Heaven
Foster Advertising, Ltd.	149 Alcorn Avenue	Toronto	WA. 4-4681	Joan St. Croix	Alex MacKay
					Mary Newton
	Sun Life Bld.	Montreal	UN. 6-7901	Charlotte Toupin	Charlotte Toupin
	165 McDermot Avenue	Winnipeg	922151		
Gibbons, J. J., Ltd.	46 St. Clair Avenue E.	Toronto	WA. 4-8391	Walter Reeves	Walter Reeves
	Dominion Sq. Bld.	Montreal	UN. 6-5805	Rupert Burdick	Rupert Burdick
	272 Main Street	Winnipeg	927373	Bruce Johnston	Bruce Johnston
	1840 McIntyre St.	Regina	3-2787	R. P. Wilson	R. P. Wilson
	513 8th Avenue West	Calgary	2-5437	Bill Bell	Bill Bell
	206 Petroleum Bld.	Edmonton	2-7512	Tom McMillan	Tom McMillan
	1533 West Pender St.	Vancouver	PA. 0157	(Mrs.) Hazel Bakes	(Mrs.) Hazel Bakes
Gislason-Reynolds, Ltd.	651 Church Street	Toronto	WA. 4-7364	Dick Canney	Jack Reynolds
Hayhurst, F. H. Co., Ltd.	7 King Street East	Toronto	EM. 6-0731	Mary Goletz	Bob Amos
	1510 Drummond Street	Montreal	HA. 0131	Tom Deans	Marcel Dubuc
Heggie Advertising Co., Ltd.	57 Bloor Street West	Toronto	WA. 2-5125	John Chilman	John Chilman
Huot, J. E. Publicitee Ltee.	353 St. Nicholas	Montreal	PL. 4131	B. E. Rioux	B. E. Rioux
Hutchins Advertising Co. of Canada, Ltd.	35 Hayden Street	Toronto	WA. 4-3753	Pat Hennessy	Pat Hennessy
Imperial Advertising, Ltd.	407 Barrington Street	Halifax	3-9373	I. M. MacLeod	A. H. Evelyn
Industrial Advertising Agency, Ltd.	631 Spadina Avenue	Toronto	WA. 4-6671	(Mrs.) Vera Percival	(Mrs.) Vera Percival
Jarvis, Albert, Ltd.	94 Yonge Street	Toronto	EM. 3-2438	Evan Morton	Evan Morton
	1265 Stanley Street	Montreal	UN. 6-4806	George Temple	George Temple
Kelley, Russell T. Co., Ltd.	447 Main Street E.	Hamilton	JA. 2-1155	Gordon Hinch	Gordon Hinch
	480 Legauchetiere St. W.	Montreal	UN. 6-4835	Duncan Desbarats	Duncan Desbarats
	1455 West Georgia St.	Vancouver	PA. 9174	M. Tyler	M. Tyler
Kenyon & Eckhardt, Ltd.	80 King St. W.	Toronto	EM. 3-8314	Lloyd Hefford	Donald E. Smith
Locke, Johnson & Co., Ltd.	255 Davenport Road	Toronto	WA. 4-8481	John Holden	John Holden
Lovick, James & Co., Ltd.	1178 West Pender St.	Vancouver	TA. 6221	William E. Bellman	William E. Bellman
	800 Bay Street	Toronto	WA. 3-9887	S. B. Hayward	S. B. Hayward
	402 Montreal Trust Bld,	Winnipeg	931629	John Hart	John Hart
	Toronto Gen. Trusts Bld.	Calgary	24445	Leslie White	Leslie White
	401 Kerr Block	Regina	37570	George R. Bothwell	George R. Bothwell
	Imperial Bank Bld.	Edmonton	24072	—— ——	—— ——
	623 Dominion Sq. Bld.	Montreal	UN. 6-8391	Dave McMaster	Dave McMaster
MacLaren Advertising Co., Ltd.	111 Richmond St. W.	Toronto	EM. 4-0231	Mary Moran	Hugh Horler
	410 Dominion Sq Bld.	Montreal	UN. 6-9751	Larry Trudel	Larry Trudel
	237 Queen Street	Ottawa	5-4301	W. F. Harrison	W. F. Harrison
	911 Elec. R'l'y Chambers	Winnipeg	926321	E. P. Thomson	E. P. Thomson
	1240 West Pender St.	Vancouver	MA. 6268	John Hoyland	John Hoyland

CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
McCann-Erickson, Inc.	200 Bloor Street East	Toronto	WA. 2-2133	Shirley Carter (Radio) Greg Paul (TV)	Alan B. Cullimore
	1980 Sherbrooke St. W.	Montreal	GL. 6121	Gabby Langlais (Radio) Mary Kaye (TV)	Larry Dampier
McConnell Eastman & Co., Ltd.	Huron & Erie Bldg.	London	44528		
	147 University Ave.	Toronto	EM. 3-7004	Alex B. Shepherd	Austin Moran
	Dominion Sq. Bldg.	Montreal	UN. 6-7941		
	173 Portage Ave.	Winnipeg	935541		
	1198 West Pender St.	Vancouver	MA. 2161		
McCracken, W. A., Ltd.	153 St. Clair Ave. W.	Toronto	WA. 4-6681		
McGuire Advertising, Ltd.	Bank of Commerce Bldg.	Windsor	CL. 2-7297	(Mrs.) Evelyn Duncan	Glen Smith
	371 Richmond St.	London	3426	John Finn	Andy McGuire
McKim Advertising, Ltd.	1510 Drummond St.	Montreal	MA. 4152	Bill Mills	Bill Mills
	47 Fraser Ave.	Toronto	KE. 3561	Joan Bridge	Wilf Charland
	250 Portage Ave.	Winnipeg	923491	Beverly Nicholl	Keith Chase
	591 Burrard St.	Vancouver	MA. 3284	Andy Brown John Cummings	Don MacMillan Andy Brown
Muter, Culiner, Frankfurter & Gould, Ltd.	112 1 Bay Street,	Toronto	WA. 4-5736	Phyllis Scott Kay Schneider	John Cummings Eddie Gould
Nattall & Maloney, Ltd.	209 Shaldo Bldg.	Calgary	692370	D. Ryan	Gerald Wren
		Edmonton	44910	M. Tyler	E. Maloney
O'Brien Advertising, Ltd.	1455 West Georgia St.	Vancouver	PA. 9174	Michael Jackson	M. Tyler
Orr, William R., Ltd.	464 Yonge Street	Toronto	WA. 4-3708	Joyce Rhodes	Michael Jackson
Otto, Robert & Co. (Canada), Ltd.	222 Simcoe Street	Toronto	EM. 6-9266	George Vale	Wib Perry
Paul-Phelan, Ltd.	380 Victoria Street	Toronto	EM. 3-6047	P. E. Giguere	George Vale
Payeur-Publicite	639 8th Avenue	Quebec	43549		
Pennell, Margaret Advertising	81 Queen St. W.	Toronto	EM. 4-2079	Mary Barrer	Mary Barrer
Plant, Elton M., Co.	303 Bartlet Bldg.	Windsor	CL. 4-1159	E. M. Plant	E. M. Plant
Poyntz, Alford R. Advertising, Ltd.	95 King St. E.	Toronto	EM. 3-8716	Bob Poyntz	Bob Poyntz
	4109 St. Catherine St. W.	Montreal	GL. 4245	Maurice Lalonde	Maurice Lalonde
Purkis, Thornton, Ltd.	1200 St. Denis St.	Toronto	EM. 3-3762	Gladys Race	Gladys Race
Quebec Advertising Agency	1290 St. Danis St.	Montreal	MA. 9401	Jack Fhilton & M. Seni	Guy Pinsonneault
Reynolds, E. W., Ltd.	355 King St. W.	Toronto	EM. 8-6157	Henry Karpus	Henry Karpus
	1440 St. Catherine St. W.	Montreal	UN. 6-1775	Hal Tingle	Hal Tingle
Ronalds Advertising Agency, Ltd.	Keefer Bldg.	Montreal	UN. 6-9471	Jerry Lodge Bob Stampleman	Peter Golick
	108 Peter St.	Toronto	EM. 3-0237	Doug Loney	Doug Loney
	409 Petroleum Bldg.	Edmonton	28356	Art Bishop	Art Bishop
Ross Roy of Canada, Ltd.	Canada Trust Bldg.	Windsor	CL. 6-2371	Carl E. Hassell	Carl E. Hassell

CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Ruthrauff & Ryan, Inc.	80 Richmond St. W.	Toronto	EM. 6-1515	Eleanor Shinnick	Ramsay Lees
Schneider Cardon, Ltd.	2024 Peel St.	Montreal	MA. 8024	Monty A. Isaacs	Monty A. Isaacs
	501 Yonge St.	Toronto	WA. 4-9779	Gordon Allen	Gordon Allen
Sills, Allan R. & Co.	137 Wellington St. W.	Toronto	EM. 8-6434	Allan R. Sills	Allan R. Sills
Smith, R. C. & Son, Ltd.	380 Victoria St.	Toronto	EM. 4-9396	G. Alec Phare	G. Alec Phare
Spitzer & Mills, Ltd.	40 King St. W.	Toronto	EM. 6-2811	Susie McCullagh	Ralph Hart
	3405 Addington Ave.	Montreal	WA. 0344	Pauline Goyette (Radio) Paul Corbeil (TV)	Paul Corbeil
Stanfield, Harold F., Ltd.	Dominion Square Bldg.	Montreal	UN. 6-8741	Ernie Smith	Ernie Smith
	67 Richmond St. W.	Toronto	EM. 6-5454	Olive Jennings	Olive Jennings
Stevenson & Scott, Ltd.	1260 University Ave.	Montreal	UN. 6-9361	Sheldon Lodge	Sheldon Lodge
	100 Adelaide St. W.	Toronto	EM. 3-5773	Burf Kaye	Burf Kaye
	402 West Pender St.	Vancouver	PA. 5824	Roy Hunter	Roy Hunter
Stewart-Bowman-Macpherson, Ltd.	410 Province Bldg.	Vancouver	PA. 3531	Lloyd Muir	Lloyd Muir
	337 8th Ave. W.	Calgary	2-1432	Pat Williams	Peggy Newbury
	10020 109th St.	Edmonton	25107	Jean Richards	June Duncan
	333 Somerset Bldg.	Winnipeg	924346	(Mrs.) Helen McMahon	(Mrs.) Helen McMahon
	88 Richmond St. W.	Toronto	EM. 8-8648	Amy Lynch	John Bradley
Tandy Advertising Agency, Ltd.	20 Carlton St.	Toronto	EM. 3-6362	Mary-Ellen Freeborn	A. C. Haight
Thompson, J. Walter Co., Ltd.	602 Dominion Sq. Bldg.	Montreal	UN. 6-6771	Ron Kirkwood	Mariette Mineau
	600 University Ave.	Toronto	EM. 3-9402	Phyllis Sivell	Frank Flint (Radio) John Lingman (TV)
Thompson-Peterson Advertising Agency, Ltd.	215 Victoria St.	Toronto	EM. 8-8091	David Fenn	David Fenn
	913 Sun Life Bldg.	Montreal	UN. 6-9745		
Vamplew Advertising	1175 Bay St.	Toronto	WA. 3-5589	Thomas Vamplew	Thomas Vamplew
Vickers & Benson, Ltd.	1440 St. Catherine St. W.	Montreal	UN. 67701	Henault Champagne	Henault Champagne
	110 Church St.	Toronto	EM. 4-6301	(Mrs.) Laura Jensen	Leonard J. Kennedy
Walsh Advertising Co., Ltd.	1787 Walker Rd.	Windsor	CL. 6-2671		
	44 King St. W.	Toronto	EM. 3-3053	(Mrs.) Muriel Murray	(Mrs.) Muriel Murray
	660 St. Catherine St. W.	Montreal	UN. 6-8921	Jean Monte	Jean Monte
Weill & Eby, Inc.	67 Yonge St.	Toronto	EM. 2-1176	Jo-Anne Rebstock	Bob Weill
Whitehall Broadcasting, Ltd.	1510 Drummond St.	Montreal	MA. 4152	Wilf Charland	Wilf Charland
Willis Advertising	220 Richmond St. W.	Toronto	EM. 3-2073	Victor C. Snack	Victor C. Snack
Woodhouse & Hawkins	1175 Bay St.	Toronto	WA. 2-4864	Art McGregor	Frank Deaville
Young & Rubicam, Ltd.	660 St. Catherine St. W.	Montreal	UN. 6-8941	Helen Quinn	
	44 King St. W.	Toronto	EM. 2-2341	Doreen Dunlop	Bill Byles

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Illinois

Urbana 7-6611, Ext. 3394

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Region III

Ola Hiller, Station WFBE, Flint Public Schools, Administration Bldg., Oak Grove Campus, Flint, Michigan.

Past President & Member of the Board

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Region IV

Burton Paulu, Radio Station KUOM, University of Minnesota, Minneapolis, Minnesota

Region V

John Schwarzwalder, Station KUHF, University of Houston, 3801 Cullen Blvd., Houston, Texas.

Region VI

Edwin Adams, Director, KUOW (Radio Station), University of Washington, Seattle, Washington

Executive Director

Harry J. Skornia, 14 Gregory Hall, Urbana, Ill.

NAEB MEMBERSHIP LIST

Active Membership of the National Association of Educational Broadcasters

City	Call Letters	Licensee	Executive
		ALABAMA	
University	WUOA (FM)	Univ. of Alabama	Graydon Ausmus, Director Radio-TV
		CALIFORNIA	
Berkeley	KPFA (FM)	Pacifica Foundation	Lewis Hill, President
Los Angeles	KUSC (FM)	Univ. of Southern California	Kenneth Harwood, Hd. Telecommunic. Dept.
San Bernardino	KVCR (FM)	San Bernardino Valley College	M. Rod Shepherd, General Manager
San Diego	KSDS (FM)	San Diego City Schools 12th & Russ Streets	Edwin G. Barrett, Program Dir.
San Francisco	KQED (TV)	Bay Area ETV Assn. 165 Post Street	James Day, General Mgr.
San Mateo	KCSM (FM)	San Mateo Jr. College Baldwin Ave. & San Mateo	Richard P. Marsh, Prog. Dir.
Stockton	KCVN (FM)	College of the Pacific	
		COLORADO	
Colo. Springs	KRCC (FM)	Colorado College	Woodson Tyree, Dir. Speech, Drama, Radio
Denver	KRMA (TV)	Denver Public Schools	Henry H. Mamet, Mgr., Radio-TV
		FLORIDA	
Miami	WTHS (FM)	Dade City Bd. of Public Instr.	Vernon Bronson, Dir. Voc. & Adult Ed.
Tallahassee	WFSU (FM)	Florida State University	Roy Flynn, Dir., Commun. & Radio
Tampa	WTUN (FM)	University of Tampa	Franklin Moody, Director of Radio
Winter Park	WPRK (FM)	Rollins College	M. P. Frutchey, Director
		GEORGIA	
Atlanta	WABE (FM)	Board of Education	Haskell Boyter, Dir. Radio Ed.
		ILLINOIS	
Chicago	WBEZ (FM)	Board of Education	George Jennings, Director Div. Radio-TV
Chicago	WTTW (TV)	Chicago Educational TV Assn.	John W. Taylor, Exec. Dir.
DeKalb	WNIC (FM)	Northern Illinois St. Teachers College	Robert V. Esmond, Dir., Radio-TV
Elgin	WEPS (FM)	Board of Education	E. H. Hoke, Dir. Audio-Visual Education
Evanston	WNUR (FM)	Northwestern Univ.	Donley Fedderson, Chrm. Radio-TV
Urbana	WILL (AM)	Univ. of Illinois	Frank E. Schooley, Dir. Univ. Broadcasting
Urbana	WILL (TV)	University of Illinois	Frank E. Schooley
Urbana	WILL (FM)	Univ. of Illinois	Frank E. Schooley
		INDIANA	
Bloomington	WFIU (FM)	Univ. of Indiana	Elmer Sulzer, Dir. Radio & TV Communication
Gary	WGVE (FM)	School City of Gary 524 Garfield St.	Mitchell Gerbick, Manager
Greencastle	WGRE (FM)	DePauw University	Harold T. Ross, Manager
Huntington	WVSH (FM)	School City of Huntington	M. McCabe Day, Director Audio-Visual Center
Indianapolis	WIAN (FM)	Indianapolis Pub. Schools	Alwyn Carder, Program Director
Lafayette	WBAA (AM)	Purdue Univ.	Jim Miles, Dir. of Broadcasting
Muncie	WWHI (FM)	Wilson Jr. H.S.	John V. Maier, Principal
New Albany	WNAS (FM)	New Albany City Schools	Vernon McKown, Director Audio-Visual Instr
New Castle	WYSN (FM)	New Castle-Henry Twnsp. Schools	Miss J. J. Rucker, Station Mgr.
Wabash	WSKS (FM)	School City of Wabash	James R. Oliver, Dir. Audio-Visual Ed.
		IOWA	
Ames	WOI (AM)	Iowa State College	Richard B. Hull, Radio-TV Director
Ames	WOI (FM)	Iowa State College	Richard B. Hull
Decorah	KWLC (AM)	Luther College	Leslie G. Rude, Director of Radio
Des Moines	KDPS (FM)	Des Moines Public Schools 629 Third St.	Clifton F. Schropp, Dir. Audio-Visual
Iowa City	WSUI (AM)	State Univ. of Iowa	Carl H. Menzer, Director
Iowa City	KSUI (FM)	State Univ. of Iowa	Carl H. Menzer

City	Call Letters	Licensee	Executive
		KANSAS	
Emporia	KSTE (FM)	Kansas State Teachers College	Tex Smiley, Dir., Radio-TV
Lawrence	KFKU (AM)	Univ. of Kansas	Bruce A. Linton, Director Radio-TV
Lawrence	KANU (FM	Univ. of Kansas	Bruce A. Linton
Manhattan	KSAC (AM)	Kansas State College	Kenneth Thomas, Director
Manhattan	KSOB (FM)	Kansas State College	Ken Thomas
Ottawa	KTJO (FM)	Ottawa University	W. D. Bemmels, Dean of the College
Wichita	KMUW (FM)	Univ. of Wichita	G. D. Goodrich, Manager
		KENTUCKY	
Lexington	WBKY (FM)	Univ. of Kentucky	Mrs. Camille Halyard, Director of Radio-TV
Louisville	WFPK (FM)	Louisville Free Public Library	H. E. Salley, Mgr.
Louisville	WFPL (FM)	Louisville Free Public Library	H. E. Salley, Head Audio-Visual Dept.
		LOUISIANA	
Baton Rouge	WSLU (FM)	Louisiana State University	Mrs. Lucile Ruby, Coordinator, Radio-TV
		MARYLAND	
Baltimore	WBJC (FM)	Baltimore Jr. College Alameda & 33rd St.	Clarence T. DeHaven, Manager
		MASSACHUSETTS	
Amherst	WMUA (FM)	Univ. of Mass.	Joseph Larson, Manager
Boston	WBUR (FM)	University of Boston	Leo Martin, Director Div. Communication Arts
Boston	WERS (FM)	Emerson College	Charles Dudley, Chrmn. Dept. Broad
Boston	WGBH (FM)	Lowell Instit. Co-op Broadcasting Council	Parker Wheatley, Manager
Boston	WGBH (TV)	Lowell Instit. Co-op	Parker Wheatley, Manager
Springfield	WEDK (FM)	Bcstg. Council of Springfield	William J. Sanders, Supt. of Schools
		MICHIGAN	
Ann Arbor	WUOM (FM)	Univ. of Michigan	Waldo Abbot, Director of Broadcasting
Detroit	WDTR (FM)	Board of Education	Kathleen N. Lardie, Supervisor, Radio-Television
Detroit	WDET (FM)	Wayne University	Paul B. Rickard, Director, Radio-Television
Detroit	WTVS (TV)	Detroit Ed. TV Found., Inc.	William A. Wood
East Lansing	WKAR (AM)	Michigan State Univ.	Robert J. Coleman, Dir. of Broadcasting
East Lansing	WKAR (FM)	Michigan State Univ.	Robert J. Coleman
East Lansing	WKAR (TV)	Michigan State Univ.	Armand L. Hunter, Director
Flint	WFBE (FM)	Board of Education	Miss Ola Hiller, Dir. Radio Educ.
Flint	WFUM (FM)	Univ. of Michigan	Waldo Abbot, Dir. of Broadcasting
Highland Park	WHPR (FM)	School District of Highland Park	Robert A. Stevens, Prog. Dir.
Kalamazoo	WMCR (FM)	Western Michigan College of Educ.	Wallace Garneau, Dir. of Broadcasting
		MINNESOTA	
Minneapolis	KUOM (AM)	Univ. of Minnesota	Burton Paulu, General Manager
Northfield	WCAL (AM)	St. Olaf College	Milford C. Jensen, General Manager
		MISSOURI	
St. Louis	KETC (TV)	St. Louis Ed. TV Association	
St. Louis	KSLH (FM)	Board of Education 517 S. Theresa Ave.	Miss Marguerite Fleming, Director
		NEBRASKA	
Lincoln	KUON (TV)	University of Nebraska	Jack J. McBride, Dir. of Ed. TV
		NEW JERSEY	
Newark	WBGO (FM)	Board of Education 31 Green St.	Marie Scanlon, Supervisor Radio-Television
South Orange	WSOU (FM)	Seton Hall College	A. Paul Klose, Program Director
		NEW MEXICO	
Albuquerque	KANW (FM)	Board of Education	Mrs. Rose J. Jones, Director
		NEW YORK	
Bronx	WFUV (FM)	Fordham Univ.	Ralph M. Rourke, Prog. Mgr.
Brooklyn	WNYE (FM)	Board of Education 29 Fort Greene Pl.	James F. Macandrew, Dir. of Broadcasting
Floral Park	WSHS (FM)	Sewanhaka H.S.	W. A. Gregory, Director of Radio
Ithaca	WITJ (FM)	Ithaca College	Robert Earle, Dir. of Radio
New York	WNYC (AM)	Municipal Broadcasting System 2500 Municipal Bldg.	Seymour N. Siegel, Director
New York	WNYC (FM)	Municipal Broadcasting System	Seymour N. Siegel
Springville	WSPE (FM)	Griffith Instit. & School 85 Buffalo St.	Edward Larson, Director
Syracuse	WAER (FM)	Syracuse University	Kenneth G. Bartlett, Dir. of Broadcasting
Troy	WHAZ (AM)	Rensselaer Polytechnic Institute	Hiram D. Harris, Manager

City	Call Letters	Licensee	Executive
		NORTH CAROLINA	
Chapel Hill	WUNC (TV)	Consolidated Univ. of North Carolina	
Chapel Hill	WUNC (FM)	Univ. of North Carolina	John Young, Manager
Greensboro	WGPS (FM)	Greensboro Public Schools	R. Thorpe Jones, Dir. Audio-Visual Educ.
High Point	WHPS (FM)	High Point H.S.	D. P. Whitley, Principal
		NORTH DAKOTA	
Grand Forks	KFJM (AM	Univ. of North Dakota	Myron Curry, Director
		OHIO	
Akron	WAPS (FM)	Akron Public Schools	Cyril Jones, Dir. Radio-TV Ed.
Athens	WOUI (FM)	Ohio Univ.	Archie Greer, Acting Dir. of Radio
Bowling Green	WBGU (FM)	Bowling Green State Univ.	Sidney Stone, Director
Cincinatti	WCET (TV)	Greater Cinci. TV Ed. Foundation	Uberto Neely, General Mgr.
Cleveland	WBOE (FM)	Board of Education	Katherine Matchett
Columbus	WOSU (AM)	Ohio State Univ.	Robert C. Higgy, Director
Columbus	WOSU (FM)	Ohio State Univ.	Robert C. Higgy
Delaware	WSLN (FM)	Ohio Wesleyan Univ.	Stuart Postle, Adv. Radio Dept.
Kent	WKSU (FM)	Kent State Univ.	Walton D. Clarke, Dir. of Radio
Oxford	WMUB (FM)	Miami Univ.	Stephen C. Hathaway, Dir., Radio-TV
Toledo	WTDS (FM)	Toledo Public Schools 1901 Central Ave.	Harry D. Lamb, Dir. Radio-TV
		OKLAHOMA	
Norman	WNAD (AM)	Univ. of Oklahoma	Hugh Mix, Acting Dir.
Norman	WNAD (FM)	Univ. of Oklahoma	Hugh Mix
Norman	KETA (TV)	Okla. Ed. TV Authority	John Dunn, Director
Norman	KOKH (FM)	Board of Education	Miss Elaine Tucker, Program Director
Shawnee	KBGC (FM)	Oklahoma Baptist University	Darrel Baergen, Manager
Stillwater	KOAG (AM)	Oklahoma A & M College	John Woodworth
Norman	KOED (TV)	Oklahoma Ed. TV Authority	John Dunn, Director
Stillwater	KAMC (FM)	Oklahoma Ed. TV	John Woodworth
Tulsa	KWGS (FM)	Univ. of Tulsa	Edward S. Dumit, Dir., Radio-TV
		OREGON	
Corvallis	KOAC (AM)	Oregon State College	James M. Morris, Program Director
Eugene	KWAX (FM)	Univ. of Oregon	E. A. Kretsinger, Acting Dir. of Radio
Portland	KBPS (AM)	Portland Public Schools	Patricia L. Green, Manager
		PENNSYLVANIA	
Grove City	WSAJ (AM)	Grove City College	Dale O. Smock, Chief Engineer
Philadelphia	WPWT (FM)	Philadelphia Wireless Tech. Instit.	William W. Zerfing
Philadelphia	WRTI (FM)	Temple Univ.	John B. Roberts, Dir., Radio-TV
Pittsburgh	WDUQ (FM)	Duquesne Univ.	B. Kendall Crane, Director
Scranton	WUSV (FM)	Univ. of Scranton	Rev. Richard F. Grady, S.J., Director
Pittsburgh	WQED (TV)	Metrop. Pittsburgh Ed'l TV Station	John F. White, Mgr.
		SOUTH CAROLINA	
Columbia	WUSC (FM)	Univ. of S. Carolina	Lawton G. Wiles, Director, A-V Aids
		SOUTH DAKOTA	
Vermillion	KUSD (AM)	Univ. of S. Dakota	Edward J. Slack, Director
		TENNESSEE	
Knoxville	WUOT (FM)	Univ. of Tennessee	Kenneth D. Wright, Dir. of Broadcasting
Plainview	KHBL (FM)	Wayland Baptist College	Reed Harris, Student Manager
		TEXAS	
Abilene	KACC (FM)	Abilene Christian College	Lowell G. Perry
El Paso	KVOF (FM)	Texas Western College	Virgil C. Hicks, Radio Instructor
Houston	KUHF (FM)	Univ. of Houston	John Schwarzwalder, Station Mgr
Houston	KUHT (TV)	Univ. of Houston	John Schwarzwalder, Station Mgr.
		UTAH	
Logan	KVSC (FM)	Utah State Agri. College	Burrel F. Hansen, Director
		WASHINGTON	
Pullman	KWSC (AM)	State College of Washington	Allen Miller, Manager
Seattle	KUOW (FM)	Univ. of Washington	Ken Kager, Director, Div. of Radio-Television
Tacoma	KTOY (FM)	Tacoma Public Schools	Merle Kimball, Program Mgr.
		WISCONSIN	
Madison	WHA (AM)	Univ. of Wisconsin	H. B. McCarty, Director
Madison	WHA (FM)	Univ. of Wisconsin	H. B. McCarty
Madison	WHA (TV)	Wisconsin State Radio Council	H. B. McCarty, Director
		HAWAII	
Honolulu	KUOH (FM)	University of Hawaii	Chester F. Caton, Dir., Univ. Radio
		PUERTO RICO	
San Juan	WIPR (AM)	Oficina de Radio-emision Publica	Francisco Arrivi, Manager

WHERE IS RADIO?

☆ ☆ ☆

Here, room by room, is an accurate account of radio sets in homes in the United States as compiled by both the Radio Advertising Bureau and a Politz Research Inc. Study.

	Fall 1955*	Spring 1954**
Living Rooms	25,500,000	25,320,000
Bedrooms	24,000,000	21,560,000
Kitchens	17,200,000	16,100,000
Dining rooms	4,500,000	4,390,000
Other rooms in homes	8,800,000	7,370,000
Total, in U. S. homes	80,000,000	74,740,000
Total, in automobiles	31,000,000	26,180,000
Total, outside homes, except in cars	10,000,000	(Not estimated)
GRAND TOTAL, IN U. S.	121,000,000	100,920,000 (in homes and cars only)

* RAB
** Politz Research Inc. Study

NARTB Regional Wage Comparison For Sales Managers and Salesmen In RADIO Broadcasting—Feb., 1955

(average gross weekly wages*)

☆ ☆ ☆

NORTH CENTRAL	
Sales Manager	$149.85
Salesman	$113.38
SOUTHEAST	
Sales Manager	$148.19
Salesman	$101.83
MOUNTAIN-PACIFIC	
Sales Manager	$146.56
Salesman	$100.84
SOUTH CENTRAL	
Sales Manager	$138.07
Salesman	$ 93.04
NORTHEAST	
Sales Manager	$137.50
Salesman	$ 96.90

* Excludes cities of 1 million or more population.

Federal

Communications Commission

HOW TO APPLY
FOR FCC LICENSE

PERSONNEL

National

Association of Radio and
Television Broadcasters

PERSONNEL
COMMITTEES

FEDERAL COMMUNICATIONS COMMISSION

☆ ☆ ☆

HEADQUARTERS: NEW POST OFFICE BUILDING, WASHINGTON 25, D. C.
Phone: EXecutive 3-3620
Personnel as of February 1, 1956

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(Term Expires June 30, 1957)

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Legal Assistant: *CHARLES M. GOWDY*
Engineering Assistant: CHRISTIAN E. ROGERS, JR.

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Legal Assistant—DEE W. PINCOCK

EDWARD M. WEBSTER
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Engineering Assistant—
EVERETT G. HENRY

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Legal Assistant—MAX D. PAGLIN
Engineering Assistant—
KENNETH W. MILLER

JOHN C. DOERFER
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Legal Assistant—EVELYN F. EPPLEY
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DAVID C. WILLIAMS
Engineering Assistant—
WILLIAM B. CAMPBELL

RICARD A. MACK
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Forest McClenning
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George K. Ashenden, Jr.
Hideyuki Noguchi

Accountant

Charles S. Borum

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Richard F. Solan, *Administrative Assistant*

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AM Broadcasting Branch
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FM Branch
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50 Whitehall St., S.W.
Atlanta 3, Ga.

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San Francisco 26, Calif.

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Region 4
802 Federal Office Building, Seattle 4, Wash.

LEE R. DAWSON
Region 5
P.O. Box 1124, Lanikai Oahu, Hawaii

WILLIAM J. McDONNEL
Region 6
832 U. S. Court House, Chicago 4, Ill.

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   Boston 9, Massachusetts
2. ARTHUR BATCHELLER
   748 Federal Building
   New York 14, New York
3. ROGER E. PHELPS
   1005 U. S. Customhouse
   Philadelphia 6, Pennsylvania
4. HYMAN A. COHEN
   400 McCauley Bldg.
   400 E. Lombard St.
   Baltimore 2, Maryland
5. EDWARD BENNETT
   Room 402, Federal Building
   Norfolk 10, Virginia
6. W. D. JOHNSON
   718 Atlanta Nat'l Bldg.
   50 Whitehall St., S.W.
   Atlanta 3, Georgia

   Sub-Office
   ANDREW BAHLEY
   214 P. O. Building
   Savannah, Georgia
7. ARTHUR S. FISH
   312 Federal Building
   Miami 1, Florida

   Sub-Office
   CHALMER H. NEEB
   409-410 P. O. Building
   Tampa 2, Florida
8. VACANCY
   400 Audubon Building
   New Orleans 16, Louisiana

   Sub Office
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   419 U. S. Court House & Customhouse Bldg.
   Mobile 10, Alabama
9. LOUIS L. McCABE
   324 U. S. Appraisers Building
   Houston 11, Texas

   Sub-Office
   ERIC D. COBURN
   329 P. O. Building
   Beaumont, Texas
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11. BERNARD H. LINDEN
    539 U. S. P. O. and Court House Building
    Los Angeles 12, California

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    15-C U. S. Customhouse
    San Diego 1, California

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    Room 326, U. S. P. O. and Courthouse
    San Pedro, California
12. FRANCIS V. SLOAN
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    San Francisco 26, California
13. JOSEPH H. HALLOCK
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    Portland 5, Oregon
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    802 Federal Office Building
    Seattle 4, Washington
15. WILLIAM E. CLYNE
    521 Customhouse
    Denver 2, Colorado
16. DONALD A. MURRAY
    208 Uptown P. O. and Federal Bldg.
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17. HAROLD T. GALLAHER
    3100 Federal Office Bldg.
    Kansas City 6E, Missouri
18. HAROLD D. HAYES
    826 U. S. Court House
    Chicago 4, Illinois
19. EDWIN S. HEISER
    1029 New Federal Building
    Detroit 26, Michigan
20. PAUL A. HOLLOWAY
    328 P. O. Building
    Buffalo 3, New York
21. PAUL R. FENNER
    502 Federal Bldg.
    Honolulu 1, Hawaii
22. ARTHUR T. CLINE, JR.
    322 Federal Bldg.
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23. HAROLD D. DeVOE
    San Juan 13, P. R.
    Room 53, U. S. P. O. and Court House
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Sydney O'Guin, *Chief*

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NATIONAL ASSOCIATION

of Radio and Television

BROADCASTERS

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Washington 6, D. C.
Phone: Decatur 2-9300

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Charles H. Tower, *Manager, EERD*
Robert L. Heald, *Chief Attorney*

RADIO BOARD OF DIRECTORS 1956-57

In accordance with Article IV of the By-Laws, the Board of Directors has designated the following composition of each of the 17 NARTB Districts.

Director	District	States Comprising District
Herbert L. Krueger WTAG, Worcester	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
Robert B. Hanna WGY, Schenectady, N. Y.	2	New York and New Jersey.
George H. Clinton WPAR, Parkersburg, W. Va.	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
James H. Moore WSLS, Roanoke, Va.	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
Owen F. Uridge WQAM, Miami, Florida	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
David Wilson KPLC, Lake Charles, La.	6	Arkansas, Louisiana, Mississippi and Tennessee
Robert T. Mason WMRN, Marion, Ohio	7	Kentucky and Ohio.
Edward F. Baughn WPAG, Ann Harbor, Mich.	8	Indiana and Michigan.
William Holm WLPO, LaSalle, Illinois	9	Illinois and Wisconsin.
Ben Sanders KICD, Spencer, Iowa	10	Iowa, Missouri and Nebraska.

Director	District	States Comprising District
F. E. Fitzsimonds KFYR, Bismarck, N. D.	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
Robert L. Pratt KGGF, Coffeyville, Kans.	12	Kansas and Oklahoma.
Alex Keese WFAA, Dallas, Texas	13	Texas.
Walter E. Wagstaff KIDO, Boise, Idaho	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Carson.
William D. Pabst KFRC, San Francisco, Cal.	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
Robert O. Reynolds KMPC, Los Angeles, Calif.	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
Richard M. Brown KPOJ, Portland, Ore.	17	Alaska, Oregon and Washington.

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WDNC, Durham, N. C.

FM Stations

Merrill Lindsay
WSOY-FM, Decatur, Ill.

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ABC, New York
Arthur Hull Hayes
CBS, New York

Charles R. Denny
NBC, New York
John B. Poor
MBS, New York

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CBS-TV, New York, N. Y.
Ernest Lee Jahncke
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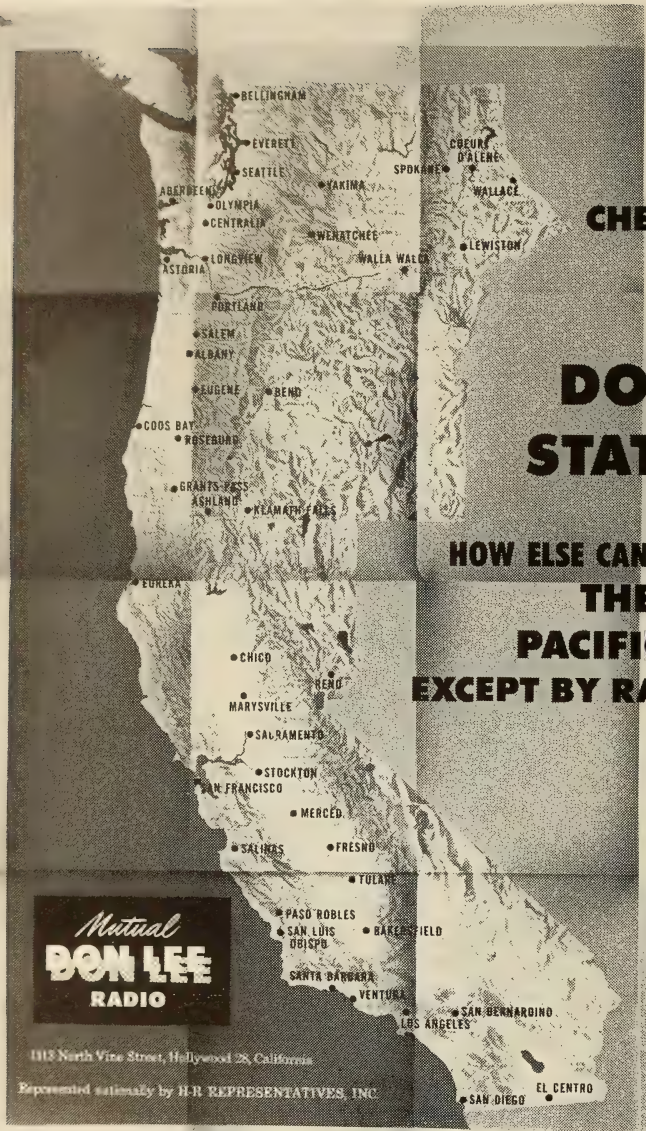

CHECK THESE 45 DON LEE STATIONS

HOW ELSE CAN YOU COVER THE ENTIRE PACIFIC COAST EXCEPT BY RADIO*...?

The 17¼ million people who live on the Pacific Coast identify the Don Lee station as *their* station . . . warm, friendly, believable . . . most typical of the informal West Coast mode of living.

The Don Lee Network, in its twenty-eighth year as a respected member of these West Coast communities . . . an active participant in their daily life . . . serves 5,560,000 radio homes in California, Oregon, Washington, Idaho and Nevada.

***DON LEE IS PACIFIC COAST RADIO**

Radio Networks

AFFILIATED STATIONS

OWNED & OPERATED STATIONS

EXECUTIVE PERSONNEL

U. S. A. NETWORK MAPS

Network Radio To Experience Renaissance

By
ROB'T E. KINTNER
President
American Broadcasting Company

THE time to **sell** network radio, not to sell it short, is now.

This medium possesses the power and magic needed by national advertisers and requires only a vigorous and positive selling approach, such as was used to create it from nothing after World War I to one of America's great sales agents before World War II.

By virtue of its coast-to-coast facilities, network radio at a very low cost-per-thousand delivers potential clients quickly and efficiently. The key to success lies in finding the proper means and time for the particular product.

☆ ☆ ☆

Network radio commercials also serve as the perfect complement to other forms of advertising. It's a known fact that people associate what they hear on radio with commercial copy placed on television, in newspapers or magazines! And once again, at a low cost, network radio can buttress the campaign of many advertisers.

Back in the early days of the industry, our predecessors had to use every bit of ingenuity and resourcefulness at their disposal to put across to the public a then unknown and unpredictable form of communication. When their critics said it couldn't be done, they did it, to paraphrase a line from Edgar Guest. Radio executives admittedly had one advantage in those days over present-day men; there was no past experience to guide them.

☆ ☆ ☆

Creativity, time and money have been lacking in the more recent years of network radio because of the pressure of developing television. But the time has come when TV has reached a degree of maturity and at ABC for example, greater attention is being placed on radio.

We have added new program properties including Walt Disney's "Magic Kingdom" bringing to the aural medium the talent of one of America's great creative artists. This new daytime entry is planned to meet some of the desires of morning audiences, yet while it is new, it is really only old time showmanship of which Disney is a master.

With the "Breakfast Club," also heard in the morning, ABC has found this property as valuable as ever. To insure its financial success, we have found it necessary to change our selling techniques, accommodating advertisers in smaller segments, from five minutes, one-time only to any other amount of time over a year or more. The results have been gratifying, proving that network radio needs only the right combination of time and program for the advertiser to buy.

☆ ☆ ☆

ABC has experimented in other areas of programming, particularly the nighttime, and will continue to try new ideas and techniques to eventually discover what the public and the advertiser wants, knowing that ultimately our endeavors will pay off. Since we are in business for a profit, we have faith in what we're doing and have no intention of going out of the radio business.

While research men have come up with every kind of statistic about radio ("radio set sales are greater than television," "radios are everywhere," "radio appeals to the individual at work or play") television has still copped the headlines on sales and programs. Many radio executives have succumbed to thinking negatively and defensively as a result. Personally, I think this is a great failure on their parts.

Other industries have suffered set-backs such as motion pictures, records, etc. But we have all seen how they have snapped out of the doldrums and are now doing well.

☆ ☆ ☆

Difficulties often serve to rally the best in a person or an industry, and I sense that this is happening in many areas of network radio at this very moment. Self-confidence is being restored and better efforts are being made to compete with other media. It is quite possible that network radio, within the next year or so, will experience a renaissance, gathering strength as the industry learns to utilize fully its tremendous but now latent potential.

Radio networks can still do the best job in many fields of endeavor and I believe they will continue to do so.

Not expecting miracles overnight, ABC believes that with patience and ability, we will accomplish what some pessimists say can't be done and return network radio to its respected position in American life.

AMERICAN BROADCASTING CO., INC.

(A Division of American Broadcasting-Paramount Theatres, Inc.)

7 West 66th Street, New York 23, N. Y.
Telephone Number: SUsquehanna 7-5000

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New York 23, New York

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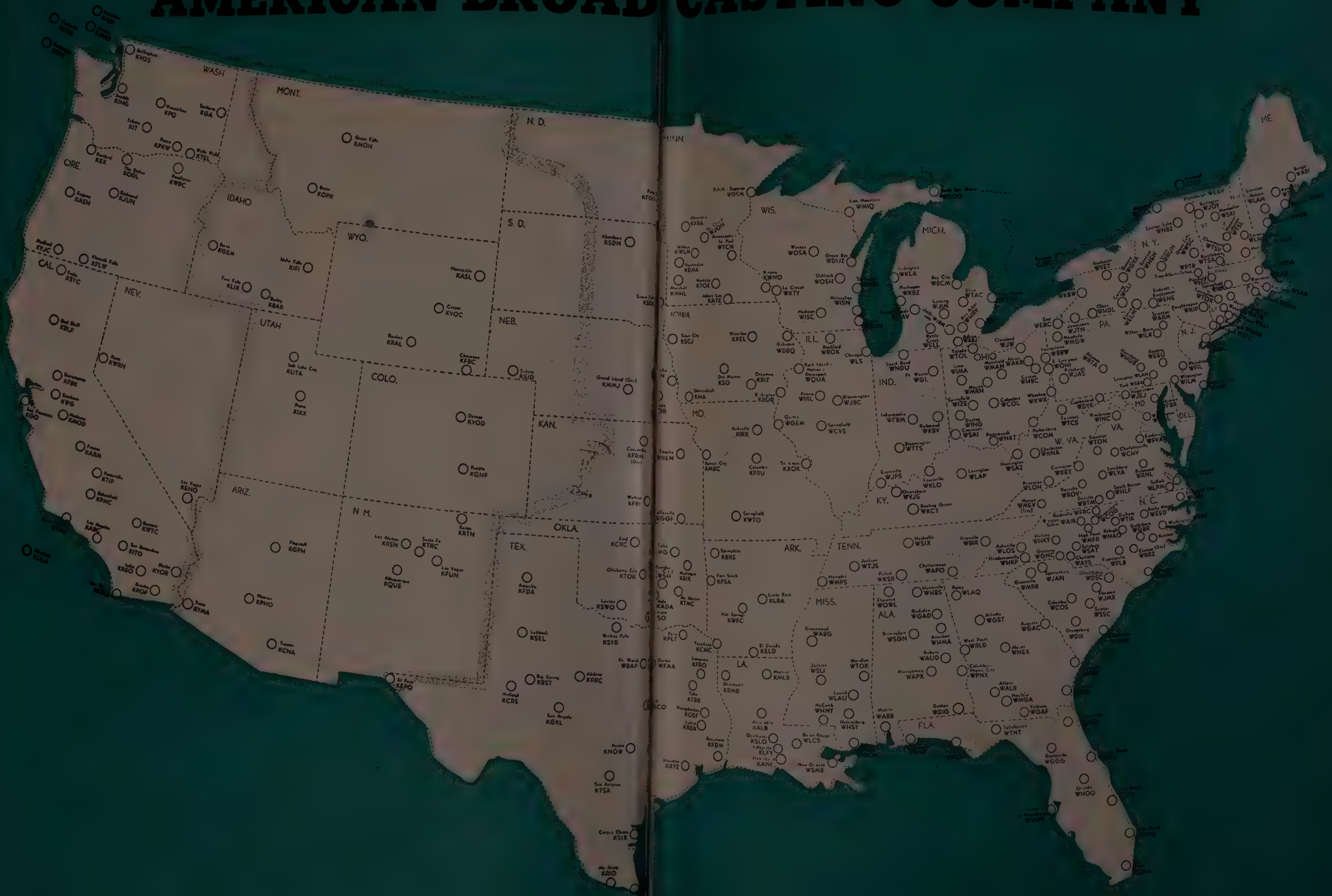
Ray Diaz.....National Program Director
Walter A. Gustafson.....Supr. of Sound Effects
William Hamilton....Eastern Program Manager
James McConnochie....Mgr. of Announcing Div.
J. Ward Mitchell.....Mgr. of Script and Program Promotion, Radio

AMERICAN BROAD

CASTING COMPANY

AMERICAN BROADCASTING COMPANY



George Sax ....National Dir. of Program Operations, Radio
Clayton Shields.....Business Mgr.—Radio Program Dept.
Frank Vagnoni....Manager of Music Division—Radio

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Detroit 26, Michigan

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Joseph C. Cassel.....Controller
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John S. Hansen.....Gen. Manager of KABC
Cameron G. Pierce...Engineering Coordinator—W. D.
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Harry Woodworth.....Director of Radio Western Division
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Ralph C. Denechand.....Admin. Asst. to the Engineering Coordinator—W. D.
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Allan E. Maynard.....Purchasing Agent and Building Maintenance Supervisor
Robert P. Myers....Pacific Coast Counsel—ABC

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San Francisco 2, California

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Edith Kirby.....Traffic Manager
Victor Reed.....Manager of News & Special Events
Jeanne Rieman.....Sales Service Manager
David Sacks..Sales Manager—KGO and KGO-TV
Henry Saroyan....Controller & Purchasing Agent
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7 West 66th Street
New York 23, New York

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Radio's New Threshold Of Achievement

By
ARTHUR HULL HAYES
President
CBS Radio

THE exciting thing about radio today is that it keeps breaking through its own high "ceilings."

In 1955, there were just short of 15 million radio sets produced — the biggest year for set production since 1948. Equally impressive is the fact that this tremendous year for radio set production came at a time when there were already a record number of radios — **some 132 million of them** — on the job in the nation. Also, out-of-home radio grew to be as large in numbers as the entire medium of television. And still radio continues to grow, expanding as rapidly as the manufacturer can make listening available in new and different ways.

☆ ☆ ☆

Such vast acceptance of radio, of course, means that advertisers must continually re-examine it as an advertising medium. Last year, therefore, was one in which the greatest emphasis was placed on informing advertisers of radio's basic low costs and vast audiences. It was a year of enlightenment for many advertisers. Now, in 1956, radio emerges as a powerful all-purpose tool for the big national advertiser, and one highly effective, as well, for the low-budget advertiser who needs both frequent and continuing exposure.

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Thus, at the beginning of 1956, we find Chesebrough-Ponds entering daytime radio with co-sponsorships of many different Monday through Friday programs. Hazel Bishop is purchasing a full 15-minute show each weekday, Monday through Friday. Lever Brothers, after a brief absence, is returning to network radio in a similar way. The F. C. Russell Company is purchasing evening segments of "The Bing Crosby Show." F. W. Woolworth has gained customers and prestige through its presentation of an hour-long "live" Sunday musical program. The Insurance Company of North America chose network radio for its fabulous Christmas Eve "Christmas Sing With Bing." And all this activity is taking place on one radio network — CBS Radio.

These new purchases of network radio, of course, augment a list of long-established ones — General Motors, Brown & Williamson, Liggett & Myers, General Foods, Longines-Wittnauer, Wrigley's, Campbell Soup Company, Standard Brands, Pillsbury Mills and many more.

Among all the radio networks, there has been a definite accent on the versatility of radio. Radio's new audiences, its audiences of all kinds of people doing all kinds of things, has been our hue and cry. There is no time of day or night when there is a dearth of listeners, whether at home or away. During one specific 15-minute period on a Sunday afternoon, for example, Nielsen found that more than 3 million auto radios were in use. And during many weekday evening periods, auto radio listening adds more than one-third to the in-home audience.

☆ ☆ ☆

There have been many and varied approaches to reaching these vast audiences on the move, busy with their avocations, driving about the country, and those merely relaxing at home. One pattern seems to have wooed and won more listeners more consistently than any other. And that pattern is the one which CBS Radio adopted. Regular programming of popular stars and programs — the established favorites — has regularly gained for CBS Radio greater audiences than any type of programming by any other network. The serial-dramas continued to draw the biggest audiences in daytime radio. CBS Radio, through nearly all of 1955, produced all ten of the most popular daytime shows. In the evening, favorites Bing Crosby, Edgar Bergen, Our Miss Brooks, Amos 'n' Andy, Gunsmoke, among others, continued to outdraw the competition. Day and night, listeners continued to choose the name stars and the big shows as their favorite form of radio entertainment.

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And while all the business of programming and selling was going on, there were other examples of radio's inherent ability to serve its listeners more effectively than anything else known to man. The devastations of hurricanes and floods were reported almost the instant they struck. There were many exciting on-the-spot reports from Geneva as well as everywhere else in the world — including Russia, for the first time since 1947. Radio news rose to new heights during the year; CBS Radio exceeded previous peacetime records with 101 news broadcasts a week.

Last year, network radio regained a great part of its glory and is now on the threshold of new and greater achievements.

CBS RADIO

CBS RADIO NETWORK

AS OF JANUARY 1, 1956

NETWORK

*Effective April 1, 1956

CBS RADIO NETWORK

CBS RADIO NETWORK

AS OF JANUARY 1, 1956

*Effective April 1, 1956

CBS, INC.
CBS RADIO DIVISION

Executives and Staff

485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 1-2345

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Henry Untermeyer.....Sales Manager
Sam Slate.....Program Manager
Dave Driscoll.....Director of News and Public Affairs
Murray Gross.....Promotion Manager
Milton Rich.....Manager, Press Relations

KCBS and KCBS-FM
Palace Hotel , San Francisco 5

KCBS and KCBS-FM
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Charles Burge.....Sales Manager
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KNX and KNX-FM and Columbia Pacific Network

6121 Sunset Blvd., Los Angeles 28

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E. H. Shomo.....Assistant General Manager
James Hensley.....Sales Manager
Thomas A. Bland.....Program Director
C. W. Doebler.....Promotion Manager

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182 Tremont St., Boston 12

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Eugene King.....Program Manager
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Ole Morby.....Manager, Sales Development
Richard Hess.....Research Manager
Fred Heywood.....Sales Promotion Manager
Richard Cruise.....Mail Order Dept. Manager

Chicago Office, 410 N. Michigan Ave.

Gordon F. Hayes.....Western Sales Manager

Atlanta Office, 800 Peachtree St.

David Kittrel.....Sales Manager

Detroit Office, Fisher Bldg.

Ralph Patt.....Sales Manager

Los Angeles Office, Columbia Square

Jack Woolley.....Sales Manager

San Francisco Office, Palace Hotel

Byron Nelson.....Sales Manager

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Howard Miller.....Manager, Coverage and Marketing Research

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Louis Dorfsman.....Director
Murry Salberg.....Director of Program Promotion
Arnold Benson.....Director Station Promotion Service
Richard Golden.....Director, Network Sales Presentations
Edward Kaylen.....Associate Director, Network Sales Presentations
Naomi Andrews.....Network Copy Chief
William Jayme.....Director, Network Copy
Irving Miller.....Director, Art Service, CBS-Owned Stations Promotion
Joseph Tole.....Production Manager

Radios Bought Every 4 Seconds In America

By JOHN B. POOR
Executive Vice President Mutual Broadcasting System

TODAY'S miniaturized radio receivers, research-developed in the war years, blueprinted for consumers in 1950 and made available on a mass scale last year, are charting the metamorphic turns in current broadcasting operations.

And they're doing it intangibly as well as tangibly.

Most obvious effect has been the sudden realization of the tremendous number of sets in use, approximately 125-million, or one for every 1.4 people. The RAB's latest brochure states there is a radio for every person in America over nine years old . . . and recent RETMA figures show that there is a radio purchased in the United States every four seconds — 365 days a year! ! I'm sure these radios were not bought to be used as bookends.

☆ ☆ ☆

These startling statistics have awakened broadcasters and advertisers to the co-related fact that radio is the most mobile of the mass communications media. Perhaps the best tribute to the manufacturer's ingenuity has been the development of the miniature tube and the transistor which has made radio so small and portable that today there are people who literally "wear" their sets. It can be listened to — and be a constant companion — no matter where the listener might be and no matter what he or she are doing at the time they're listening.

The most pregnant intangible effect, on the other hand, was the realization too that radio's very acceptance as an essential part of our daily lives had obliterated the aura of romance, of mystery, of actual luxury that had previously excited listeners, and naturally advertisers.

☆ ☆ ☆

This aura now surrounds television, the luxury item. Radio is the accepted thing, the life necessity as common to the American people as the shoes they wear, the bread they eat and the automobiles they drive. Radio is part of everyday life. People would be lost without it.

But they wouldn't realize that loss until radios were taken from them. That's how well radio has become integrated into our standards of living. It has even become the No. 1 item on Civil Defense lists.

This absorption pattern has not been sudden. Originally, as a luxury item, radios were handsome furniture pieces in living rooms — just like television sets are today. Then gradually came the need for second, third and fourth sets in homes — just like there is similar need today for more tv receivers in homes. This prompted development of smaller, table models.

But now the radio-tv receiver set parallel changes markedly. Radios were made, too, for automobiles and trucks. America began spending more of its time on wheels. Radio listening became more mobile — more and more of the personalized and companionate type than the central entertainment unit in the home.

☆ ☆ ☆

War-time development of pocket-sized sets rushed this pattern much faster. Today radio sets, in most homes, are in every room that's used. They're carried in pockets. They're in the cabs of trucks, in cars and taxicabs, in busses, on farm tractors and on motorcycles and bicycles. Last year over 13-million radio sets were manufactured — and they were almost a fifty-fifty split in types between automobile sets and small portables, table models and clock-radios.

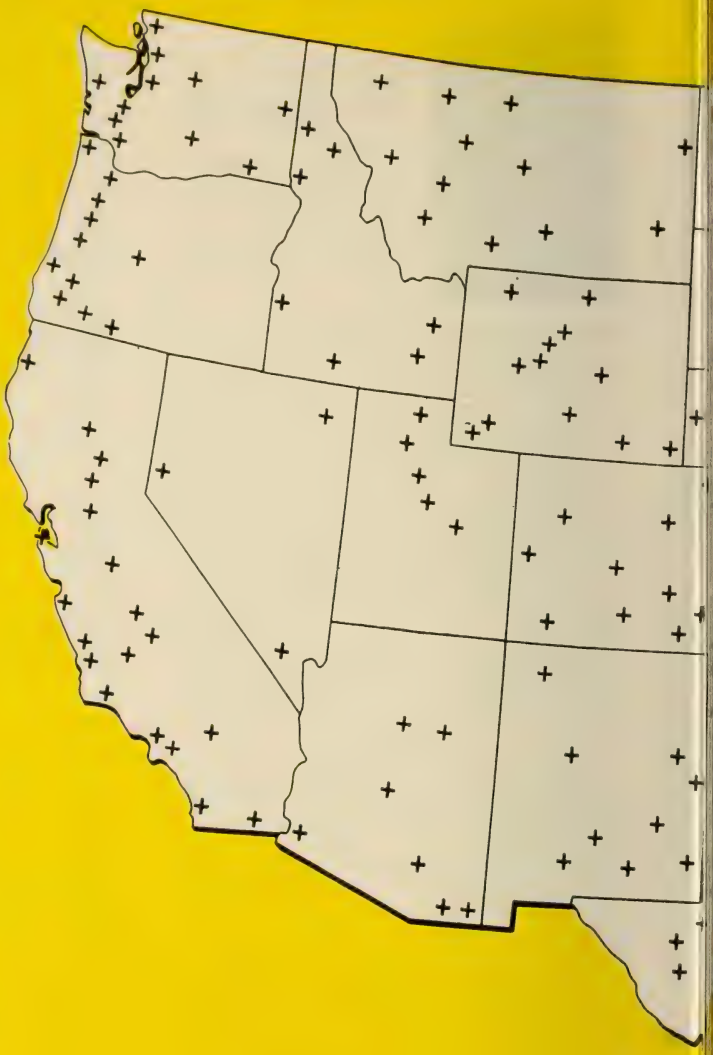
This mobility, as we call it, has prompted the new selling and programming techniques we initiated in 1955 and which we will continue to emphasize, with the cooperation of our 560 affiliated stations, throughout 1956.

☆ ☆ ☆

Mutual foresaw changes in listening trends two years ago when the J. A. Ward survey was authorized to measure total radio audiences throughout the day plus the activities and locales of listeners (bedrooms, living rooms, dens, offices, kitchens, etc.). From the welter of statistics that became available to us, Mutual initiated its new programming and selling concepts last year. Continued faith by the nation's top advertisers in Mutual's effectiveness encouraged us to develop the multiple-brodcast, shorter-time-period pattern that now marks our schedule.

Mutual is unique in that it operates solely as a radio network. It is our belief that network radio, with its vast potential audience, is a valuable and essential means of national communication. We feel that the industry has an obligation to those who invested their money in the millions of radio sets. Conversely, we believe the adequate fulfillment of this obligation will, in itself, bring about the necessary economic stability, and establish, on a firm basis, the true impact of this medium with both the listening public and the advertisers.

MUTUAL BROAD



ALABAMA

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*WJC ANNISTON
*ELD BIRMINGHAM
*BRI BREWTON
*RLL CULLMAN
*MSL DECATUR
*XAL DEMOPOLIS
*JOI FLORENCE
*GWD GADSDEN
*HBB HALEYVILLE
*HVP HUNTSVILLE
*PRB JACKSON
*WAB MOBILE
*APX MONTGOMERY
*RMO OPELIKA
*FEB SYLACAUGA
*WTB TALLADEGA
*TBF TROY
*TBC TUSCALOOSA

ARIZONA

*SUN BISBEE
*WWT DOUGLAS
*NCLS FLAGSTAFF
*KOY PHOENIX
*TUC TUCSON
*KVNC WINSLOW
*KYMA YUMA

ARKANSAS

*KVRC ARKADELPHIA
*KBTA BATESVILLE
*KAMD CAMDEN
*KCSH CROSSETT
*KGRH FAYETTEVILLE
*KFSA FORT SMITH
*KFFA HELENA
*KXAR HOPE, TEX.
*KWFC HOT SPRINGS
*KBTM JONESBORO
*KXLR LITTLE ROCK
*KVMA MAGNOLIA
*KTLO MOUNTAIN HOME
*KDTN PINE BLUFF
*KXRJ RUSSELLVILLE
*KUOA SILOAM SPRINGS
*KWAK STUTTGART

CALIFORNIA

KAFY BAKERSFIELD
KXOC CHICO
KXO EL CENTRO
KIEM EUREKA
KYNO FRESNO
KHJ LOS ANGELES
KMYC MARYSVILLE
KYOS MERCED
KPRL PASO ROBLES
KXOA SACRAMENTO
KSBW SALINAS-MONTEREY
KFXM SAN BERNARDINO
KGB SAN DIEGO
KFRC SAN FRANCISCO
KVEC SAN LUIS OBISPO
KDB SANTA BARBARA
KXOB STOCKTON
KCOK TULARE-VISALIA
KVEN VENTURA

COLORADO

KGIW ALAMOSA
KIMN DENVER
KIUP DURANGO
KGLN GLENWOOD SPRINGS
KFXJ GRAND JUNCTION
KBNZ LA JUNTA
KLMR LAMAR
KCSJ PUEBLO
KVRH SALIDA
KOLR STERLING
KCRT TRINIDAD

CONNECTICUT

*WICC BRIDGEPORT
*WTH HARTFORD
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*WCO WATERBURY

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*WDC WASHINGTON

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*WDB DAYTONA BEACH
*WUF GAINESVILLE
*WJHP JACKSONVILLE
*WKAF KEY WEST
*WONN LAKELAND
*WLBE LEESBURG
*WTYS MARIANNA
*WMMB MELBOURNE
*WKAT MIAMI
*WEBY MILTON-PENSACOLA
*WRZ ORLANDO
*WPFI PALATKA
*WCFI PANAMA CITY
*WQCN QUINCY
*WTSP ST. PETERSBURG-TAMPA
*WJCM SEBRING
*WSTU STUART
*WTNT TALLAHASSEE
*WTW VERO BEACH
*WSTK WEST PALM BEACH
*WSR WINTER HAVEN

GEORGIA

*WDEC AMERICUS
*WQXI ATLANTA
*WBBG AUGUSTA
*WGIG BRUNSWICK
*WBHF CARTERSVILLE
*WPNX COLUMBUS-PHENIX CITY
*WMJW CORDELE
*WBLJ DALTON
*WDWD DAWSON
*WMLT DUBLIN
*WSGC ELBERTON
*WBHB FITZGERALD
*WGGA GAINESVILLE
*WKEU GRIFFIN
*WLAG LA GRANGE
*WIBX MACON
*WMVG MILLEDGEVILLE
*WMGA MOULTRIE
*WCOH NEWNAN
*WROM ROME
*WCCP SAVANNAH
*WNNS STATESBORO
*WFTI THOMASTON
*WTWA THOMSON
*WKGS TIFTON
*WLET TOCCOA
*WGOV VALDOSTA
*WOP VIDALIA
*WAYX WAYCROSS

IDAHO

KVNI COEUR D'ALENE
KIFI IDAHO FALLS
KRLC LEWISTON
KFXD NAMPA-BOISE
KWIK POCATELLO
KLIX TWIN FALLS
KWAL WALLACE

ILLINOIS

*KRO CAIRO
*WJJ CHICAGO
*WJPF HERRIN
*WIRL PEORIA
*WCVS SPRINGFIELD

INDIANA

*WBIW BEDFORD
*WKJG FORT WAYNE
*WFBM INDIANAPOLIS
*WASK LAFAYETTE
*WSAL LOGANSPORT
*WAOV VINCENNES

IOWA

KCRG CEDAR RAPIDS
KROS CLINTON
KSTT DAVENPORT
KDEC DECORAH
KWOW DES MOINES
*WDBQ DUBUQUE
KVFD FORT DODGE
KRIB MASON CITY
KFNF SHENANDOAH
KWWL WATERLOO
KCOG CENTERVILLE
KFAD FAIRFIELD

KANSAS

KGNO DODGE CITY
KTSW EMPORIA
KWGB GOODLAND
KIND INDEPENDENCE
KSAL SALINA
KTOP TOPEKA
KAKE WICHITA

KENTUCKY

WLBJ BOWLING GREEN
WCTT CORBIN
*CPW CUMBERLAND
WHIR DANVILLE
WFKY FRANKFORT
WHLN HARLAN
*WKIC HAZARD
*WSON HENDERSON
*WVLK LEXINGTON
*WGRC LOUISVILLE
WFTM MAYSVILLE
*OWI OWENSBORO
*WPKE PIKEVILLE
WEKY RICHMOND
*WSFC SOMERSET
*WKKY WINCHESTER

LOUISIANA

WAFB BATON ROUGE
KEUN EUNICE
KJEF JENNINGS
KAOK LAKE CHARLES
KAPB MARKSVILLE
KLIC MONROE
*TPS NEW ORLEANS
KENT SHREVEPORT

MAINE

*FAU AUGUSTA
*ABI BANGOR
*IDE BIDDEFORD
*COU LEWISTON-AUBURN
*POR PORTLAND

MARYLAND

*CBM BALTIMORE
*CEM CAMBRIDGE
*DYK CUMBERLAND
*JEJ HAGERSTOWN
*BOC SALISBURY

MASSACHUSETTS

*NAC BOSTON
*ALE FALL RIVER
*EIM FITCHBURG
*HAI GREENFIELD
*LLH LOWELL-LAWRENCE
*NBH NEW BEDFORD
*BRK PITTSFIELD
*MAS SPRINGFIELD
*OCB WEST YARMOUTH
*AAB WORCESTER
*ARE WARE

MICHIGAN

*ATZ ALPENA
*BCK BATTLE CREEK
*ATT CADILLAC
CKLW DETROIT
*DBC ESCANABA
*BBC FLINT
*IKB IRON RIVER
*JMS IRONWOOD
*KHM JACKSON
*MTE MANISTEE
*DMJ MARQUETTE
*MBN PETOSKEY
*SGW SAGINAW-BAY CITY
*TCM TRAVERSE CITY

MINNESOTA

KAUS AUSTIN
KBUN BEMIDJI
KLIZ BRAINERD
*DSM DULUTH-SUPERIOR
*EVE EVELETH
KSUM FAIRMONT
KGDE FERGUS FALLS
KOZY GRAND RAPIDS
*DGY MINNEAPOLIS-ST. PAUL
KWAD WADENA

MISSISSIPPI

*LOX BILOXI-GULFPORT
*JMB GREENSHAVEN
*ROX CLARKSDALE
*CJU COLUMBIA
*CBI COLUMBUS
*CMA CORINTH
*JPR GREENVILLE
*WNAG GRENADA
*HSY HATTIESBURG
*WRBC JACKSON
*LAU LAUREL
*MOX MERIDIAN
*NAT NATCHEZ
*ELO TUPELO
*QBC VICKSBURG
*WROB WEST POINT
*WAZF YAZOO CITY

MISSOURI

KFVS CAPE GIRARDEAU
KFMO FLAT RIVER
KHMO HANNIBAL-QUINCY
KWOS JEFFERSON CITY
*WBH JOPLIN
KLWT LEBANON
KXEO MEXICO
KFEQ ST. JOSEPH
KWK ST. LOUIS
KDRO SEDALIA
KICY SPRINGFIELD

MONTANA

KBMY BILLINGS
KOPR BUTTE
KMON GREAT FALLS
KOJM HAVRE
KCAP HELENA
KGEZ KALISPELL
KXLO LEWISTOWN
KPRK LIVINGSTON
KATL MILES CITY
KBTK MISSOULA
KIYI SHELBY
KGCX SIDNEY

NEBRASKA

KWBE BEATRICE
KHAS HASTINGS
KGFW KEARNEY
KLIN LINCOLN
KBPL McCOOK
KBON OMAHA
KHEB SCOTTSBLUFF

NEVADA

KELK ELKO
KRAM LAS VEGAS
KATO RENO

NEW JERSEY

WLBD ATLANTIC CITY

NEW MEXICO

KALG ALAMOGORDO
KQUE ALBUQUERQUE
KSVP ARTESIA
KICA CLOVIS
KVBC FARMINGTON
KWEW HOBBS
KOBE LAS CRUCES
KGFL ROSWELL
KTNM TUCUMCARI

NEW YORK

WOKO ALBANY
*WBO AUBURN
*WBTA BATAVIA
*KOP BINGHAMTON
*WEBR BUFFALO
*WENY ELMIRA
WLEA HORNELL
*WJOC JAMESTOWN
*WKNY KINGSTON
WOR NEW YORK
WSLB OGDENSBURG
WIRY PLATTSBURG
WBBF ROCHESTER
WKAL ROME-UTICA
WNDR SYRACUSE
WATN WATERTOWN
WICY MALONE

NORTH CAROLINA

WLOS ASHEVILLE
WBBB BURLINGTON
WIST CHARLOTTE
WZNC ELIZABETH CITY
WFNC FAYETTEVILLE
WGBG GREENSBORO
WGTC GREENVILLE
WHNC HENDERSON
WJNC JACKSONVILLE
WJRI LENOIR
WTSB LUMBERTON
WSYB MT. AIRY
WHIT NEW BERN
WNNC NEWTON
WNAO RALEIGH
WCBT ROANOKE RAPIDS
WSTP SALISBURY
WOHS SHELBY
WSIC STATESVILLE
WENC WHITEVILLE
WGNI WILMINGTON
WVOT WILSON
WTOB WINSTON-SALEM

NORTH DAKOTA

KGCU BISMARCK-MANDA
KOLR DEVILS LAKE
KVOX FARGO
KNOX GRAND FORKS
KEYJ JAMESTOWN
KLPM MINOT
KOVC VALLEY CITY

OHIO

WHKK AKRON
WCPO CINCINNATI
WHK CLEVELAND
WTVN COLUMBUS
WIRO IRONTON
WMOA MARIETTA
WLEC SANDUSKY
WSTV STEUBENVILLE
WHHH YOUNGSTOWN-WA

CASTING SYSTEM

WCVA CULPEPER
WDVA DANVILLE
WFTR FRONT ROYAL
WBOB GALAX
WLOW NORFOLK
WNVA NORTON
WSSV PETERSBURG
WLEE RICHMOND
WSLS ROANOKE
WAYB WAYNESBORO

WASHINGTON

KXRO ABERDEEN
KPUG BELLINGHAM
KELA CENTRALIA-CHEHALIS
KRKO EVERETT
KWLK LONGVIEW
KGY OLYMPIA
KVI SEATTLE
KNEW SPOKANE
KUJ WALLA WALLA
KWNW WENATCHEE
KYAK YAKIMA

WEST VIRGINIA

WKOY BLUEFIELD
WTIP CHARLESTON
WHAR CLARKSBURG
WDNE ELKINS
WHTN HUNTINGTON
WLOG LOGAN
WEPM MARTINSBURG
WMON MONTGOMERY
WAJR MORGANTOWN
WHAW WESTON
WTRX WHEELING-BELLAIRE
WBTH WILLIAMSON
WMCD WELCH

WISCONSIN

WHBY APPLETON
WATW ASHLAND
WGEZ BELOIT
WBIZ EAU CLAIRE
KFIZ FOND DU LAC
WJPG GREEN BAY
WCLO JANESVILLE
WLCX LA CROSSE
WOMT MANITOWOC
WISC MADISON
WIGM MEDFORD
WOBT RHINELANDER
WJMC RICE LAKE
WOSA WAUSAU
WFHR WISCONSIN RAPIDS

WYOMING

KVOC CASPER
KVWO CHEYENNE
KLUK EVANSTON
KOVE LANDER
KOWB LARAMIE
KPOW POWELL
KWRL RIVERTON
KVRS ROCK SPRINGS
KWYO SHERIDAN
KRTR THERMOPOLIS
KWOR WORLAND
KRAL RAWLINS

A
DA
LTUS
RDMORE
ARTLESVILLE
UNCAN
LK CITY
NID
ALESTER
USKOGEE
KLAHOMA CITY
ONCA CITY
HAWNEE
FILLWATER
ULSA
EWOKA

LBANY
SHLAND
STORIA
END
OOS BAY
UGENE
RANTS PASS
LAMATH FALLS
ORTLAND

KRXL ROSEBURG
KSLM SALEM

PENNSYLVANIA

WRTA ALTOONA
WESB BRADFORD
WLEU ERIE
WCMB HARRISBURG
WAZL HAZLETON
WCRO JOHNSTOWN
WLAN LANCASTER
WBPZ LOCK HAVEN
WKST NEW CASTLE
WIP PHILADELPHIA
WJAS PITTSBURGH
WPAM POTTSVILLE
WKBI ST. MARY'S
WISL SHAMOKIN
WMAJ STATE COLLEGE
WJPA WASHINGTON
WBAX WILKES-BARRE
WSBA YORK

RHODE ISLAND

WEAN PROVIDENCE

SOUTH CAROLINA

WANS ANDERSON
WBSC BENNETTSVILLE
WQSN CHARLESTON
WNOK COLUMBIA
WLAT CONWAY
WOTN GEORGETOWN
WMRB GREENVILLE
WGSW GREENWOOD
WHSC HARTSVILLE
WKDK NEWBERRY
WDIX ORANGEBURG
WRHI ROCK HILL
WJAN SPARTANBURG
WFIG SUMTER
WBCU UNION
WALD WALTERBORO

SOUTH DAKOTA

KORN MITCHELL
KIHO SIOUX FALLS
KWAT WATERTOWN

TENNESSEE

WLAR ATHENS
WAGC CHATTANOOGA
WJZM CLARKSVILLE
WBAC CLEVELAND

WKRM COLUMBIA
WBEJ ELIZABETHTON-JOHNSON CITY
WEKR FAYETTEVILLE
WGRV GREENVILLE
WDXI JACKSON
WKGN KNOXVILLE
WJJM LEWISBURG
WDXL LEXINGTON
WMWT McMINNVILLE
WHBQ MEMPHIS
WCRK MORRISTOWN
WATO OAK RIDGE
WLAF LAFOLLETTE
WTPR PARIS
WHAL SHELBYVILLE
WENK UNION CITY
WCDT WINCHESTER

TEXAS

KWKC ABILENE
KBKI ALICE
KVLF ALPINE
KAMQ AMARILLO
KVET AUSTIN
KIOX BAY CITY
KTXC BIG SPRING

KHUZ BORGER
KBWD BROWNWOOD
KORA BRYAN
KEYS CORPUS CHRISTI
KAND CORSICANA
WRR DALLAS
KFJZ FORT WORTH
KNAF FREDERICKSBURG
KGVL GREENVILLE
KTHT HOUSTON
KSAM HUNTSVILLE
KVOZ LAREDO
KLTI LONGVIEW
KCBD LUBBOCK
KTRE LUFKIN
KRIO McALLEN
KCMR McCAMEY
KVKM MONAHANS
KRIG ODESSA
KNET PALESTINE
KPDN PAMPA
KIUN PECOS
KEYE PERRYTON
KVOP PLAINVIEW
KPAC PORT ARTHUR-BEAUMONT
KTXL SAN ANGELO
KTSA SAN ANTONIO
KRRV SHERMAN-DENNISON

KSNY SNYDER
KDWT STAMFORD
KSST SULPHUR SPRINGS
KXOX SWEETWATER
KTEM TEMPLE
KOSY TEXARKANA
KGKB TYLER
KVWC VERNON
KVIC VICTORIA
KWTX WACO
KTRN WICHITA FALLS

UTAH

KVNU LOGAN
KLO OGDEN
KOAL PRICE
KOVO PROVO
KALL SALT LAKE CITY

VERMONT

WSYB RUTLAND
WDEV WATERBURY

VIRGINIA

WFHG BRISTOL
WINA CHARLOTTESVILLE

MUTUAL BROADCASTING SYSTEM

ALABAMA
WCTA ANDALUSIA
WSPC ANNISTON
WILD BIRMINGHAM
WEBJ BREWTON
WKUL CULLMAN
WMSL DECATUR
WXAL DEMOPOLIS
WJOI FLORENCE
WGWD GADSDEN
WJBB HALEYVILLE
WBHP HUNTSVILLE
WPBB JACKSON
WKAB MOBILE
WAPX MONTGOMERY
WJHO OPELIKA
WFEB SYLACAUGA
WHTB TALLADEGA
WTBF TROY
WTBC TUSCALOOSA

ARIZONA
KSUN BISBEE
KAWT DOUGLAS
KCLS FLAGSTAFF
KOY PHOENIX
KTUC TUCSON
KVNC WINSLOW
KYMA YUMA

ARKANSAS
KVRC ARKADELPHIA
KBTA BATESVILLE
KAMD CAMDEN
KAGH CROSSETT
KGRH FAYETTEVILLE
KFSA FORT SMITH
KFFA HELENA
KXAR HOPE, TEX.
KWFC HOT SPRINGS
KBTM JONESBORO
KXLR LITTLE ROCK
KVMA MAGNOLIA
KTLO MOUNTAIN HOME
KOTN PINE BLUFF
KXRJ RUSSELLVILLE
KUOA SILOAM SPRINGS
KWAK STUTTGART

CALIFORNIA
KAFY BAKERSFIELD
KXOC CHICO
KXO EL CENTRO
KIEM EUREKA
KYNO FRESNO
KHJ LOS ANGELES
KMYC MARYSVILLE
KYOS MERCED
KPRL PASO ROBLES
KXOA SACRAMENTO
KSBW SALINAS-MONTEREY
KFXM SAN BERNARDINO
KGB SAN DIEGO
KFRC SAN FRANCISCO
KVEC SAN LUIS OBISPO
KDB SANTA BARBARA
KXOB STOCKTON
KCOK TULARE-VISALIA
KVEN VENTURA

COLORADO
KGIW ALAMOSA
KMN DENVER
KIUP DURANGO
KGLN GLENWOOD SPRINGS
KFXJ GRAND JUNCTION
KBNZ LA JUNTA
KLMR LAMAR
KCSJ PUEBLO
KVRH SALIDA
KOLR STERLING
KCRT TRINIDAD

CONNECTICUT
WICC BRIDGEPORT
WGTH HARTFORD
WNLC NEW LONDON
WWCO WATERBURY

D.C.
WWDC WASHINGTON

FLORIDA
WNDB DAYTONA BEACH
WRUF GAINESVILLE
WJHP JACKSONVILLE
WKWF KEY WEST
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WKAT MIAMI
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WORZ ORLANDO
WWPF PALATKA
WPCF PANAMA CITY
WCNH QUINCY
WTSP ST. PETERSBURG-TAMPA
WJCM SEBRING
WSTU STUART
WTNT TALLAHASSEE
WNTM VERO BEACH
WIRK WEST PALM BEACH
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WDMD DAWSON
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WAYX WAYCROSS

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KENTUCKY
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WFKY FRANKFORT
WHLN HARLAN
WKIC HAZARD
WSON HENDERSON
WVLK LEXINGTON
WGRC LOUISVILLE
WFTM MAYSVILLE
WOMI OWENSBORO
WPKE PIKEVILLE
WEKY RICHMOND
WSFC SOMERSET
WWKY WINCHESTER

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WAFB BATON ROUGE
KEUN EUNICE
KJEF JENNINGS
KAOK LAKE CHARLES
KAPB MARKSVILLE
KLIC MONROE
WTPS NEW ORLEANS
KENT SHREVEPORT

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WABI BANGOR
WIDE BIDDEFORD
WCOU LEWISTON-AUBURN
WPOR PORTLAND

MARYLAND
WCBM BALTIMORE
WCEM CAMBRIDGE
WDYK CUMBERLAND
WJEJ HAGERSTOWN
WBOC SALISBURY

MASSACHUSETTS
WNAC BOSTON
WALE FALL RIVER
WEIM FITCHBURG
WHAI GREENFIELD
WLLH LOWELL-LAWRENCE
WNBH NEW BEDFORD
WBRK PITTSFIELD
WMAS SPRINGFIELD
WOCB WEST YARMOUTH
WAAB WORCESTER
WARE WARE

MICHIGAN
WATZ ALPENA
WBCK BATTLE CREEK
WATT CADILLAC
CKLW DETROIT
WDBC ESCANABA
WBBC FLINT
WIKB IRON RIVER
WJMS IRONWOOD
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WMTE MANISTEE
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KOZY GRAND RAPIDS
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MISSISSIPPI
WLOX BILOXI-GULFPORT
WJMB BROOKHAVEN
WROX CLARKSDALE
WCJU COLUMBIA
WCBI COLUMBUS
WCMA CORINTH
WJPR GREENVILLE
WNAG GRENADA
WHSY HATTIESBURG
WRBC JACKSON
WLAU LAUREL
WMOX MERIDIAN
WNAT NATCHEZ
WELO TUPELO
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WMBH JOPLIN
KLWT LEBANON
KXEO MEXICO
KFEQ ST. JOSEPH
KWK ST. LOUIS
KDRO SEDALIA
KICK SPRINGFIELD

MONTANA
KBMY BILLINGS
KOPR BUTTE
KMON GREAT FALLS
KOJM HAVRE
KCAP HELENA
KGEZ KALISPELL
KXLO LEWISTOWN
KPRK LIVINGSTON
KATL MILES CITY
KBTK MISSOULA
KIYI SHELBY
KGCX SIDNEY

NEBRASKA
KWBE BEATRICE
KHAS HASTINGS
KGFW KEARNEY
KLIN LINCOLN
KBRL McCOOK
KBON OMAHA
KNEB SCOTTSBLUFF

NEVADA
KELK ELKO
KRAM LAS VEGAS
KATO RENO

NEW JERSEY
WLBD ATLANTIC CITY

NEW MEXICO
KALG ALAMOGORDO
KQUE ALBUQUERQUE
KSVP ARTESIA
KICA CLOVIS
KVBC FARMINGTON
KWEW HOBBS
KOBE LAS CRUCES
KGFL ROSWELL
KTNM TUCUMCARI

NEW YORK
WOKO ALBANY
WMBO AUBURN
WBTA BATAVIA
WKOP BINGHAMTON
WEBR BUFFALO
WENY ELMIRA
WLEA HORNELL
WJOC JAMESTOWN
WKNY KINGSTON
WOR NEW YORK
WSLB OGDENSBURG
WIRY PLATTSBURG
WBBF ROCHESTER
WKAL ROME-UTICA
WNDR SYRACUSE
WATN WATERTOWN
WICY MALONE

NORTH CAROLINA
WLOS ASHEVILLE
WBBB BURLINGTON
WIST CHARLOTTE
WCNC ELIZABETH CITY
WFNC FAYETTEVILLE
WGBG GREENSBORO
WGTC GREENVILLE
WHNC HENDERSON
WJNC JACKSONVILLE
WJRI LENOIR
WTSB LUMBERTON
WSYB MT. AIRY
WHIT NEW BERN
WNNC NEWTON
WNAO RALEIGH
WCBT ROANOKE RAPIDS
WSTP SALISBURY
WOHS SHELBY
WSIC STATESVILLE
WENC WHITEVILLE
WGNI WILMINGTON
WVOT WILSON
WTOB WINSTON-SALEM

NORTH DAKOTA
KGCU BISMARCK-MANDAN
KDLR DEVILS LAKE
KVOX FARGO
KNOX GRAND FORKS
KEYJ JAMESTOWN
KLPM MINOT
KOVC VALLEY CITY

OHIO
WHKK AKRON
WCPO CINCINNATI
WHK CLEVELAND
WTVN COLUMBUS
WIRO IRONTON
WMOA MARIETTA
WLEC SANDUSKY
WSTV STEUBENVILLE
WHHH YOUNGSTOWN-WARREN

OKLAHOMA
…DA ADA
…HW ALTUS
…SO ARDMORE
…ON BARTLESVILLE
…HD DUNCAN
…SA ELK CITY
…WA ENID
…MC McALESTER
…IX MUSKOGEE
…CY OKLAHOMA CITY
…BZ PONCA CITY
…FF SHAWNEE
…PI STILLWATER
…ME TULSA
…SH WEWOKA

OREGON
…IL ALBANY
…IN ASHLAND
…ST ASTORIA
…ND BEND
…OS COOS BAY
…RE EUGENE
…UN GRANTS PASS
…JI KLAMATH FALLS
…OJ PORTLAND
KRXL ROSEBURG
KSLM SALEM

PENNSYLVANIA
WRTA ALTOONA
WESB BRADFORD
WLEU ERIE
WCMB HARRISBURG
WAZL HAZLETON
WCRO JOHNSTOWN
WLAN LANCASTER
WBPZ LOCK HAVEN
WKST NEW CASTLE
WIP PHILADELPHIA
WJAS PITTSBURGH
WPAM POTTSVILLE
WKBI ST. MARY'S
WISL SHAMOKIN
WMAJ STATE COLLEGE
WJPA WASHINGTON
WBAX WILKES-BARRE
WSBA YORK

RHODE ISLAND
WEAN PROVIDENCE

SOUTH CAROLINA
WANS ANDERSON
WBSC BENNETTSVILLE
WQSN CHARLESTON
WNOK COLUMBIA
WLAT CONWAY
WGTN GEORGETOWN
WMRB GREENVILLE
WGSW GREENWOOD
WHSC HARTSVILLE
WKDK NEWBERRY
WDIX ORANGEBURG
WRHI ROCK HILL
WJAN SPARTANBURG
WFIG SUMTER
WBCU UNION
WALD WALTERBORO

SOUTH DAKOTA
KORN MITCHELL
KIHO SIOUX FALLS
KWAT WATERTOWN

TENNESSEE
WLAR ATHENS
WAGC CHATTANOOGA
WJZM CLARKSVILLE
WBAC CLEVELAND
WKRM COLUMBIA
WBEJ ELIZABETHTON-JOHNSON CITY
WEKR FAYETTEVILLE
WGRV GREENVILLE
WDXI JACKSON
WKGN KNOXVILLE
WJJM LEWISBURG
WDXL LEXINGTON
WMMT McMINNVILLE
WHBQ MEMPHIS
WCRK MORRISTOWN
WATO OAK RIDGE
WLAF LAFOLLETTE
WTPR PARIS
WHAL SHELBYVILLE
WENK UNION CITY
WCDT WINCHESTER

TEXAS
KWKC ABILENE
KBKI ALICE
KVLF ALPINE
KAMQ AMARILLO
KVET AUSTIN
KIOX BAY CITY
KTXC BIG SPRING
KHUZ BORGER
KBWD BROWNWOOD
KORA BRYAN
KEYS CORPUS CHRISTI
KAND CORSICANA
WRR DALLAS
KFJZ FORT WORTH
KNAF FREDERICKSBURG
KGVL GREENVILLE
KTHT HOUSTON
KSAM HUNTSVILLE
KVOZ LAREDO
KLTI LONGVIEW
KCBD LUBBOCK
KTRE LUFKIN
KRIO McALLEN
KCMR McCAMEY
KVKM MONAHANS
KRIG ODESSA
KNET PALESTINE
KPDN PAMPA
KIUN PECOS
KEYE PERRYTON
KVOP PLAINVIEW
KPAC PORT ARTHUR-BEAUMONT
KTXL SAN ANGELO
KTSA SAN ANTONIO
KRRV SHERMAN-DENNISON
KSNY SNYDER
KDWT STAMFORD
KSST SULPHUR SPRINGS
KXOX SWEETWATER
KTEM TEMPLE
KOSY TEXARKANA
KGKB TYLER
KVWC VERNON
KVIC VICTORIA
KWTX WACO
KTRN WICHITA FALLS

UTAH
KVNU LOGAN
KLO OGDEN
KOAL PRICE
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WDEV WATERBURY

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WFHG BRISTOL
WINA CHARLOTTESVILLE
WCVA CULPEPER
WDVA DANVILLE
WFTR FRONT ROYAL
WBOB GALAX
WLOW NORFOLK
WNVA NORTON
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KPUG BELLINGHAM
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KWLK LONGVIEW
KGY OLYMPIA
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KNEW SPOKANE
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WEST VIRGINIA
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WAJR MORGANTOWN
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WISCONSIN
WHBY APPLETON
WATW ASHLAND
WGEZ BELOIT
WBIZ EAU CLAIRE
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WJPG GREEN BAY
WCLO JANESVILLE
WLCX LA CROSSE
WOMT MANITOWOC
WISC MADISON
WIGM MEDFORD
WOBT RHINELANDER
WJMC RICE LAKE
WOSA WAUSAU
WFHR WISCONSIN RAPIDS

WYOMING
KVOC CASPER
KVWO CHEYENNE
KLUK EVANSTON
KOVE LANDER
KOWB LARAMIE
KPOW POWELL
KWRL RIVERTON
KVRS ROCK SPRINGS
KWYO SHERIDAN
KRTR THERMOPOLIS
KWOR WORLAND
KRAL RAWLINS

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1440 Broadway, New York 18, N. Y.
Telephone: LOngacre 4-8000

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WJAR-TV CHANNEL 10 PROVIDENCE

OUTSTANDING IN LOCAL PROGRAMS

OUTSTANDING IN REGIONAL COVERAGE

OUTSTANDING IN MERCHANDISING

NBC BASIC . . . ABC SUPPLEMENTARY

4 rich markets* and nearly 3,000,000 consumers await your message. They'll see it on POWERFUL 10

*PROVIDENCE, WORCESTER, FALL RIVER, NEW BEDFORD

WJAR-TV Providence, R. I. ❯ *Represented nationally by WEED TELEVISION*

Radio Now Provided With Fresh New Role

By
ROBERT W. SARNOFF
President
The National Broadcasting Company

THE broadcasting industry, as it enters 1956, can look back upon a year in which these three facts became clearly apparent: first, television is now well anchored as a powerful moving force in the nation's economy; second, the growth of color television into a national service will soon hit snowballing dimensions; third, the new program and sales concepts of network radio, whatever the title given to them, have provided radio with a fresh and hopeful role in the age of television.

☆ ☆ ☆

For Pat Weaver and myself, and for everyone at NBC, the year just ended has been one of progress and promise. We expanded our color TV schedule by 500 per cent to reach a total of 40 hours live color programming per month. We created new programming forms such as "Wide Wide World," "Matinee Theatre," and "Project 20," and new radio services such as "Monitor" and "Weekday." We pioneered the "Color Spread" sales plan, making big-time evening hits available for the first time to a wide base of advertisers on a single-insertion basis.

☆ ☆ ☆

During 1955, NBC ordered a $12,000,000 expansion of its color production facilities in New York, Hollywood and Chicago, to be completed by September, 1956. These added facilities were designed to permit doubling our color schedule to 80 hours a month. As part of this project, the NBC-owned station in Chicago, WNBQ, becomes the world's first all-color station.

The Maurice Evans dramatic series opened up new vistas in television's constant effort to upgrade its product, and developed new Sunday afternoon audiences.

The year was marked by a more mature approach to world problems. Koestler's great drama, "Darkness at Noon," and the dramatic history "Nightmare in Red," brought thunderbolt impact to the subject of Communism. The full-hour "Meeting at the Summit" provided a stirring prelude to the Geneva talks.

☆ ☆ ☆

"Wide Wide World" freed television from the constraints of the studio and set it to moving back and forth about the United States, across borders into Canada and Mexico, and over water to Cuba with electronic speed. And the great fulfillment of this program is yet to come — when transoceanic television becomes a reality within a very few years.

A new kind of television documentary was pioneered with "Assignment: India," a full-hour "by-line" presentation featuring Chester Bowles.

During 1955, the NBC enlightenment campaign was broadened, with more entertainment programs inserting elements of cultural and educational value into the format. We also set up the television industry's first Children's Program Review Committee to provide us with added guidance in improving our children's shows.

☆ ☆ ☆

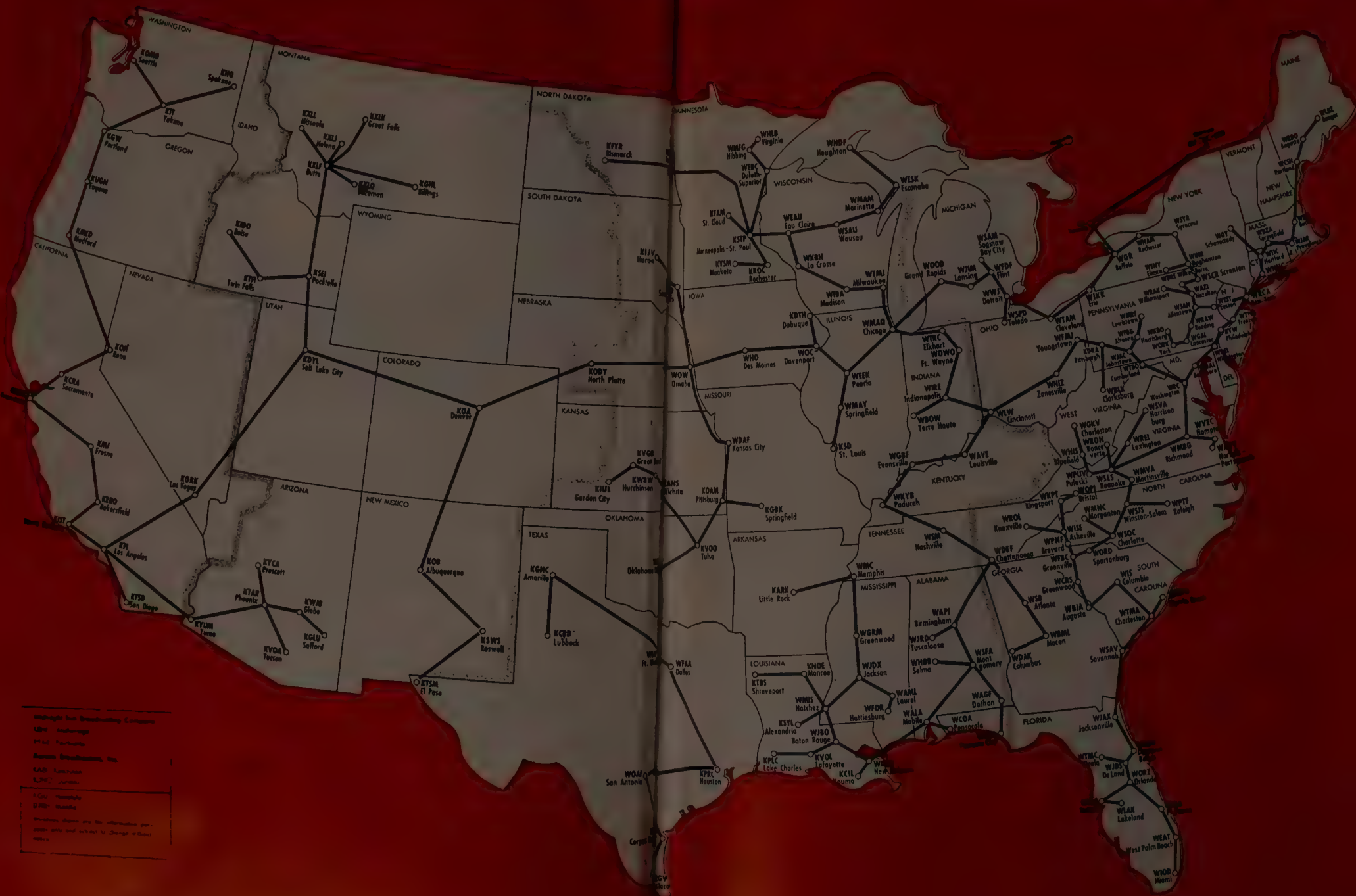
Looking toward television's talent needs of the future, NBC created the Talent Development Program, a multi-million dollar project designed to seek out and develop new stars, writers, producers and technicians.

Greater flexibility in programming was accompanied by greater flexibility in sales. Multiple sponsorship advanced to a point where it accounted for more than half our entire schedule. The network served 231 clients in 1955 as against 210 in 1954 and 165 in 1953. All in all, NBC-TV showed an increase of 34.6 per cent in total gross billings over the previous year, and a gain of 22.5 per cent in overall income.

NATIONAL BROAD

CASTING COMPANY

NATIONAL BROADCASTING COMPANY



NATIONAL BROADCASTING COMPANY, INC.

☆ ☆ ☆

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Rome

Merrill Mueller, Secondo Piano AP, Piazza Graziolo 5, Rome, Italy.

Keystone Hits America's Prime Audience

By
SIDNEY J. WOLF
President
Keystone Broadcasting System, Inc.

THE primary motivation of advertising is to substantiate sales incentive at trade and consumer levels. In order to do this it is basic that to move goods it is a necessity to also move people.

☆ ☆ ☆

Keystone moves people in a key way . . . it gets people into motion and keeps them moving in the interest of and in the direction of its advertisers' products. The Keystone Broadcasting System audience listens . . . and moves! Keystone delivers one of the most prime audiences to the advertiser that exists in the nation today. From a fall, 1955 government report, these facts emerged: Keystone's market of Hometown and Rural America contains 25,058,420 radio homes consisting of 87,704,470 people. Within this grouping there are over 4,000,000 farms and less than 30% of them have television. Here indeed is an undeniable primary market which deserves principal consideration for any well-directed sales program that lists national coverage as a requisite.

☆ ☆ ☆

The Keystone story would not be complete without the almost fantastic kind of merchandising that exists within the realm of Keystone affiliates. This story is unique in the annals of the radio industry . . . unique because of the geographic and population setup of the area in which Keystone operates. Here in the small, widely scattered communities throughout the nation are the small town nuclei of American community living where station personnel is closely associated with the merchants of each specific community. Here a pattern of close cooperation with retail outlets of advertised products happens day in and day out with results that amaze advertisers of every conceivable type of product. Merchandising contests held by several of Keystone's clients have paid off in rich dividends.

☆ ☆ ☆

Keystone's steady growth is an indication that this approach to advertising is a sound one. Keystone's long list of customers who stay around year after year for this successful treatment is ample testimony to the fact that the advertising dollar spent in the rich Home Town and Rural America market is an investment hard to equal in the media field. Keystone's biggest growth year was 1955 with the list of Keystone's affiliates growing to 875 stations.

☆ ☆ ☆

1956 will probably be Keystone's biggest year in volume of sales to date and this in itself is a commentary on the need for using Keystone as a **supplement** to the rapid expanse of television . . . getting through to the vast daytime market where TV is not a factor in the audience story.

KEYSTONE BROAD

ALABAMA
WRFS Alexander City
WCTA Andalusia
WANA Anniston
WEBJ Brewton
WRAG Carrollton
WKLF Clanton
WKUL Cullman
WMSL Decatur
WXAL Demopolis
WOOF Dothan
WULA Eufaula
WWWF Fayette
WOWL Florence-Muscle Shoals
WZOB Fort Payne
WETO Gadsden
WGYV Greenville
WGSV Guntersville
WJBB Haleyville
WERH Hamilton
WBHP Huntsville
WPBB Jackson
WWWB Jasper
WMOZ Mobile
WMFC Monroeville
WCRL Oneonta
WJHO Opelika
WELR Roanoke
WWWR Russellville
WROS Scottsboro
WHBB Selma
WFEB Sylacauga
WHTB Talladega
WTBF Troy
WTBC Tuscaloosa
WTUS Tuskegee
WETU Wetumpka

ARIZONA
KCKY Coolidge
KAWT Douglas
KCLS Flagstaff
KDJI Hofbrook
KRIZ Phoenix
KOLD Yuma

ARKANSAS
KVRC Arkadelphia
KBTA Batesville
KBBA Benton
KAMD Camden
KCON Conway
KAGH Crossett
KDMS El Dorado
KXJK, Forrest City
KHOZ Harrison
KFFA Helena
KXAR Hope
KBHS Hot Springs
KBTM Jonesboro
KVLC Little Rock
KVSA McGehee
KDAS Malvern
KENA Mena
KHBM Monticello
KOSE Osceola
KDRS Paragould
KOTN Pine Bluff
KPOC Pocahontas
KXRJ Russellville
KWCB Searcy
YUOA Siloam Springs
KBRS Springdale
KWAK Stuttgart

CALIFORNIA
KIBS Bishop
KBMX Coalinga
KRDU Dinuba
KBAB El Caien (San Diego)
KDAC Fort Bragg
KGST Fresno
KCVR Lodi
KGER Long Beach
KYOS Merced
KSFE Needles
KMOR Oroville
KPRL Pasco Robles
KAFP Petaluma
KTIP Porterville
KBLF Red Bluff
KVEC San Luis Obispo
KSMA Santa Maria
KSPA Santa Paula
KROG Sonora
KSUE Susanville
KTKR Taft
KTUR Turlock
KUDU Ventura
KHUB Watsonville

COLORADO
KGIW Alamosa
KRLN Canon City
KVFC Cortez
KRAI Craig
KLIR Denver
KIUP Durango
KFTM Fort Morgan
KYOU Greeley
KBNZ La Junta
KLMR Lamar
KLVC Leadville
KLOV Loveland
KSLV Monte Vista
KUBC Montrose
KDZA Pueblo
KVRH Salida
KCRT Trinidad

DELAWARE
WSUX Seaford

FLORIDA
WTRL Bradenton
WTAN Clearwater
WKKO Cocoa
WCNU Crestview
WDCF Dade City
WFBF Fernandina Beach
WINK Fort Myers
WARN Fort Pierce
WGGG Gainesville
WGMA Hollywood
WJVB Jacksonville Beach
WKWF Key West
WRWB Kissimmee
WIPC Lake Wales
WLBE Leesburg
WNER Live Oak
WTYS Marianna
WWPB Miami
WSBB New Smyrna Beach
WTMC Ocala
WWPF Palatka
WDLP Panama City
WPRY Perry
WPLA Plant City
WFOY St. Augustine
WTRR Sanford
WKXY Sarasota
WJCM Sebring
WSTU Stuart
WMEN Tallahassee
WTNT Tallahassee
WEBK Tampa

GEORGIA
WAAG Adel
WJAZ Albany
WDEC Americus
WGAU Athens
WAUG Augusta
WMGR Bainbridge
WHAB Baxley
WMOG Brunswick
WGRA Cairo
WCLB Camilla
WLBB Carrollton
WBHF Cartersville
WGAA Cedartown
WMJM Cordele
WGFS Covington
WBLJ Dalton
WDWD Dawson
WGLS Decatur
WDMG Douglas
WMLT Dublin
WSGC Elberton
WBHB Fitzgerald
WFPM Fort Valley
WGGA Gainsville
WKEU Griffin
WCEH Hawkinsville
WBGR Jesup
WLFA Lafayette
WLAG La Grange
WFOM Marietta
WMVG Milledgeville
WMRE Monroe
WMGA Moultrie
WRGA Rome
WFRP Savannah
WWNS Statesboro
WSFT Thomaston
WTWA Thomson
WLET Toccoa
WJEM Valdosta
WVOP Vidalia
WAYX Waycross
WBRU Waynesboro
WRLD West Point
WIMO Winder

IDAHO
KGEM Boise
KBAR Burley
KIFI Idaho Falls
KRPL Moscow
KWIK Pocatello
KPST Preston
KRXK Rexburg
KSPT Sandpoint
KLIX Twin Falls

ILLINOIS
WOKZ Alton
WBYS Canton
WROY Carmi
WCNT Centralia
WEIC Charleston
WITY Danville
WCRA Effingham
WFIW Fairfield
WEBQ Harrisburg
WJPF Herrin
WKEI Kewanee
WPRC Lincoln
WSMI Litchfield
WKAI Macomb
WMOK Metropolis
WVMC Mt. Carmel
WINI Murphysboro
WLVN Olney
WPRS Paris
WPEO Peoria
WKID Urbana

INDIANA
WCBC Anderson
WBNL Boonville
WILO Frankfort
WKAM Goshen
WITZ Jasper
WKTL Kendallville
WBTO Linton
WSAL Logansport
WORX Madison
WMRI Marion
WARU Peru
WPGW Portland
WSLM Salem
WJCD Seymour
WJVA South Bend
WTCJ Tell City

IOWA
KASI Ames
KJAN Atlantic
KCOG Centerville
KCHA Charles City
KCHE Cherokee
KSIB Creston
KFMA Davenport
KDEC Decorah
KLIL Estherville
KFAD Fairfield
KXIC Iowa City
WRIB Mason City
KLEE Attumwan
KJFJ Webster City

KANSAS
KSOK Arkansas City
KARE Atchison
KCRB Chanute
KNCK Concordia
KTSW Emporia
KMDO Fort Scott
KIUL Garden City
KWGB Goodland
KAYS Hays
KWBW Hutchinson
KINO Independence
KCLO Leavenworth
KMAN Manhattan
KNEX McPherson
KJRG Newton
KLKC Parsons
KSEK Pittsburg
KWSK Pratt

KENTUCKY
WBRT Bardstown
WCBL Benton
WLBJ Bowling Green
WTCO Campbellsville
WAIN Columbia
WCTT Corbin
WZIP Covington
WCPM Cumberland
WHIR Danville
WIEL Elizabethtown
WFKY Frankfort
WFKN Franklin
WKAY Glasgow
WHLN Harlan
WKIC Hazard
WSON Henderson
WKOA Hopkinsville
WLBN Lebanon
WLEX Lexington
WINN Louisville
WFMW Madisonville
WFTM Maysville
WMIK Middlesboro
WOMI Owensboro
WSIP Paintsville
WPKE Pikesville
WPRT Prestonsburg
WPKY Princeton
WEKY Richmond

LOUISIANA
KDBS Alexandria
KTRY Bastrop
WIKC Bogalusa
WARB Covington
KDLA De Ridder
WFPR Hammond
KCIL Houma
KJEF Jennings
KAPB Marksville
KLIC Monroe
KMRC Morgan City
KWCJ Natchitoches
KANE New Iberia
WWEZ New Orleans
KREH Oakdale
KSLO Opelousas
KRUS Ruston
KBSF Springhill
KSUL Sulphur
KTLD Tallulah

MAINE
WABM Houlton
WRUM Rumford

MARYLAND
WCEM Cambridge
WAYE Dundalk
WPTX Lexington Park

MASSACHUSETTS
WVOM Brookline
WREB Holyoke
WHIL Medford
WHMP North Hampton
WARE Ware

MICHIGAN
WALM Albion
WFYC Alma
WATZ Alpena
WLEW Bad Axe
WBRN Big Rapids
WATT Cadillac
WMRP Flint
WBFC Freemont
WATC Gaylord
WIBK Iron River
WJMS Ironwood
WJPD Ishpeming
WKLA Ludington
WMTE Manistee
WDMJ Marquette
WMAW Menominee
WCEN Mt. Pleasant
WOAP Owosso
WMUS Muskegon
WMBN Petoskey
WHLS Port Huron
WTCM Traverse City

MINNESOTA
KASM Albany
KXRA Alexandria
KBUN Bemidji
KBMW Breckenridge
WKLK Cloquet
KROX Crookston
KDLM Detroit Lakes
WELY Ely
WEVE Eveleth
KOZY Grand Rapids
KFOB International Fall
KLTF Little Falls
KNUJ New Ulm
KOBK Owatonna
WSHB Stillwater

MISSISSIPPI
WMPA Aberdeen
WBLE Batesville
WGCM Biloxi-Gulfport
WBIP Booneville
WDOB Canton
WGLC Centreville
WRDX Clarksdale
WCLD Cleveland
WCJU Columbia
WCBI Columbus
WCMA Corinth
WJPR Greenville
WGRM Greenwood
WNAG Grenada
WFOR Hattiesburg
WMDC Hazlehurst
WNLA Indianola
WKOZ Kosciusko
WAML Laurel
WAPF McComb
WMBC Macon
WMOX Meridian
WMIS Natchez
WNAU New Albany
WPMP Pascagoula
WHGC Philadelphia
WRJW Picayune
WSSO Starkville
WELO Tupelo
WQBC Vicksburg
WABO Waynesboro
WROB West Point
WAZF Yazoo City

MISSOURI
KGMO Cape Girardeau
KDMO Carthage
KCRV Caruthersville
KCHR Charleston
KCHI Chillicothe
KDKD Clinton
KBIA Columbia
KREI Farmington
KJCF Festus
KWOS Jefferson City
KIRX Kirksville
KTCB Malden
KNIM Maryville
KNCM Moberly
KRMO Monett
KLRS Mountain Grove
KBTN Neosho
KNEM Nevada
KWOC Poplar Bluff
KTTR Rolla
KSGM Ste. Genevieve
KSMO Salem
KDRO Sedalia
KICK Springfield
KALM Thayer
KTTN Trenton
KOKO Warrensburg
KWRE Warrenton
KWPM West Plains

MONTANA
KBMY Billings
KBNM Bozeman
KBOW Butte
KBGF Great Falls
KOJM Havre
KCAP Helena
KGEZ Kalispell
KXLO Lewiston
KLOB Libby
KPRK Livingston
KATL Miles City
KBTK Missoula
KIYI Shelby
KGCX Sidney

CASTING SYSTEM

NEBRASKA
KCOW Alliance
KWBE Beatrice
KCSR Chadron
KJSK Columbus
KHAS Hastings
KGFW Kearney
KLMS Lincoln
KBRL McCook
KODY North Platte
KOGA Ogallala
KSID Sidney
KAWL York

NEVADA
KRAM Las Vegas
KATO Reno
KWNA Winnemucca

NEW HAMPSHIRE
WMOU Berlin
WKXL Concord
WLNH Laconia

NEW JERSEY
WSNJ Bridgeton
WNNJ Newton
WCMC Wildwood

NEW MEXICO
KALG Alamogordo
KABQ Albuquerque
KSVP Artesia
KLMX Clayton
KOTS Deming
KGAK Gallup
KWEW Hobbs
KOBE Lascouces
KENM Portales
KBIM Rosewell
KSIL Silver City
KCHS Truth-or-Consequences
KTNM Tucumcari

NEW YORK
WCSS Amsterdam
WMBO Auburn
WBRV Booneville
WOSC Fulton
WJOC Jamestown
WVOS Liberty
WLFH Little Falls
WICY Malone
WALL Middletown
WIRY Plattsburg
WNBZ Saranac Lake
WIPS Ticonderoga
WDLA Walton

NORTH CAROLINA
WRCS Ahoskie
WABZ Albemarle
WGWR Asheboro
WBBB Burlington
WEGO Concord
WCKB Dunn
WTIK Durham
WCNC Elizabeth City
WFAI Fayetteville-Fort Bragg
WBBO Forest City
WFVG Fuquay Springs
WLTC Gastonia
WFMC Goldsboro
WHNC Henderson
WHKP Hendersonville
WHPE High Point
WJNC Jacksonville
WELS Kinston
WEWO Laurinburg
WLOE Leaksville
WJRI Lenoir
WBOY Lexington
WTSB Lumberton
WMAP Monroe
WHIP Mooresville
WMBL Morehead City
WPAQ Mount Airy
WOOW New Bern
WNNC Newton
WKBC No. Wilkesboro
WFRC Reidsville
WCBT Roanoke Rapids
WCEC Rocky Mount
WSTP Salisbury
WWGP Sanford
WOHS Shelby
WADE Wadesboro
WLSE Wallace
WHED Washington
WHCC Waynesville
WENC Whiteville
WAAA Winston-Salem

NORTH DAKOTA
KDLR Devils Lake
KDIX Dickinson
KNOX Grand Forks
KEYJ Jamestown
KGCU Mandan
KOVC Valley City
KEYZ Williston

OHIO
WOHP Bellefontaine
WILE Cambridge
WAND Canton
WBEX Chillicothe
WJER Dover
WOHI East Liverpool
WFOB Fostoria
WJEH Gallipolis
WIRO Ironton
WLMJ Jackson
WMVO Mount Vernon
WPTW Piqua
WLEC Sandusky
WCHO Washington Court House
WWST Wooster

OKLAHOMA
KADA Ada
KVSO Ardmore
KBWL Blackwell
KWCO Chickasha
KWHP Cushing
KRHD Duncan
KSEO Durant
KASA Elk City
KCRC Enid
KTAT Frederick
KGYN Guymon
KTJS Hobart
KIHN Hugo
KTMC McAlester
KGLC Miami
KBIX Muskogee
KNOR Norman
KBYE Oklahoma City
KHBG Okmulgee
KVLH Pauls Valley
KLCO Poteau
KOLS Pryor
KWSH Tri-City
KOME Tulsa
KVIN Vinita

OREGON
KWIN Ashland
KAST Astoria
KBKR Baker
KBND Bend
KWRO Coquille
KASH Eugene
KRTV Hillsboro
KLBM La Grande
KGAL Lebanon
KMCM McMinnville
KBOY Medford
KSRV Ontario
KODL The Dalles
KTIL Tillamook

PENNSYLVANIA
WNCC Barnesboro
WBFD Bedford
WLOA Braddock
WISR Butler
WCDL Carbondale
WHYL Carlisle
WESA Charleroi
WCVI Connellsville
WOTR Cory
WBUX Doylestown
WEMR Emporium
WGSA Ephrata
WLEU Erie
WFAR Farrell
WHUN Huntington
WDAD Indiana
WADP Kane
WAKU Latrobe
WKRZ Oil City
WPAZ Pottstown
WBAM Pottsville
WKMC Roaring Springs
WKBI St. Marys
WATS Sayre
WMAJ State College
WAYZ Waynesboro
WLYC Williamsport
WNOW York

PUERTO RICO
WHOA San Juan

RHODE ISLAND
WADK Newport
WERI Westerly

SOUTH CAROLINA
WAKN Aiken
WANS Anderson
WBAW Barnwell
WBEU Beaufort
WAGS Bishopville
WACA Camden
WHAN Charleston
WGCD Chester
WOIC Columbia
WELP Easley
WOLS Florence
WFGN Gaffney
WGSW Greenwood
WEAB Greer
WHSC Hartsville
WLCM Lancaster
WLBG Laurens
WJAY Mullins
WMYB Myrtle Beach
WKDK Newberry
WDIX Orangeburg
WRHI Rock Hill
WSNW Seneca
WJAN Spartanburg
WFIG Sumter
WBCU Union

SOUTH DAKOTA
KBRK Brookings
KDSJ Deadwood
KIJV Huron
KISD Sioux Falls
KWAT Watertown
KYNT Yankton

TENNESSEE
WLAR Athens
WFHG Bristol
WFMS Chattanooga
WJZM Clarksville
WKRM Columbia
WHUB Cookeville
WKBL Coving
WAEW Crossville
WDKN Dixon
WDSG Dyersburg
WEKR Fayetteville
WHIN Gallatin
WHBT Harriman
WIRJ Humboldt
WDXI Jackson
WKXV Knoxville
WLAF LaFollette
WDXE Lawrenceburg
WCOR Lebanon
WLIL Lenoir City
WJJM Lewisburg
WDXL Lexington
WGAP Maryville
WMMT McMinnville
WCBR Memphis
WCRK Morristown
WGNS Murfreesboro
WNAH Nashville
WLIK Newport
WOKE Oak Ridge
WTPR Paris
WTRB Ripley
WSEV Sevierville
WEPG South Pittsburg
WDBL Springfield
WDEH Sweetwater
WJIG Tullahoma
WENK Union City
WCDT Winchester

TEXAS
KVLF Alpine
KZIP Amarillo
KBUD Athens
KRUN Ballinger
KIOX Bay City
KRCT Baytown
KTXC Big Spring
KNEL Brady
KSTB Breckenridge
KWHI Brenham
KTFY Brownfield
KBOR Brownsville
KBWD Brownwood
KBEN Carrizo Springs
KCTX Childress
KSTA Coleman
WTAW College Station
KVMC Colorado City
KAND Corsicana
KIVY Crockett
KXIT Dalhart
KSKY Dallas
KDLK Del Rio
KDNT Denton
KDDD Dumas
KERC Eastland
KBLP Falfurrias
KFLD Floydada
KFST Ft. Stockton
KNAF Fredericksburg
KBRZ Freeport
KGAF Gainesville
KLUF Galveston
KCTI Gonzales
KGVL Greenville
KCLW Hamilton
KPAN Hereford
KHBR Hillsboro
KLBS Houston
KSAM Huntsville
KEBE Jacksonville
KTXJ Jasper
KMBL Junction
KOCA Kilgore
KPET Lamesa
KVOZ Laredo
KVOW Littlefield
KFRO Longview
KRBA Lufkin
KMHT Marshall
KCMR McCamey
KJBC Midland
KORC Mineral Wells
KVKM Monahans
KIMP Mt. Pleasant
KOSF Nacogdoches
KGNB New Braunfels
KRIG Odessa
KOGT Orange
KNET Palestine
KPAT Pampa
KFTV Paris
KIUN Pecos
KVOP Plainview
KBOP Pleasanton
KRWS Post
KOLJ Quanah
KMAC San Antonio
KCNY San Marcos
KSEY Seymour
KEVA Shamrock
KTAN Sherman
KSNY Snyder
KDWT Stamford
KSTV Stephenville
KSST Sulphur Springs
KXOX Sweetwater
KTAE Taylor
KTEM Taylor
KTFS Texarkana
KTLW Texas City
KTBB Tyler
KVOU Uvalde
KVWC Vernon
KVEL Vernal

UTAH
KBUH Brigham City
KVNU Logan
KOPP Ogden
KOAL Price
KEYY Provo
KVEL Vernal

VERMONT
WSYB Rutland

VIRGINIA
WKLV Blackstone
WINA Charlottesville
WKEY Covington
WCVA Culpeper
WEVA Emporia
WFAX Falls Church
WFVA Fredericksburg
WFTR Front Royal
WBOB Galax
WHAP Hopewell
WREL Lexington
WBRG Lynchburg
WMEV Marion
WMVA Martinsville
WACH Newport News
WNVA Norton
WSSV Petersburg
WLOW Portsmouth
WPUV Pulaski
WRIC Richlands
WRIS Roanoke
WHLF South Boston
WLPM Suffolk
WNNT Warsaw
WAYB Waynesboro
WINC Winchester
WYVE Wytheville

WASHINGTON
KXRO Aberdeen
KPUG Bellingham
KELA Centralia
KCLX Colfax
KCVL Colville
KFDR Grand Coulee
KNBX Kirkland
KWLK Longview
KSEM Moses Lake
KGY Olympia
KONP Port Angeles
KAYE Puyallup
KENE Toppenish
KHFS Vancouver
KTEL Walla Walla

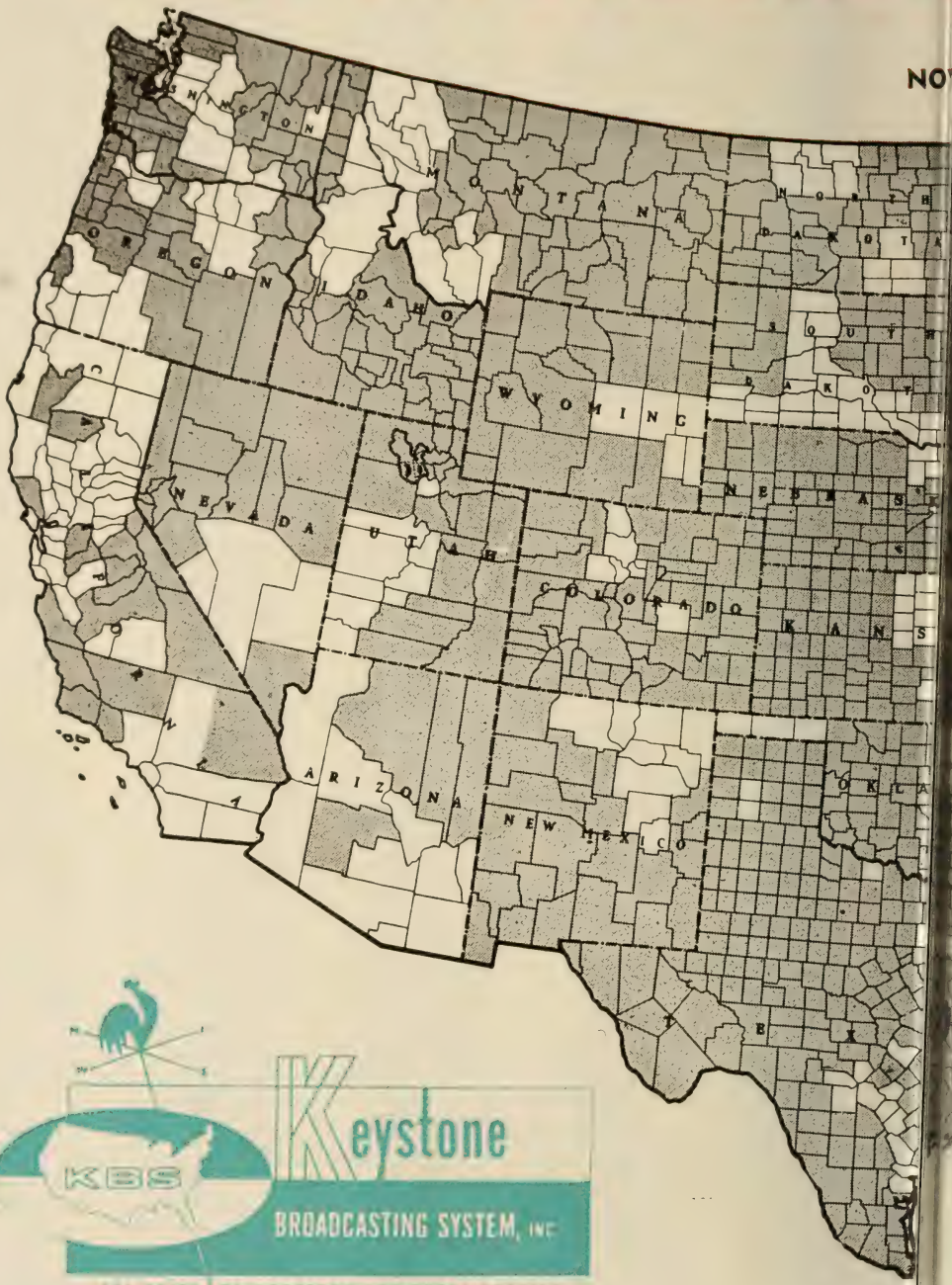
WEST VIRGINIA
WHAR Clarksburg
WDNE Elkins
WTCS Fairmont
WPLH Huntington
WKYR Keyser
WVOW Logan
WEPM Martinsburg
WHJC Matewan
WAJR Morgantown
WMOD Moundsville
WETZ New Martinsville
WLOH Princeton
WHAW Weston

WISCONSIN
WHBY Appleton
WATW Ashland
WBEL Beloit
WDUZ Green Bay
WTKM Hartford
WLCX LaCrosse
WLDY Ladysmith
WDLB Marshfield
WIGM Medford
WMNE Menomonie
WFOX Milwaukee
WOSH Oshkosh
WPFP Park Falls
WPLY Plymouth
WIBU Poynette
WRAC Racine
WRDB Reedsburg
WRCO Richland Center
WTCH Shawano
WKLJ Sparta
WSPT Stevens Point
KOKW Sturgeon Bay
WTRW Two Rivers
WTTN Watertown
WAUX Waukesha
WOSA Wausau

WYOMING
KVWO Cheyenne
KLUK Evanston
KOVE Lander
KOWB Laramie
KPOW Powell
KRAL Rawlins
KVRS Rock Springs
KWYO Sheridan

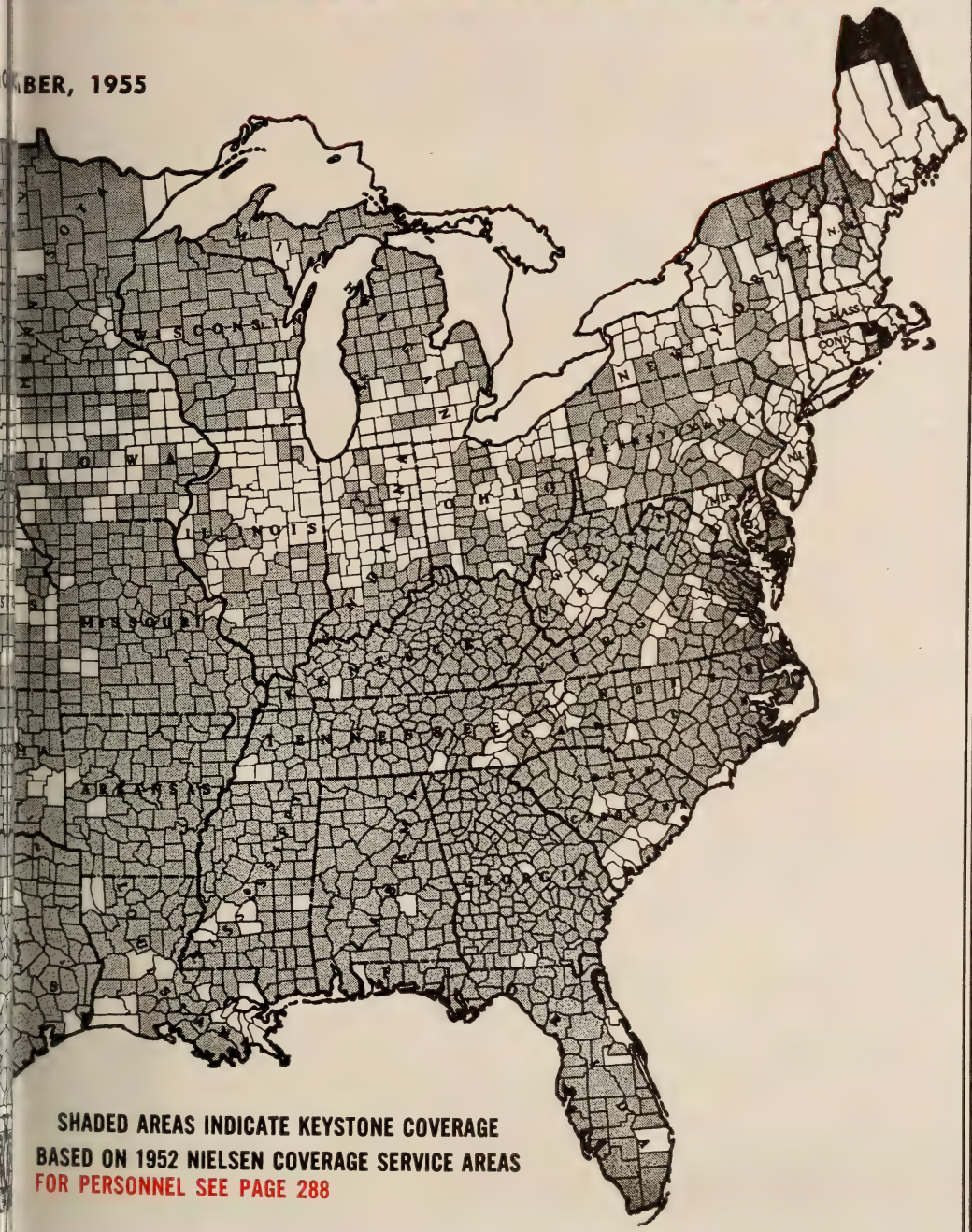
KEYSTONE BROA

NO



DCASTING SYSTEM

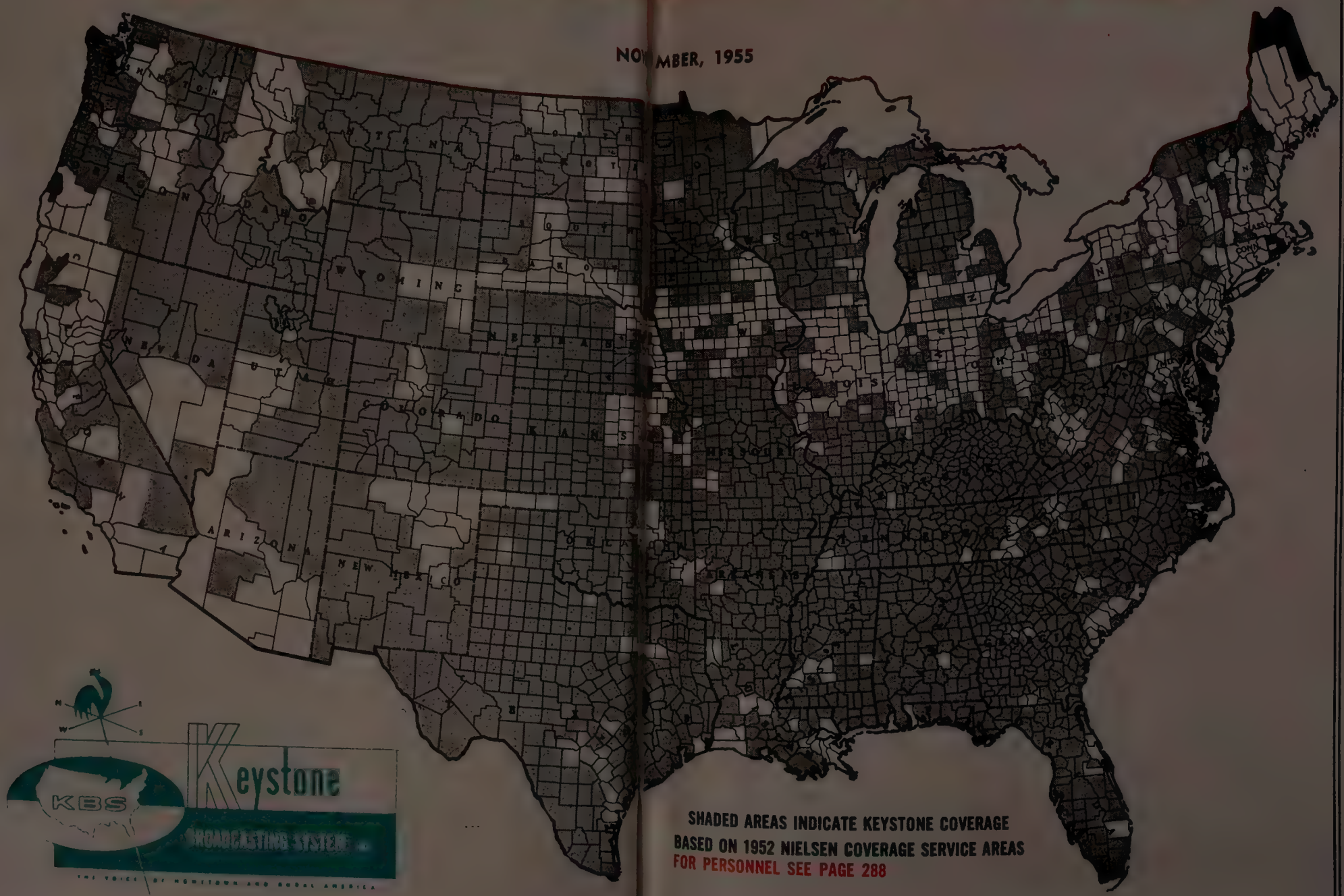
BER, 1955



SHADED AREAS INDICATE KEYSTONE COVERAGE
BASED ON 1952 NIELSEN COVERAGE SERVICE AREAS
FOR PERSONNEL SEE PAGE 288

KEYSTONE BROADCASTING SYSTEM

NOVEMBER, 1955



SHADED AREAS INDICATE KEYSTONE COVERAGE
BASED ON 1952 NIELSEN COVERAGE SERVICE AREAS
FOR PERSONNEL SEE PAGE 288

KBS Keystone BROADCASTING SYSTEM
THE VOICE OF HOMETOWN AND RURAL AMERICA

A SPECIAL MESSA

NATIONAL AND REGIONAL ADVERTISERS AND THEIR AGENCIES...

Here's Radio Mer

Look for the station with...

"RADIO'S BIG LITTLE MAN"

WHEN YOU BUY THE STATION THAT OFFERS RADIO'S BIG LITTLE MAN...

You get... the aggressi station that gets **ACTION FOR ITS ADVERTISERS**

You get... the alert station that gives advertisers **ALL-OUT MERCHANDISING SUPPORT!**

You get... the **OUTSTANDING STATION** in the community!

ASK YOUR WORLD AFFILIATED STATION THIS AND OTHER IMPORTANT AN

andising that pays off for you!

It's the spot radio merchandising opportunity of the year!

RADIO'S BIG LITTLE MAN CONTEST...

gives your advertising the added audience lure of "DREAM VACATION" prizes.

Cook's Tour Vacation Trip to
1. **PARIS**
for two by air
all expenses paid for 10 days

Cook's Tour Vacation Trip to
2. **VIRGIN ISLANDS**
for two by air
all expenses paid for 7 days

Cook's Tour Vacation Trip to
3. **BERMUDA**
for two by air
all expenses paid for 7 days

PLUS A BIG LOCAL PRIZE PLAN

FOR FULL DETAILS get in touch with WORLD or your WORLD AFFILIATE STATION.

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CANADIAN REPRESENTATIVES . . . ALL-CANADA RADIO, FACILITIES LIMITED, VICTORY BUILDING, TORONTO

WORLD
SALES AND PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
CINCINNATI HOLLYWOOD

FOR PROFIT-PRODUCING DETAILS OF EXCLUSIVE WORLD "SELLING FEATURES"!

World ideas pay off big for advertisers!

A SPECIAL MESSAGE TO NATIONAL AND REGIONAL ADVERTISERS AND THEIR AGENCIES...

Here's Radio Merchandising that pays off for you!

Look for the station with . . .

"RADIO'S BIG LITTLE MAN"

WHEN YOU BUY THE STATION THAT OFFERS RADIO'S BIG LITTLE MAN...

You get... the **OUTSTANDING STATION** in the community!

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2. **VIRGIN ISLANDS** for two by air all expenses paid for 7 days

Cook's Tour Vacation Trip to
3. **BERMUDA** for two by air all expenses paid for 7 days

PLUS A BIG LOCAL PRIZE PLAN

FOR FULL DETAILS get in touch with WORLD or your WORLD AFFILIATE STATION.

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SALES AND PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
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CINCINNATI HOLLYWOOD

CANADIAN REPRESENTATIVES . . . ALL-CANADA RADIO FACILITIES LIMITED, VICTORY BUILDING, TORONTO

ASK YOUR WORLD AFFILIATED STATION FOR PROFIT-PRODUCING DETAILS OF THIS AND OTHER IMPORTANT AND EXCLUSIVE WORLD "SELLING FEATURES"!

→ *World ideas pay off big for advertisers!*

KEYSTONE
BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago 2, Ill.

Officers and Directors

Sidney J. Wolf (Director) ..... President
Joseph Bayer (Director) ..... Vice-President
Noel A. Rhys ..... Vice-President
Edwin R. Peterson ..... Vice-President
William Bayer ..... Vice-President
Arthur Wolf (Director) ..... Secretary-Treasurer

New York

580 Fifth Ave., New York 36, N. Y.
Phone: PLaza 7-1460

Noel A. Rhys ..... Vice-President and Eastern Sales Director
Charles A. Hammarstrom ..... Account Executive
Eve Waldo ..... Office Manager
John Scanlan ..... Research Director

Chicago

111 W. Washington St., Chicago 2, Ill.
Phone: STate 2-6303

Sidney J. Wolf ..... President
Edwin R. Peterson ..... Vice-President
Arthur Wolf ..... Secretary-Treasurer
Paul Kolar ..... Comptroller
Blanche Stein ..... Director of Station Relations
Anita Larie ..... Auditor
John C. McFadgen ..... Traffic Manager

Los Angeles

3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 3-2910

William Bayer ..... Vice-President
Henry G. Eschen ..... Account Executive

San Francisco

75 Post Street
Phone: SUtter 1-7440

Don Kerwin ..... Account Executive

SERVICES OFFERED: The Keystone Broadcasting System is a transcription network which services local radio stations with programming transcriptions, and KBS makes their time available to national advertisers and their agencies at an attractive network package rate.

At present, there are more than 875 Keystone affiliates, located in towns with 10,000 to 250,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high-power stations. The number of radio homes in the Keystone primary coverage area total more than 25,058,420 based on Nielsen reports, or one-half millivolt where Nielsen report is not available.

Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected . . . whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

Many of the nation's largest advertisers are using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.

Spot Can Make Or Break National Business

By
ADAM YOUNG
President
Station Representatives
Association

VERY often the question comes up as to what the Station Representatives Association is doing for the industry. Before explaining this, it is important to understand the basic fundamental upon which this Association operates. We believe that a healthy broadcasting industry should be our aim. With this in mind, we can consider only one thing —what is in the interest of the television and radio stations? Because we are their sales representatives, it is natural that we should be particularly interested in their economic health. The SRA, therefore, feels that basically the good of their own industry is tied so closely to what is good for broadcasters, that, for all practical purposes, their aims should be identical.

☆ ☆ ☆

Everything in the broadcasting field depends primarily upon the good economic health of all broadcasters. The amount of public service they can perform and the amount of talent they can develop depend upon economic well being. We realize our responsibility in seeing to it that, so far as we are able, the broadcasting business develops financially.

It is a fact that most major radio and television stations depend upon national spot business, for which we are responsible, to such a point that what we do can virtually make or break the broadcasting business. We realize this responsibility and accept it.

☆ ☆ ☆

Along with this responsibility goes the need to do two things:

1. Pave the way for the development of a maximum amount of National Spot business.
2. Wage war on anything contrary to the best interests of our clients — the broadcasting stations.

During the past year, the SRA has done a great many things — some of these activities have appeared in the trade press but most of them have not. The station representatives have individually developed a number of fine presentations to sell both radio and television. Through the offices of the S.R.A. the various representatives went over their individual presentations with competitors, and, it should be noted, that ours is a very competitive business. This exchange of information is beneficial to all representatives because obviously there is no monopoly on ideas. The representatives, therefore, not only effectively sold the medium on an industry-wide basis, but actually shared their ideas and plans with other strong competitors.

As salesmen we realize that the best way to assure yourself of a sale is to make it as easy as possible for the advertiser to buy. This has meant more and more research to show agencies and advertisers that Spot Television and Radio is the best buy and at the same time simplify as many steps along the way to make our medium one that can be handled as inexpensively as possible. We know that even though what we are selling represents the best advertising buy that it is still expensive for advertising agencies to handle. Step by step we are whittling away at this problem. We are trying to eliminate all of the costly bottlenecks.

☆ ☆ ☆

A good example of this is the standard availability form which was introduced last year. Each one of our members and even some representatives who are not members are, as new forms are printed, accepting the new form. This has been approved by the AAAA. In the industry we know the difficulties that were encountered when an advertiser suddenly put on a large coast-to-coast spot campaign. An agency suddenly needs a great many new timebuyers which usually results in the addition of novices. Standard forms overcome many of the difficulties in training these new people. More and more we are standardizing procedures. This makes spot easier to use and results in what we are trying to accomplish — more income for the stations we represent.

☆ ☆ ☆

We have many problems that will never be solved, but they can be kept under control by constant surveilance. One such problem is the matter of local versus national rates. In the stations' own interest we have been attempting to establish definite policies on what should be considered local and what should be considered as national business. The definitions can be easily set forth but the interpretation is another matter altogether. By keeping a close watch in this matter, we have saved the industry hundreds of thousands of dollars.

Famous on the local scene . . .

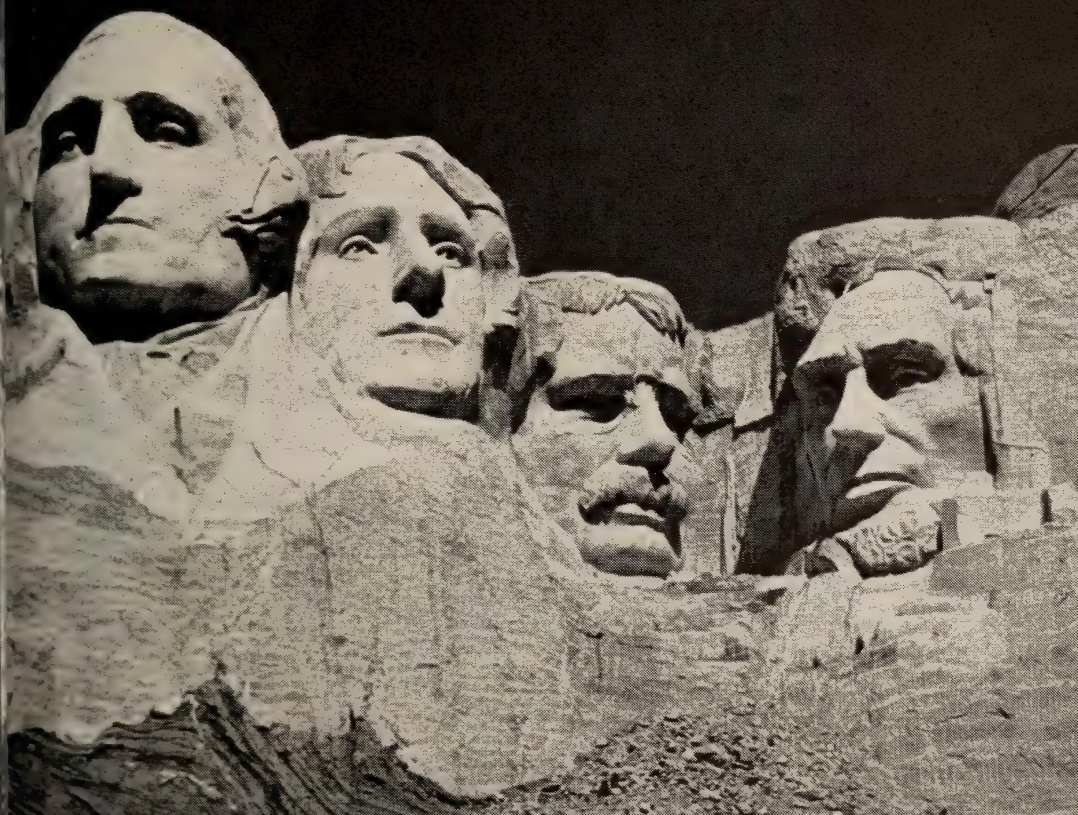
No man, no company, no broadcasting facility ever attained national prominence without first achieving greatness at home.

So with the group known collectively as Storer stations. Look at each one individually. You will find the church, the school, the home — and the station — working together to improve the community.

The adherence to the tradition of leadership at "home" has made Storer stations national institutions.

A Storer station is a local station.

yet known throughout the nation.



STORER BROADCASTING COMPANY

WSPD · WSPD-TV
Toledo, Ohio

WJBK · WJBK-TV
Detroit, Mich.

WAGA · WAGA-TV
Atlanta, Ga.

WGBS · WGBS-TV
Miami, Fla.

KPTV
Portland, Ore.

WWVA
Wheeling, W. Va.

WBRC · WBRC-TV
Birmingham, Ala.

WJW · WXEL-TV
Cleveland, Ohio

NATIONAL SALES HEADQUARTERS:

TOM HARKER, National Sales Director
118 E. 57th St., New York 22, MUrray Hill 8-8630

BOB WOOD, National Sales Mgr.

LEWIS JOHNSON, Midwest Nat'l Sales Mgr.
220 N. Michigan Ave., Chicago 1, FRanklin 2-6498

GAYLE V. GRUBB, Pac. Coast Nat'l Sales Mgr.
111 Sutter St., San Francisco 4, Calif., SUtter 1-8689

Famous on the local scene... yet known throughout the nation.

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A Storer station is a local station.

STORER BROADCASTING COMPANY

WSPD • WSPD-TV Toledo, Ohio
WJBK • WJBK-TV Detroit, Mich.
WAGA • WAGA-TV Atlanta, Ga.
WGBS • WGBS-TV Miami, Fla.
KPTV Portland, Ore.
WWVA Wheeling, W. Va.
WBRC • WBRC-TV Birmingham, Ala.
WJW • WXEL-TV Cleveland, Ohio

NATIONAL SALES HEADQUARTERS:

TOM HARKER, National Sales Director
118 E. 57th St., New York 22, MUrray Hill 8-8630

LEWIS JOHNSON, Midwest Nat'l Sales Mgr.
230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

BOB WOOD, National Sales Mgr.

GAYLE V. GRUBB, Pac. Coast Nat'l Sales Mgr.
111 Sutter St., San Francisco 4, Calif., SUtter 1-8689

WORKING PARTNERS

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

We have found no substitute for experience when it comes to rendering a needed and effective representative service to station owners and buyers of time.

The mature working partners who started H-R all had long years of experience in this field. The men who have joined with us as we have grown, all have been selected on this basis.

That's why, when we say we "Always send a man to do a man's job" *we mean it!*

H-R TELEVISION INC.

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
Justin 1601

Station Representatives

FOR REPRESENTATIVE

AFFILIATIONS

OF INDIVIDUAL

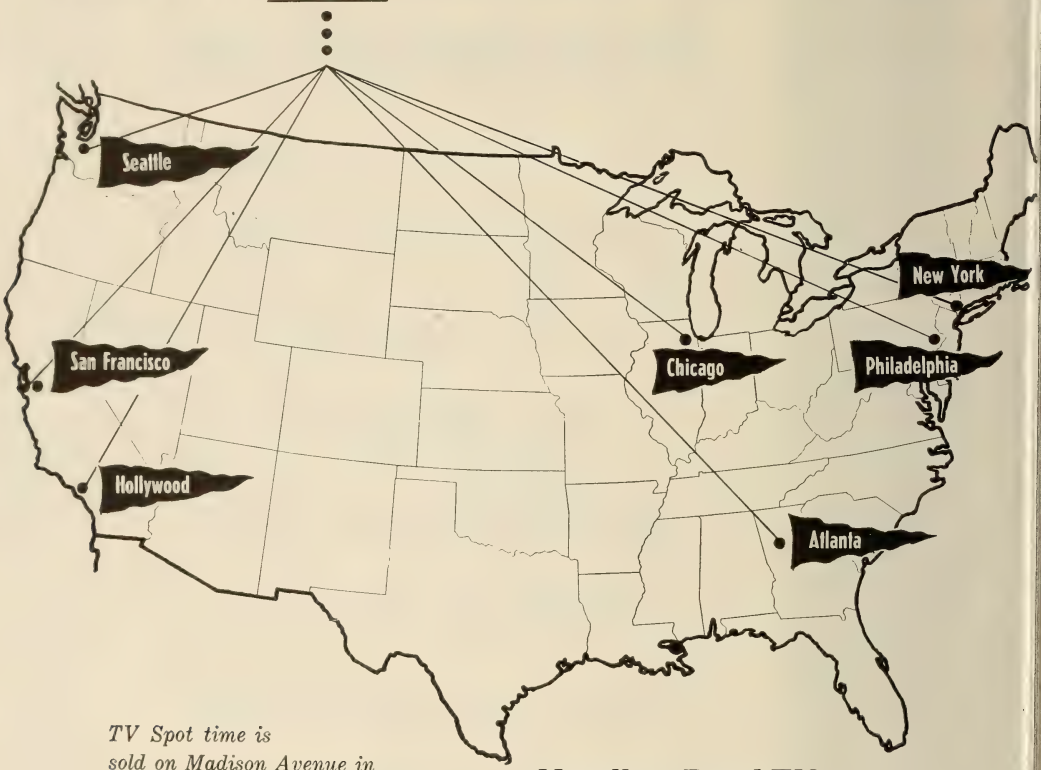
RADIO AND TELEVISION

STATIONS TURN TO

RADIO AND TELEVISION

STATION LISTINGS

Headley-Reed TV
provides
on the spot...service for TV Spot



TV Spot time is sold on Madison Avenue in New York but it is also sold through Headley-Reed offices in Chicago, Philadelphia, Atlanta, San Francisco and Hollywood.

Headley-Reed TV
provides a nationwide cross-the-country sales organization – designed to serve and sell advertisers and their agencies on the spot!

All offices are company owned and operated.

Headley-Reed TV

New York — Philadelphia — Chicago — Atlanta— San Francisco — Seattle — Hollywood

RADIO-TV STATION REPRESENTATIVES

☆ ☆ ☆

AIRSPOT SALES

64 East Lake St., Chicago, Ill.
Phone: STate 2-0460
Radio Gen. Mgr.....Joseph Kapps
TV Gen. Mgr.....Capico Kapps

ALASKA RADIO & TV SALES

370 Lexington Ave., New York City, N. Y.
Phone: MUrray Hill 5-1303
Network Sales Mgr.....Charles E. Soden
Spot Sales Mgr.....Roy V. Smith

ALL-CANADA RADIO & TELEVISION

80 Richmond St. W., Toronto, Ontario, Can.
Phone: EMpire 6-7691
President.....H. R. Carson
General Manager.....J. S. MacKay
Vice President.....G. F. Herbert
Radio Department
Mgr., Station Time Div.....John Tregale
Mgr., Program Division..C. Dana S. Murray
TV Department
Manager .....Reo Thompson
Mgr., Station Time Div.....Ross McCreath
Sales, TV Film.....Bruce Masters
Branch Offices
922 Dominion Square Bldg., Montreal, Que.
Phone: UNiversity 6-9868
Manager .....Burt Hall
706 Electric Railway, Chamber Bldg.
Winnipeg, Manitoba
Phone: 926-861
Manager.....M. V. Chestnut
Taylor, Pearson & Carson Bldg.
Calgary, Alberta
Phone: 2-7691
Manager.....J. E. Cavanaugh
1161 Melville St., Vancouver, B. C.
Phone: Tatlow 7641
Manager .....J. E. Baldwin

AM RADIO SALES COMPANY

400 North Michigan Ave., Chicago 11, Ill.
Phone: MOhawk 4-6555
President.....Ralph L. Atlass
Executive .....Jerry Glynn

AVERY-KNODEL INC.

720 Fifth Ave., New York 19, N. Y.
Phone: JUdson 6-5536
President.....Lewis H. Avery
Vice President.....J. W. Knodel
Secretary.....David H. Sandeberg
Treasurer .....Philip Schoeder Jr.
Director .....Charles C. Coleman Jr.
Branch Offices
75 East Wacker Dr., Chicago 1, Ill.
Phone: Andover 3-4710
Vice Pres.....J. W. Knodel
235 Montgomery St., San Francisco 4, Calif.
Phone: Yukon 2-2053
Secretary.....David H. Sandeberg
6363 Wilshire Blvd., Los Angeles 48, Calif.
Phone: WEbster 3-9583
Executives....M. B. Grabhorn, W. E. Moore
41 Marietta St., N.W., Atlanta 3, Ga.
Phone: Cypress 7545
Executive-in-charge.....Charles C. Coleman
1915 Elm St., Dallas 1, Texas
Phone: Sterling 5239
Exec. In Charge.....Clyde B. Melville

HIL F. BEST CO.

Park Ave. Bldg., Detroit 26, Mich.
Phone: WOodward 2-7298
Gen. Mgr.....Hil F. Best
Sales Mgr.....Michael Best
Sta. Rel.....Val A. Best
Branch Offices
228 N. LaSalle St., Chicago 1, Ill.
Phone: STate 2-5096
Executive-in-charge.....Hooper Jones
101 Park Ave., New York 17, N. Y.
Phone: LExington 2-3783
Geo. T. Hopewell
111 N. LaCienega Blvd., Beverley Hills, Cal.
Phone: Bradshaw 2-7122
681 Market St., San Francisco, Calif.
Phone: EXbrook 7-0544
Mortgage Guaranty Bldg., Atlanta, Ga.
Phone: ALpine 5084

WALTER BIDDICK COMPANY

1151 So. Broadway, Los Angeles 15, Calif.
Phone: RIchmond 8-6184
Manager .....Guy Biddick
Office Mgr.....Josephine Corbet
Traveling Reps...Burt Zoul, Sid Southerland

JOHN BLAIR & COMPANY

150 E. 43rd St., New York 17, N. Y.
Phone: MUrray Hill 2-6900
President.....John P. Blair
Asst. to Pres.....Wells Barnett
Exec. V-P.....Robert E. Eastman
Vice-President.....Ward Dorrell
Secretary-Treasurer .....Blake Blair
Branch Offices
520 N. Michigan Ave., Chicago 11, Ill.
Phone: SU 7-8659
Manager.....Paul Ray
3010 Russ Bldg., San Francisco 4, Calif.
Phone: DOuglas 2-3188
Manager.....Heber Smith, Jr.
3460 Wilshire Blvd., Los Angeles 28, Calif.
Phone: DUnkirk 7-1333
Vice-President.....Carleton E. Coveny
1037 Paul Brown Bldg., St. Louis 1, Mo.
Phone: CHestnut 1-5688
Manager .....Tom Harrison
617 Book Bldg., Detroit 26, Mich.

"WE'RE NOT ORDER TAKERS ..WE'RE ORDER GETTERS"

PERSONALIZED SELLING FOR A LIMITED LIST OF STATIONS IS PAYING OFF BIG, AT...

BURKE-STUART COMPANY, *Inc.*

Radio and Television Station Representatives

NEW YORK · CHICAGO · DETROIT · LOS ANGELES · SAN FRANCISCO

Phone: WOodward 1-6030
Mgr. .....Charles Fritz
467 Rio Grande Nat'l Bldg., Dallas, Texas
Phone: RIverside 4228
Manager .....Steve Beard
Statler Office Bldg., Boston, Mass.
Phone: HUbbard 2-3163
Mgr.....Bruce G. Pattyson
101 Marietta St., Atlanta, Ga.
Phone: 6482
Vice-President..... Charles Dilcher
3337 White-Henry-Stuart, Seattle, Wash.
Phone: Elliott 6270
Manager.....John Burr

BLAIR-TV, INC.

150 E. 43rd St., New York 17, N. Y.
Phone: MUrray Hill 2-5644
Chairman.....John P. Blair
President.....William H. Weldon
Vice-Presidents.....Lindsey H. Spight, John Denninger, John W. Davis
Secretary-Treasurer .....Blake Blair
Branch Offices
520 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-5580
Vice-President .....John W. Davis
3010 Russ Bldg., San Francisco 4, Calif.
Phone: YUkon 2-7068
Vice-President .....Lindsey Spight
3460 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 1-3811
Mgr. .....Frank Moreland
1037 Paul Brown Bldg., St. Louis 1, Mo.
Phone: CHestnut 1-5688
Mgr. .....Richard Quigley
617 Book Bldg., Detroit 26, Mich.
Phone: WOoodward 1-6030
Manager .....Gabe Dype
467 Rio Grande Nat'l Bldg., Dallas, Texas
Phone: RIverside 4228
Manager .....Steve Beard
1402 Barnett Bank, Jacksonville, Fla.
Phone: ELgin 6-5570
Manager.....Harry E. Cummings
Statler Office Bldg., Boston, Mass.
Phone: HU 2-3163
Manager .....Bruce Pattyson
White-Henry-Stuart Bldg., Seattle, Wash.
Phone: ELliot 6270
Manager.....John Burr

HASKELL BLOOMBERG

208 Fairmont St., Lowell, Mass.
Phone: GLenview 5-5823
General Manager.....Haskell Bloomberg

GUY BOLAM

American Sales and Servicing Agency
370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300
President .....Guy Bolam
Branch Offices
3 Place de Valois, Paris Ier 3, France
Phone: Cen. 42-81
General Mgr.....P. G. Duprat
38 Hertford St., London W 1, England
Phone: Legation 5961
General Manager.....G. Clement Cave
66 Rue de la Limite, Brussels, Belgium
Phone: 18.12.20
Director.....Claude Marin

THE BOLLING COMPANY, INC.

247 Park Ave., New York 17, N. Y.
Phone: PLaza 9-8150
President.....George W. Bolling
Vice Pres. (Radio).....Robert H. Bolling
Secretary, Sports, Sales Development
E. A. Pancoast, Jr.
Vice-President (TV).....G. Richard Swift
Research.....John MacDonald
Branch Offices
435 N. Michigan Ave., Chicago 11, Ill.
Phone: WH 3-2040
Mgr., V. P.....John D. Stebbins
204 S. Beverly Dr., Beverly Hills, Calif.
Phone: BR 2-0544
Manager.....George W. Bolling, III.
5 Third St., San Francisco, Calif.
Phone: GA 1-6740
Mgr.....John T. Coy
80 Bolston St., Boston 16, Mass.
Phone: HU 2-0346
Manager.....Richard A. Keating

LOUIS J. BORGATTI, INC.

419 Boylston St., Boston 16, Mass.
Phone: COmmonwealth 6-0718
Pres.-Treas.....Louis J. Borgatti

THE BRANHAM COMPANY

99 Park Ave., New York 16, N. Y.
Phone: MUrray Hill 2-4606
President .....Eugene Corcoran
Chrm. of Board.....M. H. Long
Vice President.....Joseph F. Timlin
Branch Offices
360 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-5726
President.....E. F. Corcoran
Vice President.....L. S. Greenberg
7236 General Motors Bld., Detroit 2, Mich.
Phone: Trinity 1-0440
Executive-in-Charge.....Ed Charney
1005 Fidelity Union Life Bldg., Dallas 3, Tex.
Phone: ST 5831
Executive-in-Charge.....J. S. McCauley
Rhodes Haverty Bldg., Atlanta 3, Ga.
Phone: Walnut 3025
Executive-in-Charge.....H. L. Ralls
Title Guaranty Bldg., St. Louis 1, Mo.
Phone: CHestnut 1-6192
Executive-in-Charge.....John J. Schwarz
703 Market St., San Francisco 3, Calif.
Phone: YUkon 2-1582
Executive-in-Charge .....Walter Patzlaff
6399 Wilshire Blvd., Los Angeles 48, Calif.
Phone: Webster 1-1551
Executive-in-Charge .....Norman Noyes
2001 Liberty Life Bldg., Charlotte 2, N. C.
Charlotte 2, N. C.
Phone: 2-8839
Executive-in-Charge.....B. C. Finch
1028 Sterick Bldg., Memphis 3, Tenn.
Phone: 8-2344
Executive-in-Charge.....Sidney L. Nichols

BROADCAST TIME SALES

1540 N. Highland Ave., Los Angeles 28, Calif.
Phone: HO 5-1755
Owner.....Carl Schuele
Branch Offices
527 Fifth Ave., N. Y. 17, N. Y.
Phone: OXford 7-1696
Manager.....Robert P. Swanson
39 S. LaSalle St., Chicago 3, Ill.
Phone: State 2-1405
Manager.....Clyde Murphy
149 California St., San Francisco 11, Calif.
Phone: SUtter 1-8656
Manager.....T. B. Hall

CLARK R. BROWN CO.

416 Rio Grande National Bldg., Dallas 2, Texas
President.....Clarke R. Brown
Vice-president.....Robert E. Stuart
Vice-pres., Treas.....Andrew E. Peranni
101 Marietta St., Atlanta, Ga.
Phone: Cypress 7797
Vice-president.....Bill McRae
520 Lovett Blvd., Houston, Texas
Phone: Jackson 8-1601
Manager..... Jack Lee
1209 Burgundy St., New Orleans, La.
Phone: Canal 3917
Manager.....Clarke Brown

BULMER & JOHNSON, INC.

530 Roanoke Bldg., Minneapolis 2, Minn.
Phone: FEderal 8-7017
President.....Vivian H. Bulmer
Vice Pres. .....Ella May Johnson

BURKE-STUART CO. INC.

270 Park Ave., New York, N. Y.
Phone: PLaza 3-0542
General Manager.....Jack Masala
75 E. Wacker Drive, Chicago, Ill.
Phone: DEarborn 2-0826
Vice-Pres., Gen. Mgr.....Edward W. Paro
111 N. Cienega Blvd., Los Angeles, Calif.
233 Sansome St., San Francisco, Calif.

BURN-SMITH CO., INC.

19 W. 44th St., New York 36, N. Y.
Phone: MU 2-3124-5
Vice Pres.-Eastern Mgr.....C. Stanley Bailey
Branch Offices
307 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-4437
Pres.-Treasurer.....John A. Toothill
672 S. Lafayette Pk. Pl., Los Angeles, Calif.
Phone: Dunkirk 2-3200
Mgr. .....Harlan G. Oakes
110 Sutter St., San Francisco 4, Calif.
Phone: Sutter 1-7971
Manager .....Norman Cunningham

CANADIAN STATION REPRESENTATIVES, LTD.

477 Madison Ave., N. Y. 22, N. Y.
Phone: PLaza 9-1810
President.....Adam J. Young, Jr.
Manager..... T. F. Malone

CAPPER PUBLICATIONS, INC.

1035 Topeka Blvd., Topeka, Kans.
Phone: 3-2377
General Manager.....Ben Ludy
Branch Offices
420 Lexington Ave., New York 17, N. Y.
Phone: LE 2-1250
Executive-in-charge.....William L. McKee.
333 No. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-5977
Executives....Barney Clark, Terry Hughes
300 Waltower Bldg., Kansas City 6, Mo.
Phone: Victor 3864
Executive-in-charge.....Joseph H. Story, Jr.
609 Union Commerce Bldg., Cleveland, Ohio
Phone: Main 1-6774
Exec.-in-charge.....Andrew M. Gent
1207 Russ Bldg., San Francisco 4, Calif.
Phone: Douglas 2-5220
Executive-in-charge .....Fred Jameson
1151 South Broadway, Los Angeles 15, Calif
(Walter Biddick Company)
Executive-in-charge .....Guy Biddick

CARIBBEAN NETWORKS, INC.

200 West 57th St., New York 19, N. Y.
Phone: CIrcle 7-8224
Exec. Vice Pres.....A. M. Martinez
Vice President.....Vincent Ramos
Sec'y Treas.....Juan J. Cerna

CBS RADIO SPOT SALES

485 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345
Vice Pres.-in-charge..Wendell B. Campbell
General Mgr.....Henry R. Flynn
Ass't to Gen. Manager....Milton F. Allison
Dir. of Sales Dev.....Ole Morby
Director of Research.....Richard Hess
Director of Promotion.....Fred Heywood
Branch Offices
410 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 4-6000
Manager.....Gordon Hayes
902 Fisher Bldg., Detroit 2, Mich.
Phone: Trinity 2-5500
Manager.....Ralph Patte, Jr.
Palace Hotel, San Francisco 5, Calif.
Phone: Yukon 2-7000
Manager.....Byron Nelson
6121 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 9-1212
Manager .....Jack Woolley
800 Peachtree St., N. E., Atlanta 5, Ga.
Phone: Elgin 0727
Manager.....George Swearingen

CBS TELEVISION SPOT SALES

Service of CBS Television
460 Park Ave.
Phone: PLaza 1-2345
Vice-Pres. in Charge.....Merle S. Jones
Gen. Sales Mgr.....Clark B. George
Business Manager.....Ben Margolis
Research Manager.....Robert F. Davis

Eastern Sales Mgr.....John A. Schneider
Branch Offices
410 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 4-6000
Midwestern Sales Mgr.....Tom W. Judge
800 Peachtree St., Atlanta, Ga.
Phone: Elgin 0727
Manager.....H. H. Holtshouser
902 Fisher Bldg., Detroit 2, Mich.
Phone: Trinity 2-5500
Manager.....Richard R. Loftus
Palace Hotel, San Francisco, Calif.
Phone: YUkon 2-7000
Manager.....John H. White
1313 N. Vine St., Los Angeles 28, Calif.
Phone: Webster 8-3011
Manager.....Edward A. Larkin

HENRY I. CHRISTAL CO., INC.

579 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 8-4414
President .....Henry I. Christal
Branch Office
333 N. Michigan Ave., Chicago 1, Ill.
Phone: CE 6-6357
Manager .....James L. Thompson
1569 Russ Building, San Francisco 4, Calif.
Phone: YU 2-1204
Manager .....Richard E. Green
2107 Book Building, Detroit 26, Mich.
Phone: WOodward 3-2365
Manager.....Joseph R. Spadea
581 Boylston St., Boston 16, Mass.
Phone: Copley 7-1180
Manager .....Richard Charlton

THOMAS F. CLARK COMPANY, INC.

1 East 54th St., New York 22, N. Y.
Phone: PLaza 5-0376
Manager.....Thomas F. Clark
Asst. Mgr.....Madeline E. Miklos
Branch Office
35 E. Wacker Drive, Chicago, Ill.
Phone: State 2-1663
Manager .....Paul Elsberry
Penobscot Bldg., Detroit, Mich.
Phone: Woodward 1-6036
Manager .....Paul Pequinot
992 William-Oliver Bldg., Atlanta, Ga.
Phone: Lamar 7088
Manager .....Harry Cannon

CONTINENTAL RADIO SALES

21st & Panama St., Philadelphia 3, Pa.
Phone: LOmbard 3-0882
Manager .....R. Butche
Branch Offices
285 Madison Ave., New York 17, N. Y.
Manager .....Stephanie Maytas
Phone: LE 2-2450
228 No. La Salle St., Chicago, Ill.
Manager .....R. Olson

DONALD COOKE INC.

331 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-7270
President .....Donald Cooke
Branch Offices
228 N. La Salle St., Chicago 1, Ill.
Phone: State 2-5096
Executive-in-Charge .....Hooper Jones
111 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: Crestview 5-2022
Executive-in-Charge.....Lee F. O'Connell
233 Sansome St., San Francisco 4, Cal.
Phone: Yukon 6-2396
Executive-in-Charge.....William A. Ayers

HARRY E. CUMMINGS

1402 Barnett Bank Bldg.,
Jacksonville 2, Fla.
Phone: ELgin 6-5770
Owner.....Harry E. Cummings

DORA-CLAYTON AGENCY, INC.

502 Mortgage Guarantee Bldg., Atlanta 3, Ga.
Phone: Alpine 7841
Operators....Dora C. Cosse, Clayton J. Cosse

DEVNEY & CO.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-5365
President.....E. J. Devney
Branch Office
64 East Lake St., Chicago, Ill.
Phone: FR 2-0016
Manager .....Hal Holman
111 N. La Cienga Blvd., Los Angeles 57, Calif.
Phone: CRestview 5-2022
Manager.....Lee F. O'Connell
233 Sansome St., San Francisco 3, Calif.
Phone: YUkon 6-2981
Manager.....William A. Ayres

EVERETT-McKINNEY, INC.

40 E. 49 St., New York 17, N. Y.
Phone: PLaza 9-3747
President.....Max M. Everett
Secretary.....M. Jane Callahan
Vice Pres.....Powell H. Ensign
Branch Offices
400 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-9052
Executive-in-Charge.....Robert F. Meskill
111 No. LaCienega Blvd., Beverly Hills, Cal.
Phone: OLympia 2-1313
Exec.-in-Charge.....Lee F. O'Connell
233 Sansome St., San Francisco 4, Cal.
Phone: Yukon 6-2396
Exec.-in-Charge.....William A. Ayres

FORJOE & COMPANY, INC.

580 Fifth Avenue, New York 36, N. Y.
Phone: JUdson 6-3100
President .....Joseph Bloom
Vice-President .....Zang Golobe
Gen. Mgr. .....Joseph Ruggiero
Acct. Executives.....Jim Theiss,
Howard Rothenberg, Don Huben
Research Director.....Billie Judels
TV Co-ordinator.....Henry Green
Branch Offices
435 N. Michigan Ave., Chicago 11, Ill.
Phone: Delaware 7-1874

Manager .....Tom Cinquina
1127 Wilshire Blvd., Los Angeles, Calif.
Phone: Madison 6-8329
Manager .....Lawrence Krasner
593 Market St., San Francisco 5, Calif.
Phone: Sutter 1-7569
Manager .....Zona Samson
502 Mortgage Guarantee Bldg., Atlanta, Ga.
Phone: Alpine 7841
Co-Manager.....Fred Bernstein
9718 Tralee Drive, Dallas 18, Texas
Phone: DAvis 7-4541
Manager .....Hal Falter
310 W. Glenn Echo Rd., Phila. 19, Pa.
Phone: Chestnut Hill 7-4510
Gen. Manager .....Morton Lowenstein

PETERS, GRIFFIN, WOODWARD, INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 1-2700
President.....H. Preston Peters
Exec. V.P.....Russel Woodward
Vice-Pres.-TV .....Lloyd Griffin
Ass't. V. P.....Lon A. King
Radio Department
Asst. Eastern Sls. Mgr...John A. Thompson
New Advertisers.....William A. Morrison
Promotion Manager.....Frank Woodruff
TV Department
Eastern Sales Manager.....John W. Brooke
Sales Service.....John F. Hurlbut
New Advertisers.....George Castleman
Branch Offices
230 N. Michigan Ave., Chicago 1, Ill.
Phone: Franklin 2-6373
Vice-Pres. .....John A. Cory
Midwest Sales Mgr.....Arthur W. Bagge
Midwest Sales Mgr.....Wm. J. Tynan
Glenn Bldg., Atlanta 3, Ga.
Phone: Main 5667
Manager.....W. J. Stubbs
Penobscot Bldg., Detroit 26, Mich.
Phone: Woodward 1-4255
Vice Pres.....W. W. Bryan
Manager.....Louis J. Hummel, Jr.
406 W. 7th St., Fort Worth 2, Texas
Phone: Fortune 3349
Manager.....W. Hal Thompson
6331 Hollywood Blvd., Hollywood 28, Cal.
Phone: 9-2151
Vice President .....Hal W. Hoag
TV.....John A. Serrao
Russ Bldg., San Francisco, Calif.
Phone: Sutter 1-3798
Radio Manager.....Frank A. Tessin
Television Mgr.....William A. Exline

GILL-PERNA, INC.

654 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-4740
President .....Helen Gill
Exec. Vice-Pres.....John J. Perna, Jr.
Branch Offices
75 E. Wacker Drive, Chicago, Ill.
Phone: FRanklin 2-8665
Midwest Mgr.....Walter Beadell
2330 W. 3rd St., Los Angeles, Calif.
Phone: DUnkirk 7-4388
Manager..... R. W. Walker
57 Post St., San Francisco, Calif.
Phone: Sutter 1-5568
Manager.....Rogers Parratt

W. S. GRANT CO., INC.

703 Market St., San Francisco, Calif.
Phone: EXbrook 2-6685, 2-7247
General Manager.....W. S. Grant

MELCHOR GUZMAN COMPANY, INC.

45 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-0624
President .....Melchor Guzman

H-R REPRESENTATIVES, INC.

380 Madison Ave., New York 17, N. Y.
Phone: Oxford 7-3120
Pres. & Treas.....Frank M. Headley
Exec. Vice-Pres.....Dwight S. Reed
Vice-Pres. & Sec.....Frank E. Pellegrin
Vice-Pres.....Carlin S. French
Vice-Pres.....Paul R. Weeks
Vice-Pres. .....Harold Lindley
Branch Offices
35 East Wacker Drive, Chicago 1, Ill.
Phone: Randolph 6-6431
Exec. Vice-President.....Dwight S. Reed
155 Montgomery St., San Francisco 4, Calif.
Phone: YUkon 2-5701
General Manager.....James Alspaugh
Equitable Bldg., Hollywood 28, Calif.
Phone: HOllywood 2-6453
V.P.-Gen. Mgr.....Harold Lindley
520 Lovett Blvd., Houston, Texas.
Phone: Justin 1601
Jack Lee
101 Marietta St. Bldg., Atlanta, Ga.
Phone: CYpress 7797
Manager.....Bill McCrae
416 Rio Grande Bldg., Dallas 2, Texas
Phone: Randolph 5149
Gen. Manager.....Clarke Brown

HARRINGTON, RIGHTER & PARSONS, INC.

589 Fifth Ave., New York 17, N. Y.
Phone: MU 8-7050
TV Department
President.....John E. Harrington, Jr.
Vice Pres.....Volney Righter
Vice Pres.....James O. Parsons, Jr.
Acct. Executive.....John F. Dickinson,
Burton Adams, Maurice Rashbaum, Jr.,
Frank R. Grindley, Edward J. Clark
Promotion Mgr.....Helen J. Harney
Branch Office
Tribune Tower, Chicago, Ill.
Phone: Whitehall 4-0074
Executive-in-charge.....Carroll R. Layman
Russ Bldg., San Francisco, Calif.
Phone: Sutter 1-4125
Executive-in-charge.....Franklin Dougherty
1430 W. Peachtree Street, Atlanta, Ga.
Executive in Charge.....Frank P. Rice

HEADLEY-REED COMPANY

420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-8701
President .....Sterling Beeson

Chrm. of Board.....F. W. Miller, Sr.
Exec. Vice-Pres.....John H. Wrath
Secy.-Treas.....Frank W. Miller, Jr.
V.P., Sales Mgr., TV....Jack Hardingham
V.P., Sales Mgr., Radio.....Dick Hogue
Branch Offices
230 N. Michigan Ave., Chicago 1, Ill.
Executive V.P.-in-Charge....John H. Wrath
Seattle, Wash. Manager.....Fred Kinkaid
Palmer Bldg., Atlanta 3, Ga.
Executives-in-charge.....Eli W. Sweatman, Cott Campbell
110 Sutter St., San Francisco, Cal.
Executives-in-charge.....Alan Torbet, Fred Adair
Taft Bldg., Hollywood, Cal.
Executives-in-charge.....Clark N. Barnes, Arthur Astor
Phila. National Bank Bldg., Phildelphia, Pa.
Executive-in-charge.....Robert S. Dome

HOAG-BLAIR CO.

405 Lexington Ave., New York, N. Y.
Phone: MU 4-3722
President .....Robert B. Hoag
Vice-President .....Wells Barnett
Sales Development.....Martin Katz
Research .....Ward Dorrell
Eastern Sales Manager ..Richard L. Foote
Branch Office
737 No. Michigan Ave., Chicago 22, Ill.
Phone: DE 7-2145
Mid-Western Mgr.....Donald Ward
Russ Bldg., San Francisco 4, Calif.
Phone: YU 2-7068
Exec. in Chg.....Lindsey Spight
3460 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 1-3811
Exec. in Chg.....Frank Moreland
Book Building, Detroit 26, Mich.
Phone: WOodward 1-6030
Exec.-in-charge.....Gable Dype
Barnett Bank Bldg., Jacksonville 2, Fla.
Phone: Elgin 6-5770
Exec.-in-charge.....Harry E. Cummings
Paul Brown Bldg., St. Louis 1, Missouri
Phone: Chestnut 1-5687
Exec.-in-charge.....Richard Quigley
Rio Grande Bldg., Dallas 2, Texas
Phone: Riverside 4228
Exec.-in-charge.....Steve Beard
Statler Office Bldg., Boston 16, Mass.
Phone: Hubbard 2-3163
Exec.-in-charge.....Bruce Pattyson
White-Henry-Stuart Bldg., Seattle, Wash.
Phone: Elliott 6270
Exec.-in-charge.....John Burr

GEORGE P. HOLLINGBERY CO.

307 N. Michigan Ave., Chicago 1, Ill.
Phone: DEarborn 2-6060
Chairman of the Bd.....G. P. Hollingbery
Vice-chairman.....F. E. Spencer, Jr.
President (TV) .....Harry Wise, Jr.
President (Radio).....Fred Hague
Branch Offices
500 Fifth Ave., New York 36, N. Y.
Phone: OXford 5-5560
Executive-in-charge.....F. E. Spencer, Jr.
411 W. 5th St., Los Angeles 13, Calif.
Phone: Madison 6-1351
Executive-in-charge.....Roy Edwards
625 Market St., San Francisco 4, Calif.
Phone: DOuglas 2-2541
West Coast Mgr.....George E. Lindman
223 Peachtree St., Atlanta 3, Ga.
Phone: Lamar 5710
Executive-in-charge.....Richard N. Hunter
307 N. Michigan Ave., Chicago 1, Ill.
Phone: Dearborn 2-6060
Radio Sls. Mgr.....Frank McCarthy
TV Sls. Mgr.....Arthur Curtis

HAL HOLMAN COMPANY

64 East Lake St., Chicago 1, Ill.
Phone: FRanklin 2-0016
Owner .....Hal Holman
Branch Offices
535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-5365
Executive-in-charge.....Ed Devney
6381 Hollywood Blvd., Los Angeles 28, Calif.
Phone: Hywd. 2-2351
Manager .....Tracy Moore
201 Monadnock Bldg., San Francisco 5, Cal.
Phone: EXbrook 2-6444
Manager.....Charles E. Haddix

INDIE SALES, INC.

60 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-4813
President .....Jack Koste
Branch Offices
228 N. LaSalle St., Chicago 1, Ill.
Phone: STate 5096
439 S. La Cienega Blvd., Los Angeles 48, Cal.
Phone: BRadshaw 2-7122
681 Market St., San Francisco 5, Calif.
Phone: EXbrook 7-6544
Park Ave. Bldg., Detroit 26, Mich.
Phone: WOodward 2-7298
P. O. Box 6102, Atlanta, Ga.
Phone: EXchange 1490

INTER-AMERICAN PUBLICATIONS, INC.

41 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0884
President .....Angel Ramos
Vice-President .....Jose Oviedo
Secretary .....Frank Navarro

INTERSTATE UNITED NEWSPAPERS —RADIO DIVISION

545 Fifth Ave., New York, N. Y.
Phone: MUrray Hill 2-5452

THE KATZ AGENCY, INC.

477 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-4460
Chr. of Board.....George Katz
President .....Eugene Katz
Dir. Research, Prom.....D. H. Denenholz
Treasurer .....Morris J. Beck

Sales Manager, Radio.....Morris S. Kellner
Director of TV.....Edward Codel
Sales Mgr. (TV).....Scott Donahue

Branch Offices

307 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-7343
Vice-President .....G. H. Gunst

Penobscot Bldg., Detroit 26, Mich.
Phone: Woodward 3-8420
Manager.....Arthur J. Underwood

Bryant Bldg., Kansas City 6, Mo.
Phone: Victor 2-7095
Manager.....T. J. Flanagan, Jr.

55 Marietta St., Atlanta 3, Ga.
Phone: Alpine 1637
Manager .....Keith Byerly

2006 Bryan St., Dallas 1, Texas
Phone: RIverside 4036
Manager .....D. Rutledge

Russ Bldg., San Francisco 4, Calif.
Phone: Sutter 1-7434
Manager.....Stanley J. Ruelman

530 W. Sixth St., Los Angeles 14, Calif.
Phone: Tucker 8167
Manager .....Richard Hasbrook

ROBERT S. KELLER, INC.

72 Barrow St., N. Y. 14, N. Y.
Phone: WAtkins 4-6599
President.....Bob Keller
Secretary-Treasurer .....E. B. Wright

THE KENNEDY CO.

1806 Packard Bldg., Philadelphia 2, Pa.
Phone: RIttenhouse 6-8546

KETTELL-CARTER

118 Newbury St., Boston 16, Mass.
Phone: KEnmore 6-1966
Partner. .....Elmer Kettell
Partner .....Marjorie Carter

A. LEWIS KING

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-8276
President.....A. Lewis King
Time Buyer.....Miriam Henkle

NONA KIRBY CO.

507 Statler Office Bldg., Boston, Mass.
Phone: HUbbard 2-6117
President .....Nona Kirby
Vice President.....Kay Chille
Office Manager.....Irene Kelleher

JOSEPH HERSHEY McGILLVRA, INC.

366 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-8755
President.....Joseph H. McGillvra

Branch Offices

185 N. Wabash Ave., Chicago 1, Ill.
Phone: State 2-5282
Manager.....Seymour H. Thomas

638 S. Van Ness Ave., Los Angeles 5, Calif.
Phone: DUnkirk 4-7352
Manager.....Fred E. Crawford, Jr.

605 Market St., San Francisco, Calif.
Phone: YUkon 2-3954
Manager.....A. S. Babcock

267 E. Pace's Ferry Rd., NE Atlanta, Ga.
Phone: EXchange 1490
Manager.....Edward T. Newton

MEEKER COMPANY, INC.

521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2170
President.....Robert D. C. Meeker
Eastern Manager.....Louis J. F. Moore
Promotion Dir.....Vic Piano

Branch Offices

333 N. Michigan Ave., Chicago 1, Ill.
Phone: CE 6-1742
Midwest Manager.....Carl F-J Jewett

8 West King St., Lancaster, Pa.
Phone: Lan. 5251
Manager .....Dick Sheetz

6381 Hollywood Blvd., Los Angeles 28, Calif.
Phone: HO 2-2351
Manager.....Tracy Moore

339 Russ Building, San Francisco 4, Calif.
Phone: YUkon 6-4940
West Coast Manager.....Don Pontius

Television

President.....Robert D. C. Meeker
Eastern Mgr.....Edgar B. Filion
Promotion Director.....Vic Piano

Branch Offices

333 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-1742
Midwest Mgr.....Carl F. J. Jewett

8 West King St., Lancaster, Pa.
Phone: Lancaster 5251
Manager .....Dick Sheetz

339 Russ Bldg., San Francisco 4, Calif.
Phone: YUkon 6-4940
West Coast Mgr.....Don Pontius

6381 Hollywood Blvd., Los Angeles 28, Calif.
Phone: HOllywood 2-2351
Manager .....Tracy Moore

CLYDE MELVILLE CO.

Melba Bldg., Dallas 1, Tex.
Phone: Sterling 5239
Pres. .....Clyde Melville

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-8300
V.-P. Director.....Thomas B. McFadden
Director, (TV).....John Reber
Director, (Radio).....H. W. Shepard
Nat. Mgr., (Radio).....George Dietrich
Mgr. Represented Stas.....Richard Close
Radio Promotion Spvr.....Harriet Feinberg
Mgr. New Bus., Prom.....Mort Gaffin
Sales Service Mgr.....Caroline Herbert
Eastern Sales Mgr. (TV)....Edwin Jameson

Branch Offices

Merchandise Mart, Chicago 54, Ill.
Phone: SUperior 7-8300
Central Radio Sales Mgr.....Paul Mensing
Central TV Sales Mgr.....John Mulholland

815 Superior Ave., N. E., NBC Bldg.
Cleveland 14, Ohio

Phone: CHerry 1-0942
Radio & TV Sales Rep.....John C. Treacy
Sunset & Vine, Hollywood 28, Calif.
Phone: Hollywood 9-6161
Sales Rep. (Radio).....Doty Edouarde
Sales Rep. (TV).....Walter Davison
Taylor & O'Farrell Sts., NBC Bldg.
San Francisco 2, Calif.
Phone: Greystone 4-8700
Sales Rep. (Radio).....Martin Percival
Sales Rep. (TV).....George Fuerst
Penobscot Bldg., Detroit, Mich.
Phone: *WOodward* 1-1610
Radio Sales Rep.....William Buschger
TV Sales Representative....John C. Treacy
1527 Elizabeth Ave., Charlotte, N. C.
Phone: FRanklin 6-6581
Sales Rep.....Bomar Lowrance
770 Spring St., N. W., Atlanta, Ga.
Phone: ELgin 3726
Sales Rep.....Freeman Jones
Fidelity Union Life Bldg., Dallas, Tex.
Phone: RAndolph 8206
Sales Rep.....Robert F. Kee

NATIONAL TIME SALES

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300
Radio and TV Department
Sales Manager.....Arthur Gordon
Asst. Sales Mgr.....Robert J. Kizer
Sales Promotion Dir.....Al Alperton

HARLAN G. OAKES & ASSOCIATES

110 Sutter St., San Francisco, Calif.
Phone: SUtter 1-7971
Manager .....Norman Cunningham
672 S. Lafayette Park Pl., Los Angeles, Calif.
Phone: DUnkirk 2-3200
370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300
Box 8194, San Antonio, Tex.
Manager .....Joe Harry

PAN AMERICAN BROADCASTING CO.

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300
Manager .....Eugene Bernald
Branch Offices
672 S. Lafayette Pk. Pl., Los Angeles 5, Calif.
Phone: DU 2-3200
Executive-in-charge.....Harlan Oakes
110 Sutter St., San Francisco, Calif.
Phone: DUnkirk 2-3200
Executive-in-charge.....Harlan G. Oakes

JOHN E. PEARSON CO.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-3366
Owner.....John E. Pearson
Account Executives.....Russel Walker.
William M. Wilson, Ray Henze, Dave Cassidy

John E. Pearson Television, Inc.

President.....John E. Pearson
Vice Presidents.....Russel Walker, William M. Wilson, Frank Reed, James Bowden, C. P. Stitt
Branch Offices
333 No. Michigan Ave., Chicago 1, Ill.
Phone: State 2-7494
Executive-in-charge.....Frank Reed
2330 W. 3rd St., Los Angeles 5, Calif.
Phone: Dunkirk 7-4388
Executive-in-charge.....R. W. Walker
57 Post St., San Francisco 4, Calif.
Phone: Sutter 1-5568
Executive-in-charge .....Rogers Parratt
1406 Northwestern Bank Bldg.,
Minneapolis, Minn.
Phone: Lincoln 5689
Exec.in-chg.....C. P. Stitt
Fidelity Unon Bldg., Dallas, Texas
Phone: PRospect 3723
Executive-in-charge.....Tom Murphy
508 Glenn Bldg., Atlanta, Ga.
Phone: ALpine 2912
Exec.-in-charge.....Robert Baird

JOHN H. PERRY ASSOCIATES

19 W. 44th St., New York 36, N. Y.
Phone: MUrray Hill 7-5047
General Manager.....Wm. K. Dorman
Salesman (Radio).....John F. Beecher
Salesman (TV).....John H. Weir, Jr.
Branch Offices
122 S. Michigan Ave., Chicago 3, Ill.
Phone: Harrison 7-8085
Manager .....F. W. Thurnau
12 S. 12th St., Philadelphia 7, Pa.
Phone: Walnut 2-3555
Manager .....Robert Hitchings
7-268, General Motors Bldg., Detroit 2, Mich.
Phone: Trinity 5-1803
Manager .....J. F. Cole
708 Glenn Building, Atlanta 3, Georgia
Phone: MUrray 8-3988
Manager.....J. D. Whitehead
166 Geary Street, San Francisco 8, Calif.
Phone: YUkon 6-0621
Manager.....Don R. Pickens
672 South LaFayette Park Place
Los Angeles 57, Calif.
Manager.....Harlan G. Oakes

EDWARD PETRY & CO., INC.

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-0200
Radio Department
President .....Edward Petry
Exec. Vice-Pres.....Edward E. Voynow
Vice-President .....Thomas E. Knode
Eastern Sales Mgr.....William B. Maillefert
Sales Prom. Mgr.....James C. Hirsch
Asst. Sales Prom. Mgr.....John F. Keiner
TV Department
V.P., Eastern Sales Mgr...Thomas E. Knode
Sales Prom. Mgr.....Robert L. Hutton, Jr.
Research Mgr.....George Johannessen
Branch Offices
400 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-0011
Exec. V-P.....Edward E. Voynow

Sales Mgr. (Radio).....John Ashenhurst
Sales Mgr. (TV).....Louis A. Smith
645 Griswold St., Detroit 26, Mich.
Phone: WOodward 3-0125
Sales Managers..William Cartwright (AM)
Franklin M. Walker (TV)
101 Marietta St., Atlanta 3, Ga.
Phone: Lamar 8-861
Sales Mgrs.....Joseph Sierer (AM)
Richard Hughes (TV)
Russ Bldg., San Francisco 4, Cal.
Phone: YUkon 2-3631
Sales Managers.....Lloyd McGovern (AM)
Edward L. Smith (TV)
530 W. Sixth St., Los Angeles 14, Calif.
Phone: Tucker 3171
Sales Mgrs.....Charles G. Matson (AM)
L. D. Larimer (TV)
915 Olive St., St. Louis 3, Mo.
Phone: Chestnut 1-7191
Sales Mgrs.....George Kercher (AM)
Hugh O. Kerwin (TV)

RADIO-TV REPRESENTATIVES, INC.

480 Lexington Ave., New York 17, N. Y.
Phone: MU 8-4340
President .....Harry Goodman
Vice President..... Peggy Stone
Branch Offices
75 E. Wacker Dr., Chicago 1, Ill.
***Phone*: FI 6-0964**
Vice-President .....Edward Nickey
111 No. LaCienega Blvd., Los Angeles, Calif.
Phone: OL 5-7597
Manager .....Lee O'Connell
233 Sansone St., San Francisco, Calif.
Phone: YUkon 6-2982
Executive-in-Charge.....Wm. Ayres

RADIO REPRESENTATIVES LIMITED

25 Adelaide St. West, Toronto 1, Ont., Canada
Phone: EM 8-2381
Pres., Gen. Mgr.....T. Gordon Ferris
Radio Sales Mgr.....Bob Munro
TV Sales Mgr.....Bill Stoeckel
Branch Offices
908 Dominion Square Bldg., Montreal, Que. Canada
Phone: UNiversity 6-8058
Manager.....W. C. Dippie
Lindsay Bldg., Winnipeg, Manitoba, Canada
Phone: 9-26374
Manager.....A. J. Messner
198 W. Hastings St., Vancouver, B. C., Can.
Manager.....J. N. Hunt

RADIO TIME SALES (ONTARIO) LTD.

147 University Ave., Toronto, Ontario
Phone: Empire 6-6680
General Manager.....N. D. Brown
Traffic Manager.....Merleen Wilson
Sales Mgr.....Alex E. Bedard

WILLIAM G. RAMBEAU CO., INC.

347 Madison Ave., New York 17, N. Y.
***Phone*: Murray Hill 6-5940**
President .....William G. Rambeau
Treasurer.....Mary A. Rambeau
Account Executives.....George W. Kupper,
George Olsen
Branch Offices
185 N. Wabash Ave., Chicago 1, Ill.
***Phone*: And. 3-5566**
Executive-in-Charge.....Wm. G. Rambeau
1709 W. 8th St., Los Angeles 17, Calif.
Phone: DUnkirk 8-5187
Executive-in-Charge .....Daryl James
927 Mills Bldg., San Francisco, Calif.
Phone: EXbrook 2-4073
Executive-in-Charge .....Bill Barron
530 Roanoke Bldg., Minneapolis 2, Minn.
Phone: Lincoln 7017
Executive-in-charge .....Vivian Bulmer
405 Times Bldg., Portland 4, Ore.
Phone: CApitol 8-2473

PAUL H. RAYMER COMPANY, INC.

444 Madison Ave., New York 22, N. Y.
***Phone*: Plaza 9-5570**
President.....Paul H. Raymer
Executive V.P.....F. C. Brokaw
Vice-President-Radio..Lawrence Van Dolen
Vice-President-TV.....Fred C. Brokaw
Promotion & Research....Mitchell DeGroot
Branch Offices
435 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-4473
Vice-President.....Clay E. Forker
Penobscot Bldg., Detroit 26, Mich.
***Phone*: Woodward 3-0764**
Executive-in-Charge.....Robert B. Rains
1680 Vine St., Hollywood 28, Calif.
Phone: HOllywood 2-2376
Manager .....John D. Gale
Russ Bldg., San Francisco 4, Calif.
***Phone*: Douglas 2-8909**
Manager .....Ray Rhodes
Glenn Bldg., Atlanta 3, Ga.
Phone: Alpine 6508
Manager.....Edward D. Brandt
Mercantile Securities Bldg., Dallas, Tex.
Phone: RIverside 5663
Manager .....John H. Hicks

SEARS & AYER, INC.

612 N. Michigan Ave., Chicago, Ill.
***Phone*: Superior 7-8177-8**
President.....B. H. Sears
Secretary .....G. E. Allison
Branch Offices
33 West 42nd St., New York, N. Y.
Phone: BRyant 9-1374
Executive-in-Charge .....Jack Davis
1127 Wilshire Blvd., Los Angeles, Calif.
Phone: MAdison 9-2653
Executive-in-Charge.....W. S. Grant
703 Market St., San Francisco, Calif.
Phone: EXbrook 2-7274
Executive-in-Charge.....Gene Grant

HORACE N. STOVIN & COMPANY

406 Jarvis St., Toronto 5, Ontario, Canada
Phone: WAlnut 4-5768
President.....H. N. Stovin
Gen. Sales Mgr.....A. C. Harrison
Production Manager....George W. Hellman
Dir. of Client Prod. Res...John C. Robertson
608 Keefer Bldg., Montreal, Quebec
Phone: UNiversity 6-6291
Manager.....T. C. Maguire
1111-211 Portage Ave., Winnipeg 2, Manitoba
Phone: 925-097
Manager.....C. E. Montgomery
615 West Pender St., Vancouver 2, B. C.
Phone: Tatlow 4831
Manager.....J. W. Stovin

VENARD, RINTOUL & McCONNELL, INC.

579 Fifth Ave., New York, N. Y.
Phone: MU 8-1088
President.....Lloyd George Venard
Vice President.....Stephen R. Rintoul
Vice President.....James V. McConnell
Sec'y, Treas.....Abner Lichtman

Branch Offices

35 E. Wacker Dr., Chicago, Ill.
Phone: ST 2-5260
Vice President.....Howard B. Meyers
2978 Wilshire Blvd., Los Angeles, Calif.
Phone: DU 8-4151
Mills Bldg., San Francisco, Calif.
Phone: GA 1-7950

WALKER REPRESENTATION CO., INC.

347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 3-5830
President .....Wythe Walker
Vice-President.....C. Otis Rawalt
Sales Manager.....Howard McFadden
Acct. Executives.....Lionel Colton

Branch Offices

80 Boylston St., Boston, Mass.
Sales Manager.....Wm. Creed Jr.

GRANT WEBB & CO.

509 Madison Ave., N. Y. 22, N. Y.
Phone: MU 8-7550

WEED AND COMPANY

579 Fifth Ave., New York 17, N. Y.
Phone: PL 9-4700
Manager (Radio & TV).....Joseph J. Weed
V.P., Sales.....E. J. Fitzsimmons
East. Sales Mgr.....J. C. Lyons
Salesmen (Radio).....Peter McGurk, J. J. Turck, Winston L. Kirby, Philip Antoni, Joseph Aley, Robert Lobdell

Branch Offices

203 North Wabash Ave., Chicago 1, Ill.
Phone: Randolph 6-7730
Executive-in-Charge.....C. C. Weed
1707 Book Bldg., Detroit 26, Mich.
Phone: Woodward 1-2685
Executive-in-Charge.....B. P. Pearse
Glenn Bldg., Atlanta 3, Ga.
Phone: Cypress 4081
Exec-in-Charge .....George Griesbauer
6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-8611
Exec-in-Charge.....Edwin C. Metcalfe
625 Market St., San Francisco 5, Calif.
Phone: DOuglas 2-1451
Executive-in-Charge .....Don Staley
Statler Bldg., Boston 16, Mass.
Phone: Hubbard 2-5677
Executive-in-Charge .....Robert Reardon

ADAM YOUNG, INC.
YOUNG TV CORP.

477 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-1810
President.....Adam J. Young, Jr.
Research Director.....Bill Crumley

Branch Offices

55 East Washington, Chicago 2, Ill.
Phone: ANdover 3-5448
Exec-in-Charge.....William J. Reilly
6331 Hollywood Blvd., Los Angeles 28, Calif.
Phone: Hollywood 9-0965
Exec.-in-Charge.....William L. Wallace
7 North Seventh St., St. Louis, Mo.
Phone: MAin 1-5020
Exec.-in-Chg. .....Jack Hetherington
593 Market St., San Francisco, Calif.
Phone: YUkon 6-6769
Exec-in-Chg.....Charles R. Christianson
Statler Office Bldg., Boston 16, Mass.
Phone: HUbbard 2-6117
Manager .....Nona Kirby

YOUNG INTERNATIONAL, LTD.

477 Madison Ave., N. Y. 22, N. Y.
Phone: PLaza 9-1810
President.....Adam J. Young Jr.
Manager.....Stephen A. Mann

Branch Offices

55 East Washington St., Chicago 2, Ill.
Phone: ANdover 3-5448
Manager .....William J. Reilly
6331 Hollywood Blvd., Los Angeles 28, Cal.
Phone: HOllywood 9-0965
Manager.....William L. Wallace
7 North Seventh St., St. Louis, Mo.
Phone: MAin 1-5020
Manager.....John B. Hetherington
593 Market St., San Francisco 5, Cal.
Phone: YUkon 6-6769
Manager.....Charles R. Christianson
Statler Office Bldg., Boston 16, Mass.
Phone: HUbbard 2-6117
Manager .....Nona Kirby

REGIONAL NETWORKS AND GROUP STATION OPERATIONS

☆ ☆ ☆

ABC Pacific Coast Regional TV Network

ABC-TV Center, Hollywood 27, Calif.

PERSONNEL

Manager.....Dick Drummy

STATIONS

KFMB-TV, San Diego, Calif.; KABC-TV, Los Angeles, Calif.; KEYT, Santa Barbara, Calif.; KVEC-TV, San Luis Obispo; KBAK-TV, Bakersfield, Calif.; KJEO-TV, Fresno, Calif.; KGO-TV, San Francisco, Calif.; KCCC-TV, Sacramento, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KSBW-TV, Salinas, Calif.; KBES-TV, Medford, Ore.; KVAL-TV, Eugene, Ore.; KLOR, Portland Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KBTV, Denver, Col.; KTVK, Phoenix, Ariz.; KVOA-TV, Tucson, Ariz.; KROD-TV, El Paso, Tex.; KLRJ-TV, Las Vegas, Nev.; KZTV, Reno, Nev.; KKTV, Colorado Springs, Col.; KSWS-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KIDO-TV, Boise, Idaho; KFBC, Cheyenne, Wyoming; KID-TV, Idaho Falls, Idaho; KXLF-TV, Butte, Montana; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Montana.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Air Trails Network Stations

Charles Sawyer; WING Dayton, WCOL-FM-AM Columbus, WIZE Springfield, all Ohio; WCMI-AM-FM Ashland, Ky.

Alaska Broadcasting System

(Affiliated with CBS)

830 Securities Building, Seattle 1, Wash.

Phone: SEneca 6333

General Manager.....Wm. J. Wagner

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska, Ernest Spink, Station Mgr.; Station KFRB, Box 950, Fairbanks, Alaska; Jack Hauser, Station Mgr.; Station KINY, Box 1091; Juneau, Alaska, James Lawson, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Alaska, Robert C. Mehan, Station Mgr.; Station KIBH, Box 250, Seward, Alaska, Donald R. Hanlin, Station Mgr.; Station KIFW, Box 699, Sitka, Alaska, Henry C. Lanz, Station Mgr.; Alaska Radio-TV Sales, 370 Lexington Ave., N. Y., N. Y., MUrray Hill 5-1300; Alaska Radio-TV Sls., Mills Bldg., San Francisco 4, Calif., Garfield 1-7950; Alaska Radio and TV Sls., 2978 Wilshire Blvd., Los Angeles 5, Calif.; Dunkirk 8-4151.

STATIONS

KFQD, Anchorage, Alaska; KFRB, Fairbanks, Alaska; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KIBH, Seward, Alaska; KIFW, Sitka, Alaska.

Arizona Broadcasting System

1101 No. Central Ave., Phoenix, Ariz.

Phone: Alpine 4-4161

PERSONNEL

General Manager.....Richard O. Lewis

Commercial Manager.....Bill Harvey

STATIONS

KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWIB, Globe-Miami; KYCA, Prescott; KTAR, Phoenix.

Gene Autry Stations

KOOL-AM-TV Phoenix, KOPO-AM-TV Tucson, KNOG Nogales, KOLD Yuma, all Arizona; KMPC Los Angeles.

Bartell Stations

WMTV (TV) Madison, WOKY AM Milwaukee, WAPL Appleton, all Wisconsin. WAKE, Atlanta, Ga.; KRUX, Phoenix, Arizona; KCBQ, San Diego, Calif. Gerard A. Bartell, Pres.

H. M. Bitner

WFBM-AM-TV Indianapolis, WOOD AM-TV Grand Rapids, WFDF Flint, WEOA Evansville, Ind.

Big Five

KSWO Radio, Box 699, Lawton, Oklahoma

Phone: 1380

President.....Leo R. Morris

STATIONS

KCRC, Enid; KSWO, Lawton; KMUS, Muskogee; KOCY, Okla. City; KFMJ, Tulsa.

Bonneyville Radio Network

Headquarters: UP Bldg., Salt Lake City.

Manager .....Frank B. McLatchy

KSL Salt Lake City; KWIK Pocatello; KID Idaho Falls; KSUB Cedar City, Utah.

Broadcast Advertising, Inc.

(Ken and Carolyn's Kitchen)

8 Newbury Street, Boston 16, Mass.

Phone: Kenmore 6-0854

PERSONNEL

President ....James Murley

Manager.....J. J. Manning

Program Director.....E. P. Gieringer

Mdseing. Director .....F. P. Russell

STATIONS

WGAN, Portland, Maine; WGUY, Bangor, Maine; WHDH, Boston, Mass.; WTAG, Worcester, Mass.; WSPR, Springfield, Mass.; WHAY, Hartford, Conn.; WEAN, Providence, R. I.

NATIONAL REPRESENTATIVE
Avery-Knodel, Inc.

Broadcasting Corp. of America Network

P. O. Box 987, Riverside, Calif.
Phone: Riverside 60260

PERSONNEL

Director Operations.....Dale R. Peterson
Commercial Manager.....Nadine Hill
Business Mgr.....Joseph P. Webb
Office Mgr.....Effie Brakebill
Chief Engineer.....Manuel I. Barraza
Manager KPRO.....Dale R. Peterson
Manager KREO.....John M. Wages
Manager KYOR.....Peter Odens
Manager KROP.....Vince Palmer

STATIONS

KPRO, Riverside; KPOR, San Bernardino; KREO, Indio; KROP, Brawley; KYOR, Blythe.

Kenyon Brown Stations

KWFT-AM-FM-TV in Wichita Falls, Texas; KMBY AM-TV Monterey, Calif., KBYE Oklahoma City, KGLC Miami, Okla.

Paul Bunyan Network

Paul Bunyon Bldg., Traverse City, Mich.
Phone: 2700

PERSONNEL

Pres., Gen. Mgr. .....Les Biederman
Commercial Mgr.....R. E. Detwiler
Chief Engineer.....W. H. Kiker

STATIONS

WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord.

California Farm Network

Headquarters: 2223 Fulton St., Berkeley, Calif.
Manager ..... Milton J. Levy

KFBK Sacramento; KMJ Fresno; KLX Oakland; KWG Stockton; KERN Bakersfield; KXO El Centro; KDB Santa Barbara; KFXM San Bernadino.

California Radio Network

3401 Russell St., Riverside, Calif.
Phone: OVerland 6-0260

Director of Operations .....Dale R. Peterson
Traffic Manager .....Beth Robinson
Chief Engineer .....Manuel I. Barraza

STATIONS

KPRO Riverside; KREO Indio; KYOR Blythe; KROP Brawley, all Calif.

California Valley Group

KFRE Fresno; KROY Sacramento; KERO Bakersfield; KHSL Chico; KVCV Redding, all California.

Columbia Pacific Radio Network

6121 Sunset Blvd., Los Angeles 28, California
Phone: Hollywood 9-1212

PERSONNEL

Manager.....Bert S. West
Gen. Sales Mgr.....Donald M. Ross
Asst. Sales Manager.....Fulton Wilkins
Sales Promotion Mgr.....John Asher
Program Director.....Robert P. Sutton
News Director .....Jack Beck
Chief Engineer.....Ted Denton
Director of Operations.....Maury Webster
Director of Press Info.....Lloyd Brownfield

BRANCH OFFICES

CBS Radio Spot Sales Offices: 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345. Henry Flynn, General Sales Mgr.; Sheraton-Palace Hotel, San Francisco, Calif., YU 2-7000. Byron Nelson, Sales Mgr.; 902 Fisher Bldg.; Detroit, Mich., TR 2-5500. Ralph H. Patt, Jr., Sales Mgr.; 410 North Michigan Ave., Chicago, Ill., WH 4-6000, Gordon F. Hayes, Sales Mgr.; 6121 Sunset Blvd., Hollywood, Calif., HO 9-1212, Jack Woolley, Sales Mgr.; 800 Peachtree St. Atlanta, Ga., EL 0727, George Swearingen, Sales Mgr.

STATIONS

KNX, Los Angeles, Calif.; KCBS, San Francisco, Calif.; KFRE, Fresno, Calif.; KFMB, San Diego, Calif.; KROY, Sacramento, Calif.; KMBY, Monterey, Calif.; KCMJ, Palm Springs, Calif.; KGDM, Stockton, Calif.; KERN, Bakersfield, Calif.; KHUM, Eureka, Calif., KOIN, Portland, Ore.; KFIR, North Bend, Ore.; KERG, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KRNR, Roseburg, Ore.; KIRO, Seattle, Wash.; KXLY, Spokane, Wash.; KWIE, Kenniwick, Wash.; KIMA, Yakima, Wash.; KOLO, Reno, Nev.; KVCV, Redding, Calif.; KHSL, Chico, Calif.

Columbia Television Pacific Network

1313 North Vine St., Los Angeles 28, Calif.
Phone: WEbster 8-3011

General Manager.....J. T. Aubrey, Jr.
Gen. Sales Mgr..... Robert D. Wood
News Director.....Sam Zelman
Business Manager.....Larry Lazarus
Prog. Director.....Donald M. Hine
Dir. Sls., Prom. & Pub.....D. Linger
Dir. Ops. & Traf.....D. Rosenquest

STATIONS

KOPO-TV, Tucson, Ariz.; KHSL-TV, Chico, Calif.; KERO-TV, Bakersfield, Calif.; KJEO, Fresno, Calif.; KNXT, Los Angeles, Calif.; KSBW-TV, Salinas, Calif.; KEYT, Santa Barbara, Calif.; KFMB-TV, San Diego, Calif.; KPIX, San Francisco, Calif.; KKTV, Colorado

Springs, Colo.; KBOI, Boise, Idaho; KOOK-TV, Billings, Mont.; KLAS-TV, Las Vegas, Nevada; KZTV, Reno, Nevada; KGGM-TV, Albuquerque, New Mexico; KBES-TV, Medford, Ore.; KOIN-TV, Portland, Ore.; KROD-TV, El Paso, Texas; KSL-TV, Salt Lake City, Utah; KXLY-TV, Spokane, Wash.; KTNT-TV, Tacoma, Wash.; KIMA-TV, Yakima, Wash.; KFBC-TV, Cheyenne, Wyoming; KTUA, Anchorage, Alaska; KTVF, Fairbanks, Alaska; KGMB-TV, Honolulu, Hawaii; KFBB-TV, Great Falls, Mont.; KID-TV, Idaho Falls, Idaho; KLZ-TV, Denver, Colo.; KIEM-TV, Eureka, Calif.; KOOL-TV, Phoenix, Arizona; KVOS-TV, Bellingham, Wash.; KFXJ-TV, Grand Junction, Colo.; KGVO-TV, Missoula, Mont.; KVEC-TV, San Luis Obispo, Calif.; KLIX-TV, Twin Falls, Montana; KBET-TV, Sacramento, Calif.; KIVA, Yuma, Ariz.

Columbine Network, Inc.

1022 Midland Savings Bldg., Denver 2, Colo.
Phone: TAbor 5-2291

PERSONNEL

President..... George O. Cory
Vice Pres.....Dale G. Moore
General Manager.....Edwin E. Koepke
Sales Manager.....John R. Bailey, Jr.

STATIONS

KFXJ, Grand Junction, Colo.; KGHF, Pueblo, Colo.; KGLN, Glenwood Springs, Colo.; KRAI, Craig, Colo.; KSLV, Monte Vista, Colo.; KUBC, Montrose & Delta, Colo.; KVOD, Denver, Colo.; KVOR, Colorado Springs, Colo.; KYOU, Greeley, Colo.

The Connecticut State Network, Inc.

440 Meadow St., Waterbury, Conn.
Phone: PLaza 5-1121

PERSONNEL

President.....Samuel R. Elman
Vice-President.....Charles Bell, Jr.
Directors .....Gerald Morey, Edward Obrist, Ed Waller, Julian Schwartz, John Ellinger, Donald Lasser.

STATIONS

WATR, Waterbury; WHAY, New Britain; WNHC, New Haven; WTOR, Torrington; WSTC, Stamford; WNAB, Bridgeport; WICH, Norwich; WNLC, New London.

Pat M. Courington Stations

WCRI Scottsboro, WAVU-AM-FM Albertville, WCRL Oneonta, all Alabama.

James M. Cox Stations

WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio; WIOD AM-FM Miami, Fla.

Crosley Broadcasting Corp.

Subsidiary of Avco Mfg. Co.; WLW, WLWT (TV) Cincinnati; WLWD (TV) Dayton; WLWC (TV) Columbus, all Ohio; WLWA (TV) Atlanta, Ga.

Dairyland Network

1410 Northwestern Bank Bldg.,
Minneapolis 2, Minn.
Phone: Lincoln 5689

President.....H. W. Linder
Manager.....Bud Stitt

STATIONS

KWLM, Willmar; KWNO, Winona; KMHL, Marshall, Minn.; KTOE, Mankato, Minn.; KDMA, Montevideo, Minn.; KLGR Redwood Falls, Minn.; KFAM, St. Cloud, Minn.

Dixie Broadcasting System

P. O. Box 1008, WHSY Bldg., Highway 11 South
Hattiesburg, Miss.
Phone: JUniper 3-1741

PERSONNEL

President .....Charles W. Holt
General Sales Mgr.....Robert N. Robinson
Program Director .....Bill Slaton
Office Manager.....Connie I. Holt

STATIONS

WHSY, Hattiesburg, Miss.; WAML, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Bogalusa, La.; WABO, Waynesboro, Miss.

NATIONAL REPRESENTATIVE

Thomas F. Clark Company, Inc.

Dixie Network

Headquarters: Williams Bldg., Jackson, Tenn.
President .....A. B. Robinson
Sls. Mgr.....Jack Murphy

WDXI Jackson; WENK Union City; WPTR Paris; WDXE Lawrenceburg; WDXL Lexington; WDXN Clarkesville, all Tennessee; WCMA Corinth, Miss.

Don Lee Broadcasting

1313 North Vine Street, Hollywood 28, Calif.
Phone: HOllywood 2-2133

PERSONNEL

President .....Willet H. Brown
General Manager .....Ward D. Ingram
Sec.-Treas.....A. M. Quinn
Vice-Pres. in Charge Sales.....Norman Boggs
Vice-Pres. Station Relations....Norman Ostby
Dir. Public Relations.....Wm. Barron
KHJ Sales Manager.....Terry Mann
Dir. Public Relations.....Bud Coulson
Promotion Director.....Robert Light
News & Special Events.....Les Mawhinney
Chief Engineer .....Robert Arne

BRANCH OFFICES

1000 Van Ness Avenue, San Francisco, Calif., Wm. Pabst, Vice-Pres., Phone: PR 6-0500; 380 Madison Ave., New York, N. Y., James Richards, Eastern Sales Mgr., Phone: OX 7-3120; National Reps., H-R Representatives; New York, Chicago, San Francisco.

STATIONS

KAFY, Bakersfield, Calif.; KXOC, Chico, Calif.; KXO, El Centro, Calif.; KIEM, Eureka, Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles, Calif.; KMYC, Marysville, Calif.; KYOS, Mer-

ced, Calif.; KPRL, Paso Robles, Calif.; KXOA, Sacramento, Calif.; KSBW, Salinas-Monterey, Calif.; KFXM, San Bernardino, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KDB, Santa Barbara, Calif.; KXOB, Stockton, Calif.; KVEN, Ventura, Calif.; KCOK, Tulare-Visalia, Calif.; KVNI, Coeur D'Alene, Idaho; KRLC, Lewiston, Idaho; KWAL, Wallace, Calif.; KATO, Reno, Nevada; KWIL, Albany, Oregon; KWIN, Ashland, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KUIN, Grants Pass, Oregon; KFIL, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRXL, Roseburg, Oregon; KSLM, Salem, Oregon; KXRO, Aberdeen, Wash.; KPUG, Bellingham, Wash.; KELA, Centralia-Chelhalis, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympic, Wash.; KVI, Seattle-Tacoma, Wash.; KNEW, Spokane, Wash.; KUJ, Walla Walla, Wash.; KWNW, Wenatchee, Wash.; KYAK, Yakima, Wash.

ADDITIONAL GROUPS AVAILABLE: KOY, Phoenix, Arizona; KTUC, Tucson, Arizona; KSUN, Bisbee, Arizona; KYMA, Yuma, Arizona; KCLS, Flagstaff, Arizona; CKWX, Vancouver, Canada; KFAR, Fairbanks, Alaska; KENI, Anchorage, Alaska; KJNO, Juneau, Alaska; KABI, Ketchikan, Alaska; KPOA, Honolulu, Hawaii; KILA, Hilo, Hawaii; KAWT, Douglas, Arizona; KVNC, Winslow, Arizona.

Vic Diehm Assoc. Stations

WVDA Boston, WAZL-AM-FM Hazelton, WIDE Biddeford, Maine; WHOL Allentown Pa., WHLM Bloomsburg Pa.

DuMont Broadcasting Corp.

205 E. 67 St., N. Y., N. Y.
Phone: LE 5-1000

Chairman of the Board.....Allen B. DuMont
President.....Bernard L. Goodwin
Vice President.....Ted Cott
Treasurer .....Paul Raibourn
Secretary .....Arthur Israel
Directors: Dr. DuMont, Paul Raibourn, Barney Balaban, Armand Erpf, Dr. Thomas T. Goldsmith, Jr., Stanley F. Pattan, Percy M. Stewart, Bernard Goodwin, Ted Cott, and Edwin Weisl.

DuMont Broadcasting Corporation owns and operates TV stations WABD, New York City, and WTTG, Washington, D. C. , and the DuMont Tele-Centre in New York.

East Texas Network

Headquarters: Center, Tex.

President.....Joe B. Foster

KTRE Lufkin; KDET Center; KSIJ Gladewater; KSFA Nacogdoches; KTXJ Jasper; KIVY Crockett; KNET Palestine; KEBE Jacksonville; KOCA Kilgore; KMHT Marshall; KSAM Huntsville; KBUD Athens, all Texas.

John E. Fetzer Stations

WKZO-AM-TV Kalamazoo, KOLN AM-TV Lincoln Neb., WJEF AM-FM Grand Rapids; WMBD AM-FM Peoria Ill.

Florida Select List

WKKO Cocoa; WTRL Bradenton; WBRD Fort Lauderdale; WGGG Gainesville; WJVB Jacksonville Beach; WLBE Leesburg; WPLA Plant City; WKXY Sarasota, all Florida.

Foreign Language Quality Network

Headquarters: 110 Chapel St., New Haven.
Gen. Mgr.....Pat Stanton

WOV New York; WHAY New Haven; WJMJ Phildelphia; WSBC Chicago; WSRS Cleveland; WHOD Pittsburgh; KSAN San Francisco; WACE Springfield; WTEL Philadelphia; KOWL Los Angeles.

Friendly Group

WSTV-AM-TV Steubenville; WFPG Atlantic City, N. J.; WPIT Pittsburgh Pa.; WBMS Boston.

Theodore R. Gamble Stations

KOIN TV-AM-FM Portland, Ore.; KOMO AM-TV Seattle, Wash.

Gannett Newspapers

Rochester, New York
(All holdings thru newspapers)

Chairman.....Frank E. Tripp
Exec. Vice-President .....Paul Miller
Gen. Business Mgr.....L. N. Bitner
Managing Dir., Radio Group..C. G. Delaney

STATIONS

WHEC AM TV, Rochester, N. Y.; WENY Elmira, N. Y.; WDAN AM TV, Danville, Ill.; WGTH AM TV, Hartford, Conn.; WHDL Olean, N. Y.

Granite State Network

155 Front St., Manchester, N. H.
Phone: 4-4075

PERSONNEL

President.....W. J. Barkley
Treasurer.....William Rust, Jr.
Manager.....Ralph Gottlieb
Sales Manager.....Warren H. Journay

BRANCH OFFICES

419 Boylston St., Boston, Mass.
Phone: Com. 6-0718
Exec. in Chg.....Louis Borgatti

477 Madison Ave., New York, N. Y.
Phone: PL 9-1810
Exec. in Chg.....Stephen Machcinski

55 E. Washington St., Chicago, Ill.
Exec. in Chg.....William Reilly

7 North Seventh St., St. Louis, Mo.
Exec. in Chg.....Jack Hetherington

6331 Hollywood Blvd., Los Angeles, Calif.
Exec. in Chg.....William Wallace

593 Market St., San Francisco, Calif.
Exec.-in-Chg. Jack Christianson

STATIONS

WKBR Manchester; WTSV, Claremont; and WTSL, Hanover, all in New Hampshire.

Great Northern Bestg. System

107 First Ave., N.W., Mandan, North Dakota
Phone: 3584

PERSONNEL

President.....M. M. Marget
Sec.-Treas.....M. J. Reichert

STATIONS

KVOX, Fargo-Moorehead, Minn.; KLPM, Minot, N. D.; KGCU, Bismarck-Mandan, N. D.; KVOC, Valley City, N. D.; KDLR, Devils Lake, N. D.; KGCX, Sidney, Mont-Willston, N. D.; KNOX, Grand Forks, N. D.; KGDE Fergus Falls, Minn.; KEYJ, Jamestown.

Great Western Network

130 Social Hall Ave., Salt Lake City 11, Utah
Phone: 22-5681

PERSONNEL

General Manager.....G. Bennett Larson
Sales Manager.....Glenn Shaw

STATIONS

KDYL, Salt Lake City; KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KXLF, Butte, Mont.; KXLJ, Helena, KXLK, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KGHL, Billings, Mont.; KLZ, Denver, Col.; KOB Albuquerque; KLGN, Logan, Utah; KVEL, Vernal, Utah; KLAS, Las Vegas; KELY, Ely, Nev.

NATIONAL REPRESENTATIVES
Weed and Company

John T. Griffin Stations

STATIONS

KTVX TV Muskogee Okla.; KATV TV Pine Bluff, Ark.; KWTV TV Oklahoma City; KTUL Tulsa; KOMA Oklahoma City; KFPW AM FM Fort Smith, Ark.

Hearst Stations

V.P., Gen. Mgr.....D. L. Provost

WBAL AM TV Baltimore; WISN Milwaukee; WCAE Pittsburgh.

Intermountain Network

146 S. Main St., Salt Lake City 1, Utah
Phone: Empire 4-3561

PERSONNEL

President.....Lynn L. Meyer
Exec. Vice-Pres.....Jack S. Paige
Eng. Director.....W. D'Orr Cozzens
Chairman of Board.....George C. Hatch

BRANCH OFFICE

P. O. Box 1408, Edgewater Branch.
Phone: Belmont 7-2734

Manager..... Holly Moyer

STATIONS

KCSJ, Pueblo, Colo.; KBMY, Billings, Mont.; KOPR, Butte, Mont.; KCAP, Helena, Mont.; KOJM, Havre, Mont.; KMON, Great Falls, Mont.; KXLO, Lewiston, Mont.; KPRK, Livingston, Mont.; KATL, Miles City, Mont.; KIYI, Shelby, Mont.; KNEB, Scottsbluff, Neb.; KRAM, Las Vegas, Nev.; KELK, Elko, Nev.; KFXD, Nampa, Idaho; KIFI, Idaho Falls, Idaho; KWIK, Pocatello, Idaho; KLIX, Twin Falls, Idaho; KVNU, Logan, Utah; KLO, Ogden, Utah; KOAL, Price, Utah; KOVO, Provo, Utah; KALL, Salt Lake City, Utah; KVOC, Casper, Wyo.; KFBC, Cheyenne, Wyo.; KOVE, Lander, Wyo.; KPOW, Powell, Wyo.; KVRS, Rock Springs, Wyo.; KWYO, Sheridan, Wyo.; KGEM, Boise, Idaho; KLUK, Evanston, Wyo.; KGEZ, Kalispell, Mont.; KQUE, Albuquerque, N. M.; KBAR, Burley, Idaho; KOWB, Laramie, Wyoming; KIMN, Denver, Colorado; KBNZ, La Junta, Colorado; KCRT, Trinidad, Colorado; KGFL, Roswell, New Mexico; KICA, Clovis New Mexico; KTNM, Tucumcari, New Mexico; KOBE, Las Cruces, New Mexico; KSVP, Artesia, New Mexico; KALG, Alamogordo, New Mexico; KSET, El Paso, Texas; KEXO, Grand Junction, Colo.; KLMR, Lamar, Colo.; KIUP, Durango, Colo.; KVRH, Salida, Colo.; KGIW, Alamosa, Colo.;KOLR, Sterling, Colo.; KBTK, Missoula, Mont.; KSID, Sidney, Neb.; KSVC, Richfield, Utah; KRAL Rawlins, Wyo.; KWRL, Riverton, Wyo.; KGOS, Torrington, Wyo.; KWOR, Worland Wyo.; KRTR, Thermopolis, Wyo.

Jefferson Standard Life Insurance Co. Stations

STATIONS

WBT, WBTV Charlotte, N. C.; WBTW (TV) Florence, S. C.; WBIG Greenboro, N. C.; WFMY FM TV, Greensboro, N. C.

Key Line Radio Group

Headquarters: 607 Market St., San Francisco.

KBOX Modesto; KGST Fresno; KHUB Watsonville; KSJO, San Jose.

Edward Lamb Enterprises, Inc.

500 Lamb Bldg., Toledo, Ohio.

President.....Edward Lamb
Exec. V. P.....J. Howard McGrath
V.P..... Frank Oswald

WIKK, WICU TV Erie, Pa.; WTOD, WTRT FM Toledo, Ohio; WHOO AM FM, Orlando, Fla.

Harry Willard Linder Stations

KLGR Redwood Falls, KMHL Marshall, KWLM Willmar, KDMA Montevideo, KTOE Mankato, all Minnesota.

M & N Broadcasting Co. Stations

Headquarters: WLDY, Ladysmith

President Gen. Mgr.....C. H. Nelson
Sec.-Treasurer.....H. R. Murphy

WIGM Medford, WPFP Park Falls, WLDY Ladysmith, all Wisconsin. Harold R. Murphy, 46.7% owner of M & N Broadcasting Co., owns WCHF Chippewa Falls, WMAW Menominee, WDUZ Green Bay.

Magic Circle Network

KRMO Monett; KNEM Nevada; KDMO Carthage; WMBH Joplin, all Missouri; KGLC

Miami, Okla.; KSEK Pittsburgh; KLKC Parsons, both Kansas; KBRS Springfield; KUOA Siloam Springs, both Arkansas.

Lobster Network

223 Lisbon Street, Lewiston, Maine
Phone: 2-7650
PERSONNEL
Director .....Faust Couture
STATIONS
WPOR, Portland; WCOU, Lewiston; WFAU, Augusta; WTVL, Waterville; WRKD, Rockland; WRUM, Rumford.

Maine Broadcasting System

157 High St., Portland 3, Me.
Phone: SPruce 2-0181
PERSONNEL
Manager.....William H. Rines
Technical Director.....Charles R. Brown
News Supervisor.....Philip N. Johnson
BRANCH OFFICES
100 Main St., Bangor, Me., Phone: 2-4656, Edward E. Guernsey; 175 Water St., Phone: 3-4735, Augusta, Me., Don Powers.
STATIONS
WCSH, Portland; WLBZ, Bangor; WRDO, Augusta, Me.

J. Elroy McCaw Stations

KORC Mineral Wells, Tex.; KTVW (TV) Tacoma, Wash.; WINS New York; KELA Centralia, Wash.; KYAK Yakima, KALE Richland, Wash.; KYA San Francisco, KONA (TV) Honolulu.

McClatchy Broadcasting Co. Stations

21st & Q. Sacramento, Calif.
KFBK AM FM Sacramento, KMJ AM FM TV, KERN AM FM, Bakersfield, KBEE FM Modesto, KOH Reno.

McLendon Stations

KLIF KLIF TV Dallas, KELP El Paso, KTLG TV Corpus Christie.

Meredith Publishing Co. Stations

KCMO AM FM TV Kansas City, KPHO AM TV Phoenix, Ariz., WOW AM TV Omaha, WHEN AM TV Syracuse.

Michigan Radio Network

1700 Mutual Bldg., Detroit 26, Mich.
Phone: Woodward 3-8321
PERSONNEL
President .....James G. Riddell
Sales Manager.....H. S. Christian
Dir. Adv. & Sales Prom.....Robert Baldrica
STATIONS
WBCM, Bay City; WTAC, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon; WSOO, Saulte Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor; WXYZ, Detroit, Mich.

Mid-American Broadcasting Co. Stations

Chairman of the Bd.....R. H. Storz
President .....Todd Storz
Vice Pres. .....V. Sharpe, G. Armstrong
STATIONS
KUDL Kansas City, Mo., KDKD Clinton, Mo., WGVM Greenville, Miss., KOSI Denver Colo.

Mid-Continent Broadcasting Co. Stations

KOWH Omaha, WHB Kansas City, WTIX New Orleans.

The Mid-South Network

WCBI, Columbus, Mississippi
Phone: Fairfax 8-7271
PERSONNEL
President .....Birney Imes
General Manager .....Bob McRaney
STATIONS
WCBI, Columbus; WELO, Tupelo; WMOX-Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point; WAMY, Amory, all Mississippi.

Negro Radio South

WMRY New Orleans; KCOH Houston; KWBC Dallas.

Newhouse Newspaper Stations

WSYR AM FM TV Syracuse, WTPA TV Harrisburg, KOIN AM FM TV Portland, Ore.

OK Group

Headquarters: 505 Baronne St., New Orleans.
President: Jules J. Paglin.
WBOK New Orleans; KYOK Houston; KAOK Lake Charles; WXOK Baton Rouge.

Oklahoma Network

Box 642, Ada, Okla.
PERSONNEL
President .....Bill Hoover
Sec.- Treas.....Brown Morris
Reps.....Venard, Rintoul & McConnell, Inc.
Hal Falter Co., Dallas, Tex.
STATIONS
KGWA, Enid; KBIX, Muskogee; KADA, Ada; KVSO, Ardmore; KTMC, McAlester; KRHD, Duncan; KWSH, Tri-City.

The Oregon Trail Network

c/o Sta. KBKR, Baker, Oregon
PERSONNEL
General Manager.....Gordon Capps
STATIONS
KSRV, Ontario, Ore.; KBKR, Baker, Ore.; KLBM, LaGrande, Ore.

People's Broadcasting Stations

WRFD Worthington, Ohio; WTTM Trenton N. J.; WMMN Fairmont W. Va.; WGAR AM FM Cleveland Ohio.

John Poole Stations

KBIG Avalon, KBIC TV Los Angeles, KBIE TV Sacramento, KBIF, KBID TV Fresno, Calif.

Quality Radio Group

Headquarters: 509 Madison Ave., New York City.
Phone: PL 1-0116

President ..... Ward Quaal
Vice-President ..... W. H. Summerville
Secretary-Treasurer ..... William D. Wagner
Executive vice-pres. ..... William B. Ryan

KOB Albuquerque; WSB Atlanta; WBZ WBZA Boston-Springfield; WBT Charlotte; WGN Chicago; WLW Cincinnati; WFAA Dallas; WHO Des Moines; WBAP Fort Worth; KPRC Houston; KCMO Kansas City; WSM Nashville; WWL New Orleans; WOR New York; WOW Omaha; WCAU Philadelphia; KDKA Pittsburgh; KEX Portland, Ore.; WRVA Richmond; KSL Salt Lake City; WOAI San Antonio; KIRO Seattle; KVOO Tulsa (all stockholder stations).

Rebel Network

Headquarters: WJDX Jackson, Miss.
Business manager: Frank Gentry.

STATIONS

WJDX Jackson; WAML Laurel; WFOR Hattiesburg; WTOK Merdian; WGCM Gulfport.

RKO Teleradio Pictures, Inc.

(General Teleradio Div.)

President ..... Thomas F. O'Neil
V.P., Gen. Mgr., Yankee Net. . Norman Knight
Pres., Gen. Mgr., Don Lee . . . . Willet H. Brown
Exec. V.P., Gen. Mgr., WOR Div. . . Gordon Gray
Gen. Mgr. WHBQ ..... John Cleghorn
Gen. Mgr. WEAT ..... Gordon Kerr

STATIONS

WNAC AM FM TV, Boston; WGTH AM TV, Hartford. Sale to CBS pending FCC approval; KHJ AM FM TV, Los Angeles; KFRC San Francisco; WOR AM FM TV, New York; WHBQ AM TV Memphis; WEAT, West Palm Beach, Fla. Also owns and operates Don Lee & Yankee Networks.

Cecil W. Roberts Stations

KCLO Leavenworth, KCRB Chanute, both Kansas; KREI Farmington, KCHI Chillicothe, KCMU Columbia, all Missouri; WINI Murphysboro, WBLN-TV Bloomington, both Illinois.

R. W. Rounsaville Stations

WQXI, WQXI-TV Atlanta, Ga.; WLOU, WQXL-TV Louisville, Ky.; WCIN, WQXN-TV Cincinnati, Ohio; WMBM Miami Beach, Fla.; WBAC Cleveland, Ohio; WOBS, Jacksonville, Fla.

Rural Radio Network

306 E. State St., Ithaca, N. Y.
Phone: 4-6357

PERSONNEL

President ..... C. L. Dickinson
General Manager ..... D. K. deNeuf

STATIONS

WRRA, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WRRL, Weathersfield-Bliss; WHDL-FM, Olean; WRRE, Bristol Center; WRRD, DeRuyster; WRUN-FM, Utica-Rome; WWNY-FM, Watertown; WMSA-FM, Massena; WRRC, Cherry Valley; WFLY, Troy; WEJL, Scranton, Pa.; WRRH, Mt. Beacon, N. Y.; WHEN, Syracuse, N. Y.; WDLA, Walton, N. Y.; WELM, Elmira, N. Y.; WGNY, Newberg, N. Y.; WGY, Schenectady, N. Y.; WHAM, Rochester, N. Y.; WHCU, Ithaca, N. Y.; WHLD, Niagara Falls, N. Y.; WJTN, Jamestown, N. Y.; WKBW, Buffalo, N. Y.; WKIP, Poughkeepsie, N. Y.; WMSA, Massena, N. Y.; WNBF, Binghamton, N. Y.; WRUN, Utica-Rome, N. Y.; WWNY, Watertown, N. Y.; WEAV, Plattsburgh, N. Y.; WRRD, DeRuyter, N. Y.

Scripps Howard Group

1230 Park Ave., N. Y., N. Y.

President ..... Jack R. Howard

WEWS Cleveland, WCPO AM-FM-TV Cincinnati, WNOX Knoxville; WMC, WMCF FM WMCT-TV, Memphis.

William B. Smullin Stations

KIEM AM-TV, KRED-FM Eureka, Calif.; KBES-TV Medford, Ore.; KUIN KGPO FM, Grants Pass, Ore.

Sombrero Network

(Spanish Language)
111 Martinez St., San Antonio 5, Texas
Phone: CApital 4-8792

Director ..... Richard O'Connell
Secretary ..... Nathan Safir

STATIONS

KWKW, Pasadena, Calif.; KABQ, Albuquerque, New Mexico; KCCT, Corpus Christi, Texas; KGBT, Harlingen, Texas; KCOR, San Antonio, Texas; XEDF, Nueva Laredo, Mexico; XELO, El Paso; WHOM, N. Y., N. Y.; KCOK, San Jose, Calif.

Steinman Stations

8 W. King St., Lancaster, Pa.
Phone: 7-5251

PERSONNEL

Gen. Mgr. ..... Clair R. McCollough
Sales Manager ..... J. Robert Gulick
Radio Mgr. ..... T. R. Nunan, Jr.
Promotion Mgr. ..... Paul Woodland
Technical Dir. ..... J. E. Mathiot
Nat'l Representative . . . . Robert Meeker Assoc.

STATIONS

WDEL-AM-FM, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-AM-FM-TV, Lancaster, Pa.; WLEV-TV, Bethlehem, Allentown, Easton, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.

Sunflower Network

c/o KGGF, Coffeyville, Kans.
Phone: 1843

President.....Archie J. Taylor
Secy.-Treas. .....Bob Pratt

STATIONS

KOAM, Pittsburgh, Kans.; KANS, Witchita, Kans.; KVGB, Great Bend, Kans.; KSAL, Salina, Kans.; KGGF, Coffeyville, Kans.; and WREN, Topeka, Kans.

NATIONAL REPRESENTATIVE
John E. Pearson Co.

Storer Broadcasting Co.

1177 Kane Concourse, Miami Beach, Fla.
118 East 57th St., N. Y. 22, N. Y.
N. Y. Phone: MUrray Hill 8-8630

President.....George B. Storer
Senior Vice Pres.....J. Harold Ryan
V.P. (Southern District)...George B. Storer, Jr.
Exec. Vice Pres.....Lee B. Wailes
Vice Pres. Ops.....Stanton P. Kettler
V.P., National Sls. Dir.....Tom Harker
V.P. Northern Dist.....William Rine
V.P. Finance & Adm.....John McCoy
V.P. Eng. .....G. Boundy
Advertising & Sls. Prom.....A. C. Schofield
Merchandising Mgr.....James P. Storer
Dir. Engineering.....Clemens Castle
Vice-Presidents .....Paul Miller, Miller Babcock, James Bailey, Harry Lipson, Bill Michaels, Keith Kiggins, Ewald Kockritz, Glenn Jackson, J. R. Kerns, Allen Haid.

STATIONS

WJBK AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-AM-FM-TV, Atlanta; WBRC AM TV Birmingham; WJW and WJW TV Cleveland; WWVA AM FM, Wheeling W. Va.; WGBS AM FM TV, Miami, Fla.; KPTV Portland, Ore.

Taft Stations

WKRC AM FM TV, Cincinnati; WTVN AM TV, Columbus; WBIR AM FM Knoxville.

Tele-Trip Policy Co. Stations

KPOA Honolulu, WTAC Flint, Mich.; KQV Pittsburgh.

Texas Broadcasting System

Herald Square, Dallas, Tex.
Phone: RA 6811

General Manager.....Clyde W. Rembert

STATIONS

KRLD, Dallas; KENS, San Antonio; KTRH, Houston, Texas.

Texas Quality Network Group

1122 Jackson St. (WFAA), Dallas, Tex.
Phone: Riverside 9631

PERSONNEL

Representative .....Alex Keese

(KPRC), Houston, Tex., Phone: Fairfax 7101, Gen. Mgr. Jack Harris; (WOAI), 1031 Navarro St., San Antonio, Tex., (WFAA) 1122, Jackson St. (Dal), Dallas, Phone: Riverside 9631.

Texas State Network, Inc.

4801 W. Freeway, Fort Worth 1, Tex.
Phone: PErshing 6631

PERSONNEL

President & Gen. Mgr.....Gene L. Cagle
Vice-President.....Charles B. Jordan
Asst. Gen. Mgr.....Stan Wilson
Sales Manager .....Dale Drake

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRC, Sherman; KPLT, Paris; KENS, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KBWD, Brownwood; KNOW, Austin; KTRH, Houston; KGVL, Greenville, KTRN, Wichita Falls, KTBB, Tyler, all Texas.

Time Inc. Stations

KOB AM TV Albuquerque, N.M.; KDYL AM FM, KTVT-TV Salt Lake City; KLZ AM FM TV Denver.

Tobacco Network, Inc.

710 Odd Fellows Bldg., Raleigh, N. C.
Phone: 8885

PERSONNEL

President .....Allen Jones
Vice-President.....Ray D. Williams
Secretary-Treasurer.....Phillip G. Sewell
Exec. V.P., Gen. Mgr.....Kenneth C. Wilson

STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WHIT, New Bern; WJNC, Jacksonville; WTIK, Durham; WGNI, Wilmington; WCEC, Rocky Mount, N. C.; WGBR, Goldboro, N. C.; WFTC, Kinston, N. C.; WRCS, Ahoskie, N. C.

Union Broadcasting System

136 State St., P. O. Box 1520, Albany, N. Y.
Phone: 2-6638

PERSONNEL

General Manager.....Jim Healey

STATIONS

WOKO, Albany, N. Y., (key station); WHUC, Hudson, N. Y.; WKIP, Poughkeepsie, N. Y.; WKOP, Binghamton, N. Y.; WGAT, Utica, N. Y.; WICY, Malone, N. Y.; WACE, Chicopee, Mass.; WSYB, Rutland, Vt.; WFAU, Augusta, Maine; WWCO, Waterbury, Conn.; WVOM, Boston, Mass.; WCSS, Amsterdam, N. Y.; WENT, Gloversville, N. Y.; WKNY, Kingston, N. Y.; WDOS, Oneonta, N. Y.; WELM, Elmira, N. Y.; WOLF, Syracuse, N. Y.; WEAV, Plattsburg, N. Y.; WBEC, Pittsfield, Mass.; WALE, Fall River, Mass.; WKNE, Keene, N. H.; WJOR, Banaor, Maine.

Upper Midwest Broadcasting System

1687 Northwestern Bank Bldg.,
Minneapolis, Minn.
Phone: Geneva 9631

PERSONNEL

President.....Louis M. Knopp
Office Mgr.....B. Ziminske

STATIONS

KASM, Albany; KXRA, Alexandria; KBUN, Bemidji; KLIZ, Brainerd; KBMW, Breckenridge; KDHL, Fairbault; KSUM, Fairmont; WEVE, Eveleth; CKFI, International Falls; KOLM, Detroit Lakes; KLOH, Pipestone; KROX, Crookston; KNUJ, New Ulm, KVOX, Fargo-Moorhead, all in Minnesota; KDLR, Devils Lake; KOVC, Valley City; KNDC, Hettinger; KEYJ, Jamestown; all in North Dakota; KABR, Aberdeen; KIJV, Huron; KORN, Mitchell; KDSJ, Deadwood; KISD, Sioux Falls; KRSD, Rapid City; and KGFX, Pierre, all in South Dakota; WHDF, Houghton; WIKB, Iron River; WJMS, Ironwood; WJPD, Ishpeming; WHBY, Appleton; WATW, Ashland; WJPG, Green Bay; WLCX, La Crosse; WLDY, Ladysmith; WIBU, Poynette; WKTM, Hartford; WIGM, Medford; WPFP, Park Falls; WTCH, Shawano, and WFHR, Wisconsin Rapids, all in Wisconsin; KASI, Ames; KCOG, Centerville; KJFJ, Webster City; KAYL, Storm Lake; KSTT, Davenport; KSMN, Mason City; KFAD, Fairfield; KCHA, Charles City, all in Iowa; KCNI, Broken Bow; KFGT, Fremont; KNEB, Scotchbluff, and KJSK, Columbus, all in Nebraska; WMRO, Aurora; WCAZ, Carthage, and WLBK, De Kalb, all in Illinois; KXGN, Glendive, Montana; WDLB, Marshfield, Wisc.; WMNE, Menomonie, Wisc.; WOSH, Oshkosh, Wisc.; WPDR, Portage, Wisc.; WPRE, Prairie Du Chien, Wisc.; WRJN, Racine, Wisc.; WRCO, Richland Center, Wisc.; WSPT, Stevens Point, Wisc.; WTRW, Two Rivers, Wisc.; WBKV, West Bend, Wisc.; KJAN, Atlantic, Iowa; WKLK, Cloquet, Minn.; WSHB, Stillwater, Minn.

West Texas Packaged Stations

St. Angelus Hotel, San Angelo, Texas
PHONE: 6715

STATIONS

KRBC, Abilene; KBST, Big Spring; KGKL, San Angelo; KTRN, Wichita Falls.

Westinghouse Broadcasting Co. Stations

A subsidiary of Westinghouse Electric Corp. —Headquarters: 125 K St., N.W., Wash. 6, D. C. — N. Y. Phone: MU 7-0808.

President ..... Donald McGannon
Pres. Asst. ..... J. B. Conley
V.P., Programming ..... Richard M. Pack
Vice-Pres. ..... Rolland Tooke (Cleveland)
Vice-Pres. ..... Harold C. Lund (Pittsburgh)
Dir. of Research ..... Melvin A. Goldberg
Exec. Asst. to Pres. ..... R. H. Teter
Advertising Manager ..... D. G. Partridge
National Sales Mgr. ..... A. W. Dannenbaum

STATIONS

WBZ AM FM TV, Boston; KYW, KYW TV, Cleveland; KPIX TV, San Francisco; WBZA AM FM, Springfield, Mass.; KEX AM FM, Portland, Oregon.

Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.
Phone: 723

PERSONNEL

President ..... John M. Walter
Vice-President ..... Paul F. Skinner
Sec.-Treas., Mgr. Dir. ..... George T. Frechette

STATIONS

WRJN, Racine; WCLO, Janesville; WIBU, Madison; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCF, Baraboo; WSAU, Wausau; WRDB, Reedsburg; KFIZ, Fond du Lac.

Withers Cavins Stations

Threefoot Building, Meridian, Miss.
Phone: 2-7714

Pres. & Man. ..... Withers Gavin

STATIONS

WCOC, Meridian, Miss.; WJQS, Jackson, Miss.

J. W. Woodruff Stations

WAOK AM FM Atlanta, Ga.; WRBL AM FM Columbus; WGPC Albany, all Georgia.

Wrather-Alvarez

..KFMB AM & TV, San Diego, Calif.; TV Licenses for Boston & Corpus Christi. WNEW, New York.

Wyoming Cowboy Network

KFBC, 2923 East Lincolnway, Cheyenne, Wyo.
Phone: 4-4461

General Manager ..... Wm. C. Grove
Commercial Manager ..... C. P. Cahill

STATIONS

KFBC, Cheyenne; KRAL, Rawlins; KWRL, Riverton; KWOR, Worland, KOWB, Laramie; KVOC, Casper; KODI, Cody; KGOS, Torrington; KSID, Sidney; KASL, Newcastle.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0800

Exec. V.P., Gen. Mgr. ..... Norman Knight
Vice-President ..... George Steffy
Sales, Prom. Manger ..... Tom Bateson
Merchandising Dir. ..... James Gates

STATIONS

WNAC, Boston-Lawrence; WFAU, Augusta, Maine; WIDE, Biddeford, Maine; WICC, Bridgeport, Conn.; WALE, Fall River, Mass.; WEIM, Fitchburg-Leominster, Mass.; WHAI, Greenfield, Mass.; WGTH, Hartford, Conn.; WOCB, Hyannis, Mass.; WCOU, Lewiston-Auburn, Maine; WLLH, Lowell, Mass.; WNBH, New Bedford, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WPOR, Portland, Maine; WEAN, Providence, R. I.; WSYB, Rutland, Vt.; WWSR, St. Albans, Vt.; WMAS, Springfield, Mass.; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WAAB, Worcester, Mass.

FCC Reveals Growth of Broadcasting

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Editor's note: In its 21st annual report to Congress, released late in 1955, the FCC traced the number of authorized, licensed and operating broadcast stations since 1949. The following chart shows Commission statistics from 1949 to 1955:

Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
				COMMERCIAL AM				
1949	200	55	382	1,963	43	2,006	173	2,179
1950	194	70	277	2,118	26	2,144	159	2,303
1951	116	35	270	2,248	33	2,281	104	2,385
1952	60	25	323	2,333	22	2,355	65	2,420
1953	187	23	250	2,439	19	2,458	126	2,584
1954	148	29	226	2,565	18	2,583	114	2,697
1955	161	18	304	2,719	13	2,732	108	2,840
				COMMERCIAL FM				
1949	57	212	65	377	360	737	128	865
1950	35	169	17	493	198	691	41	732
1951	15	91	10	534	115	649	10	659
1952	24	36	9	582	47	629	19	648
1953	29	79	8	551	29	580	21	601
1954	27	54	5	529	24	553	16	569
1955	27	44	6	525	15	540	12	552
				EDUCATIONAL FM				
1949	18	7	9	31	3	34	24	58
1950	25	4	3	61	1	62	20	82
1951	19	6	2	82	1	83	12	95
1952	12	2	2	91	1	92	12	104
1953	13	1	3	106	0	106	10	116
1954	9	2	1	117	0	117	6	123
1955	7	3	1	121	3	124	3	127
				COMMERCIAL TV				
1949	15	7	338	13	56	69	48	117
1950	0	8	351	47	57	104	5	109
1951	0	0	415	81	26	107	2	109
1952	0	1	716	96	12	108	0	108
1953	381	6	572	101	97	198	285	483
1954	174	81	200	104	298	402	171	573
1955	67	58	127	137	321	458	124	582
				EDUCATIONAL TV				
1952	0	0	1	0	0	0	0	0
1953	17	0	29	0	1	1	16	17
1954	13	0	17	0	6	6	24	30
1955	5	1	14	1	10	11	23	34

Any seeming discrepancy in the relation of grants and deletions during the year to total authorizations at the close of the year is due to reinstatement of some deleted authorizations and other considerations impossible to detail in this general table.

WBC

means . . .

Radio

BOSTON, SPRINGFIELD—WBZ+WBZA—51,000 Watts

PITTSBURGH—KDKA—50,000 Watts

CLEVELAND—KYW—50,000 Watts

FORT WAYNE—WOWO—50,000 Watts

PORTLAND, ORE.—KEX—50,000 Watts

Television

BOSTON—WBZ-TV—Channel 4

PITTSBURGH—KDKA-TV—Channel 2

CLEVELAND—KYW-TV—Channel 3

SAN FRANCISCO—KPIX (TV)—Channel 5

WBC means sales . . . WBC means audience . . . WBC means audience-action. Because WBC stations have the power and the people who know how to use that power to make listeners react. For facts, contact Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, MUrray Hill 7-0808, N.Y.

WESTINGHOUSE BROADCASTING COMPANY

KPIX REPRESENTED BY THE KATZ AGENCY, INC

ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

ESTIMATED FAMILIES FOR 1956

☆ ☆ ☆

STATE	Population Feb. 1, 1956 (Estimated)	Families	Radio Homes	TV Homes	Radio Stations in State
ALABAMA	3,145,000	825,000	790,000	509,142	93
ARIZONA	1,008,000	300,000	288,000	185,772	31
ARKANSAS	1,895,000	526,000	502,000	271,544	51
CALIFORNIA	12,835,000	4,410,000	4,250,000	3,748,968	151
COLORADO	1,500,000	470,000	450,000	306,073	43
CONNECTICUT	2,235,000	662,000	639,000	609,033	25
DELAWARE	370,000	110,000	105,000	100,796	8
DISTRICT OF COLUMBIA	875,000	260,000	250,000	240,760	9
FLORIDA	3,590,000	1,105,000	1,060,000	717,735	106
GEORGIA	3,650,000	972,000	936,000	650,636	101
IDAHO	622,000	182,000	175,000	100,074	17
ILLINOIS	9,192,000	2,865,000	2,750,000	2,488,616	87
INDIANA	4,285,000	1,325,000	1,275,000	1,108,740	56
IOWA	2,650,000	812,000	780,000	644,956	53
KANSAS	2,080,000	675,000	650,000	424,290	42
KENTUCKY	3,025,000	830,000	800,000	511,969	65
LOUISIANA	2,961,000	824,000	792,000	551,390	63
MAINE	915,000	258,000	250,000	204,939	18
MARYLAND	2,643,000	753,000	725,000	685,470	30
MASSACHUSETTS	4,950,000	1,454,000	1,400,000	1,355,061	52
MICHIGAN	7,080,000	2,095,000	2,015,000	1,831,970	77
MINNESOTA	3,115,000	905,000	869,000	642,356	50
MISSISSIPPI	2,210,000	577,000	555,000	249,246	62
MISSOURI	4,160,000	1,315,000	1,260,000	1,021,571	71
MONTANA	630,000	205,000	200,000	62,597	30
NEBRASKA	1,375,000	427,000	420,000	286,446	28
NEVADA	215,000	72,000	69,000	41,443	14
NEW HAMPSHIRE	543,000	160,000	153,000	135,610	13
NEW JERSEY	5,345,000	1,614,000	1,550,000	1,547,810	23
NEW MEXICO	800,000	217,000	209,000	103,051	32
NEW YORK	15,665,000	4,832,000	4,650,000	4,556,515	105
NORTH CAROLINA	4,310,000	1,060,000	1,015,000	716,459	122
NORTH DAKOTA	624,000	167,000	160,000	72,095	15
OHIO	8,560,000	2,588,000	2,490,000	2,378,090	80
OKLAHOMA	2,280,000	683,000	655,000	506,727	49
OREGON	1,680,000	555,000	535,000	321,351	56
PENNSYLVANIA	10,835,000	3,109,000	2,990,000	2,798,330	129
RHODE ISLAND	827,000	243,000	234,000	233,478	11
SOUTH CAROLINA	2,250,000	563,000	540,000	394,935	58
SOUTH DAKOTA	665,000	195,000	187,000	60,295	16
TENNESSEE	3,375,000	910,000	875,000	640,662	86
TEXAS	8,670,000	2,515,000	2,400,000	1,803,564	214
UTAH	770,000	215,000	205,000	163,762	20
VERMONT	385,000	108,000	103,000	73,267	13
VIRGINIA	3,650,000	948,000	912,000	721,048	73
WASHINGTON	2,573,000	842,000	810,000	612,808	60
WEST VIRGINIA	1,970,000	508,000	488,000	346,106	44
WISCONSIN	3,595,000	1,050,000	990,000	818,426	69
WYOMING	315,000	96,000	91,000	16,953	18
TOTAL	162,898,000	48,392,000	46,497,000	38,563,935	2,739

Amplitude Modulation Stations—AM

STATIONS
ALPHABETICALLY LISTED
BY STATES — CITIES

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KOTA — Rapid City, S. Dak. 605
KOTN — Pine Bluff, Ark. 359
KOTS — Deming, N. Mex. 514
KOVC — Valley City, N. Dak. 554
KOVE — Lander, Wyo. 669
KOVO — Provo, Utah 640
KOWB — Laramie, Wyo. 669
KOWH — Omaha, Neb. 506
KOWL — Santa Monica, Calif. 367
KOXR — Oxnard, Calif. 370
KOY — Phoenix, Ariz. 353
KOYN — Billings, Mont. 501
KOZE — Lewiston, Idaho 416
KOZY — Grand Rapids, Minn. 483
KPAC — Port Arthur, Tex. 634
KPAL — Palm Springs, Calif. 370
KPAM — Portland, Oreg. 575
KPAN — Herford, Tex. 625
KPAS — Banning, Calif. 361
KPAT — Pampa, Tex. 633
KPBM — Carlsbad, N. Mex. 513
KPDN — Pampa, Tex. 633
KPDQ — Portland, Oreg. 575
KPEP — San Angelo, Tex. 635
KPET — Lamesa, Tex. 629
KPHO — Phoenix, Ariz. 353
KPIG — Cedar Rapids, Ia. 434
KPKW — Pasco, Wash. 652
KPLC — Lake Charles, La. 453
KPLK — Dallas, Oreg. 572

KPLN — Camden, Ark. 355
KPLT — Paris, Tex. 633
KPMC — Bakersfield, Calif. 361
KPOA — Honolulu, Hawaii 673
KPOC — Pocahontas, Ark. 359
KPOJ — Portland, Oreg. 575
KPOL — Los Angeles, Calif. 368
KPOP — Los Angeles, Calif. 368
KPOW — Powell, Wyo. 670
KPQ — Wenatchee, Wash. 655
KPRC — Houston, Tex. 627
KPRK — Livingston, Mont. 503
KPRL — Paso Robles, Calif. 370
KPRO — Riverside, Calif. 371
KPRS — Kansas City, Mo. 495
KPST — Preston, Idaho 417
KPTL — Carson City, Nev. 507
KPUG — Bellingham, Wash. 650
KQUE — Albuquerque, N. Mex. 513
KQV — Pittsburgh, Pa. 590
KRAI — Craig, Colo. 381
KRAL — Rawlins, Wyo. 670
KRAM — Las Vegas, Nev. 507
KRAY — Amarillo, Tex. 616
KRBA — Lufkin, Tex. 631
KRBC — Abilene, Tex. 615
KRCO — Prineville, Oreg. 576
KRCT — Baytown, Tex. 617
KRDO — Colorado Springs, Colo. 381
KRDU — Dinuba, Calif. 363
KRE — Berkeley, Calif. 362
KREH — Oakdale, La. 455
KREI — Famington, Mo. 493
KREL — Baytown, Tex. 617
KREM — Spokane, Wash. 654
KREO — Indio, Calif. 365
KRES — St. Joseph, Mo. 497
KREW — Sunnyside, Wash. 654
KRGI — Grand Island, Neb. 504
KRGV — Weslaco, Tex. 638
KRHD — Duncan, Okla. 566
KRIB — Mason City, Iowa 438
KRIC — Beaumont, Tex. 617
KRIG — Odessa, Tex. 633
KRIO — McAllen, Tex. 631
KRIS — Corpus Christi, Tex. 620
KRIZ — Phoenix, Ariz. 353
KRKD — Los Angeles, Calif. 368
KRKO — Everett, Wash. 651
KRLC — Lewiston, Idaho 416
KRLD — Dallas, Tex. 621
KRLN — Cannon City, Colo. 381
KRLW — Walnut Ridge, Ark. 359
KRMD — Shreveport, La. 457
KRMG — Tulsa, Okla. 570
KRMO — Monett, Mo. 497
KRMS — Osage Beach, Mo. 497
KRMW — The Dalles, Oreg. 572
KRNO — San Bernardino, Calif. 373
KRNR — Roseburg, Oreg. 576
KRNT — Des Moines, Iowa 436
KROC — Rochester, Minn. 485
KROD — El Paso, Tex. 623
KROF — Abbeville, La. 450
KROG — Sonora, Calif. 378
KROP — Brawley, Calif. 362
KROS — Glinton, Iowa 435
KROW — Oakland, Calif. 369
KROX — Crookston, Minn. 482
KROY — Sacramento, Calif. 372
KRPL — Moscow, Idaho 417
KRRV — Sherman-Denison, Tex. 636
KRSD — Rapid City, S. Dak. 605
KRSN — Los Alamos, N. Mex. 515
KRTN — Raton, N. Mex. 515
KRTR — Thermopolis, Wyo. 670
KRTV — Hillsboro, Oreg. 573
KRUL — Corvallis, Oreg. 572
KRUN — Ballinger, Tex. 616
KRUS — Ruston, La. 455
KRUX — Phoenix, Ariz. 354
KRVN — Lexington, Neb. 505
KRWC — Forest Grove, Oreg. 573
KRWS — Post, Tex. 634
KRXK — Rexburg, Idaho 417
KRXL — Roseburg, Oreg. 576
KSAL — Saina, Kans. 443
KSAM — Huntsville, Tex. 628
KSAN — San Francisco, Calif. 375
KSBW — Salinas, Calif. 372
KSCB — Liberal, Kans. 442
KSCJ — Sioux City, Iowa 439
KSCO — Santa Cruz, Calif. 377
KSD — St. Louis, Mo. 498
KSDA — Redding, Calif. 371
KSDN — Aberdeen, S. Dak. 604
KSDO — San Diego, Calif. 374
KSEI — Pocatello, Idaho 417
KSEK — Pittsburg, Kans. 442
KSEL — Lubbock, Tex. 631
KSEM — Moses Lake, Wash. 651
KSEO — Durant, Okla. 566
KSET — El Paso, Tex. 623
KSEW — Sitka, Alaska 672
KSEY — Seyomour, Tex. 636
KSFA — Nacogdoches, Tex. 632
KSFE — Needles, Calif. 369
KSFO — San Francisco, Calif. 375
KSGM — Ste. Genevieve, Mo. 497
KSIB — Creston, Iowa 435
KSID — Sidney, Neb. 506
KSIG — Crowley, La. 451
KSIJ — Gladewater, Tex. 624
KSIL — Silver City, N. Mex. 515
KSIM — Sikeston, Mo. 499
KSIS — Sedalia, Mo. 499
KSIW — Woodward, Okla. 571
KSIX — Corpus Christi, Tex. 620
KSJB — Jamestown, N. Dak. 554
KSJO — San Jose, Calif. 375
KSKY — Dallas, Tex. 621
KSL — Salt Lake City, Utah 641
KSLM — Salem, Oreg. 576
KSLO — Opelousas, La. 455
KSLV — Monte Vista, Colo. 384
KSMA — Santa Maria, Calif. 378
KSML — Seminole, Tex. 636
KSMN — Mason City, Iowa 438
KSMO — Salem, Mo. 499
KSNY — Snyder, Tex. 636
KSO — Des Moines, Iowa 436
KSOK — Arkansas City, Kans. 440
KSON — San Diego, Calif. 374
KSOO — Sioux Falls, S. Dak. 605
KSOP — Salt Lake City, Utah 641
KSPA — Santa Paula, Calif. 378
KSPI — Stillwater, Okla. 570
KSPO — Spokane, Wash. 654
KSPR — Casper, Wyo. 669
KSPT — Sandpoint, Idaho 417

KSRO — Santa Rosa, Calif. 378
KSRV — Ontario, Oreg. 574
KSST — Sulphur Springs, Tex. 636
KSTA — Coleman, Tex. 619
KSTB — Beckenridge, Tex. 618
KSTL — St. Louis, Mo. 498
KSTN — Stockton, Calif. 378
KSTP — St. Paul-Minneapolis, Minn. 485
KSTT — Davenport, Iowa 435
KSTV — Stephenville, Tex. 636
KSUB — Cedar City, Utah 639
KSUE — Susanville, Calif. 378
KSUL — Sulphur, La. 457
KSUM — Fairmont, Minn. 482
KSUN — Bisbee, Ariz. 352
KSVC — Richfield, Utah 640
KSVP — Artesia, N. Mex. 513
KSWA — Graham, Tex. 624
KSWI — Council Bluffs, Iowa 435
KSWM — Joplin, Mo. 495
KSWO — Lawton, Okla. 567
KSWS — Roswell, N. Mex. 515
KSYC — Yreka, Calif. 380
KSYL — Alexandria, La. 450
KTXL — San Angelo, Tex. 634
KSYD — Wichita Falls, Tex. 638
KTAC — Tacoma, Wash. 654
KTAE — Taylor, Tex. 637
KTAN — Sherman, Tex. 636
KTAR — Phoenix, Ariz. 354
KTAT — Frederick, Okla. 567
KTBB — Tyler, Tex. 637
KTBC — Austin, Tex. 616
KTBS — Shreveport, La. 457
KTCB — Malden, Mo. 496
KTEL — Walla Walla, Wash. 655
KTEM — Temple, Tex. 637
KTER — Terrell, Tex. 637
KTFI — Twin Falls, Idaho 418
KTFS — Texarkana, Tex. 637
KTFY — Brownfield, Tex. 618
KTHE — Thermopolis, Wyo. 670
KTHS — Little Rock, Ark. 358
KTHT — Houston, Tex. 627
KTIB — Thibodaux, La. 457
KTIL — Tillamook, Oreg. 576
KTIM — San Rafael, Calif. 377
KTIP — Porterville, Calif. 371
KTJS — Hobart, Okla. 567
KTKN — Ketchikan, Alaska 671
KTKR — Taft, Calif. 379
KTKT — Tucson, Ariz. 354
KTLD — Tallulah, La. 457
KTLN — Denver, Colo. 382
KTLO — Mountain Home, Ark. 358
KTLU — Rusk, Tex. 634
KTLW — Texas City, Tex. 637
KTMC — McAlester, Okla. 568
KTMS — Santa Barbara, Calif. 377
KTNM — Tucumcari, N. Mex. 515
KTNT — Tacoma, Wash. 654
KTOE — Mankato, Minn. 483
KTOH — Lihue, Kauai, Hawaii 673
KTOK — Oklahoma City, Okla. 569
KTOP — Topeka, Kans. 443
KTOW — Oklahoma City, Okla. 569
KTRB — Modesto, Calif. 369
KTRC — Santa Fe, N. Mex. 515
KTRE — Lufkin, Tex. 631
KTRF — Thief River Falls, Minn. 485
KTRH — Houston, Tex. 627
KTRI — Sioux City, Iowa 439
KTRM — Beaumont, Tex. 617
KTRN — Wichita Falls, Tex. 638
KTRY — Bastrop, La. 450
KTSA — San Antonio, Tex. 635
KTSM — El Paso, Tex. 623
KTTN — Trenton, Mo. 500
KTTR — Rolla, Mo. 497
KTTS — Springfield, Mo. 499
KTUC — Tucson, Ariz. 354
KTUE — Tulia, Tex. 637
KTUL — Tulsa, Okla. 570
KTUR — Turlock, Calif 379
KTW — Seattle, Wash. 653
KTXC — Big Springs, Tex. 617
KTXJ — Jasper, Tex. 628
KTYL — Mesa, Ariz. 353
KTXN — Austin, Tex. 616
KUAM — Agana, Guam 672
KUBA — Yuba City, Calif. 380
KUBC — Montrose, Colo. 384
KUDL — Kansas City, Mo. 495
KUDU — Ventura, Calif. 379
KUGN — Eugene, Oreg. 573
KUIN — Grants Pass, Oreg. 573
KUJ — Walla Walla, Wash. 655
KUKI — Ukiah, Calif. 379
KULA — Honolulu, Hawaii 673
KULE — Ephrata, Wash. 651
KULP — El Campo, Tex. 622
KUMA — Pendleton, Oreg. 575
KUNO — Corpus Christi, Tex. 620
KUOA — Siloam Springs, Ark. 359
KURV — Edinburg, Tex. 622
KUSH — Cushing, Okla. 566
KUSN — St. Joseph, Mo. 498
KUTI — Yakima, Wash. 655
KVAN — Vancouver, Wash. 655
KVAS — Astoria, Oreg. 571
KVBC — Farmington, N. Mex. 514
KVCL — Winnfield, La. 457
KVCV — Redding, Calif. 371
KVEC — San Luis Obispo, Calif. 377
KVEL — Vernal, Utah 641
KVEN — Ventura, Calif. 379
KVET — Austin, Tex. 616
KVFC — Cortez, Calif. 381
KVFD — Ft. Dodge, Iowa 437
KVGB — Great Bend, Kans. 441
KVI — Seattle, Wash. 653
KVIC — Victoria, Tex. 638
KVIM — New Iberia, La. 454
KVIN — Vinita, Okla. 571
KVKM — Monahans, Tex. 632
KVLB — Cleveland, Tex. 619
KVLC — Little Rock, Ark. 358
KVLF — Alpine, Tex. 615
KVLH — Pauls Valley, Okla. 569
KVMA — Magnolia, Ark. 358
KVMC — Colorado City, Tex. 619
KVNC — Winslow, Ariz. 354
KVNI — Coeur d' Alene, Idaho 416
KVNU — Logan, Utah 639
KVOA — Tucson, Ariz. 354
KVOC — Casper, Wyo. 669
KVOD — Denver, Colo. 383
KVOE — Emporia, Kans. 440
KVOG — Ogden, Utah 639
KVOL — Lafayette, La. 452

KVOM — Morrilton, Ark. 358
KVON — Napa, Calif. 369
KVOO — Tulsa, Okla. 571
KVOP — Plainview, Tex. 633
KVOR — Colorado Springs, Colo. 381
KVOS — Bellingham, Wash. 650
KVOU — Uvalde, Tex. 637
KVOW — Littlefield, Tex. 629
KVOX — Moorhead, Minn. 484
KVOZ — Laredo, Tex. 629
KVPI — Ville Platte, La. 457
KVRC — Arkadelphia, Ark. 355
KVRH — Salida, Colo. 385
KVRS — Rock Springs, Wyo. 670
KVSA — McGehee, Ark. 358
KVSF — Santa Fe, N. Mex. 515
KVSM — San Mateo, Calif. 377
KVSO — Ardmore, Okla. 566
KVWC — Vernon, Tex. 638
KVWO — Cheyenne, Wyo. 669
KWAD — Wadena, Minn. 486
KWAK — Stuttgart, Ark. 359
KWAL — Wallace, Idaho 418
KWAT — Watertown, S. Dak. 605
KWBB — Wichita, Kans. 443
KWBG — Boone, Iowa 434
KWBE — Beatrice, Neb. 504
KWBU — Corpus Christi, Tex. 620
KWBW — Hutchinson, Kans. 441
KWBY — Colorado Springs, Colo. 381
KWBR — Oakland, Calif. 370
KWCB — Searcy, Ark. 359
KWCO — Chickasha, Okla. 566
KWDM — Des Moines, Iowa 436
KWED — Seguin, Tex. 636
KWEI — Weiser, Idaho 418
KWEM — Memphis, Tenn 611
KWEW — Hobbs, N. Mex. 514
KWFC — Hot Springs, Ark. 357
KWFR — San Angelo, Tex. 634
KWFT — Wichita Falls, Tex. 638
KWG — Stockton, Calif. 378
KWGB — Goodland, Kans. 441
KWHI — Brenham, Tex. 618
KWHK — Hutchinson, Kans. 441
KWHN — Fort Smith, Ark. 356
KWHO — Salt Lake City, Utah 641
KWHW — Altus, Okla. 566
KWIE — Kennewick, Wash. 651
KWIK — Pocatello, Idaho 417
KWIL — Albany, Oreg. 571
KWIN — Ashland, Oreg. 571
KWIZ — Santa Ana, Calif. 377
KWJB — Globe, Ariz. 353
KWJJ — Portland, Oreg. 575
KWK — St. Louis, Mo. 498
KWKC — Abilene, Tex. 615
KWKH — Shreveport, La. 457
KWKW — Pasadena, Calif. 370
KWLK — Longview, Wash. 651
KWLM — Willmar, Minn. 486
KWNA — Winnemucca, Nev. 508
KWNO — Winona, Minn. 486
KWNW — Wenatchee, Wash. 655
KWOA — Worthington, Minn. 486
KWOC — Poplar Bluff, Mo. 497
KWOE — Clinton, Okla. 566
KWON — Bartlesville, Okla. 566
KWOR — Worland, Wyo. 670
KWOS — Jefferson City, Mo. 493
KWOW — Pomona, Calif. 371
KWPC — Muscatine, Iowa 438
KWPM — West Plains, Mo. 500
KWRC — Pendleton, Oreg. 575
KWRE — Warrenton, Mo. 500
KWRF — Warren, Ark. 359
KWRL — Riverton, Wyo. 670
KWRN — Reno, Nev. 508
KWRO — Coquille, Oreg. 572
KWRT — Boonville, Mo. 492
KWRW — Guthrie, Okla. 567
KWSD — Mt. Shasta, Calif. 369
KWSH — Wewaka, Okla. 571
KWSK — Pratt, Kans. 443
KWTX — Waco, Tex. 638
KWSO — Wasco, Calif. 379
KWTC — Barstow, Calif. 361
KWTO — Springfield, Mo. 499
KWWL — Waterloo, Iowa 439
KWYO — Sheridan, Wyo. 670
KXA — Seattle, Wash. 653
KXAR — Hope, Ark. 356
KXEL — Waterloo, Iowa 439
KXEO — Mexico, Mo. 496
KXGI — Ft. Madison, Iowa 437
KXGN — Glendive, Mont. 502
KXIC — Iowa City, Iowa 437
KXIT — Dalhart, Tex. 620
KXJK — Forrest City, Ark. 356
KXL — Portland, Oreg. 575
KXLA — Pasadena, Calif. 370
KXLE — Ellensburg, Wash. 651
KXLF — Butte, Mont. 501
KXLJ — Helena, Mont. 502
KXLK — Great Falls, Mont. 502
KXLL — Missoula, Mont. 503
KXLO — Lewistown, Mont. 503
KXLQ — Bozeman, Mont. 501
KXLR — Little Rock, Ark. 358
KXLW — St. Louis, Mo. 498
KXLY — Spokane, Wash. 654
KXO — El Centro, Calif. 363
KXOA — Sacramento, Calif. 372
KXOB — Stockton, Calif. 378
KXOC — Chico, Calif. 362
KXOK — St. Louis, Mo. 498
KXOL — Fort Worth, Tex. 623
KXOX — Sweetwater, Tex. 637
KXRA — Alexander, Minn. 481
KXRJ — Russellville, Ark. 359
KXRO — Aberdeen, Wash. 650
KXRX — San Jose, Calif. 375
KXXL — Monterey, Calif. 369
KXXX — Colby, Kans. 440
KXYZ — Houston, Tex. 628
KYA — San Francisco, Calif. 375
KYAK — Yakima, Wash. 655
KYCA — Prescott, Ariz. 354
KYES — Roseburg, Oreg. 576
KYJC — Medford, Oreg. 574
KYME — Boise, Idaho 416
KYMA — Yuma, Ariz. 355
KYNO — Fresno, Calif. 365
KYNT — Yankton, S. Dak. 605
KYOK — Houston, Tex. 628
KYOR — Blythe, Calif. 362
KYOS — Merced, Calif. 368
KYOU — Greeley, Colo. 384
KYSM — Mankato, Minn. 483
KYUM — Yuma, Ariz. 355
KYW — Cleveland, Ohio 559
KZIP — Amarillo, Tex. 616

KZUN — Opportunity, Wash. 652
WAAA — Winston-Salem, N. C. 552
WAAB — Worcester, Mass. 469
WAAF — Chicago, Ill. 421
WAAG — Adel, Ga. 404
WAAT — Newark, N. J. 510
WABA — Aguadilla, P. R. 673
WABB — Mobile, Ala. 348
WABI — Bangor, Me. 458
WABJ — Adrian, Mich. 470
WABM — Houlton, Me. 458
WABC — New York, N. Y. 523
WABG — Greenwood, Miss. 488
WABO — Waynesboro, Miss. 491
WABR — Winter Park, Fla. 404
WABY — Albany, N. Y. 516
WABZ — Albemarle, N. C. 540
WACA — Camden, S. C. 598
WACB — Kittanning, Pa. 583
WACE — Chicopee-Springfield, Mass. 465
WACH — Newport News, Va. 646
WACL — Waycross, Ga. 415
WACO — Waco, Tex. 638
WACR — Columbus, Miss. 487
WADC — Akron, Ohio 555
WADE — Wadesboro, N. C. 550
WADK — Newport, R. I. 597
WADP — Kane, Pa. 583
WAEB — Allentown, Pa. 577
WAEL — Mayaguez, P. R. 675
WAEW — Crossville, Tenn. 607
WAFB — Baton Rouge, La. 450
WAFC — Staunton, Va. 649
WAGA — Atlanta, Ga. 404
WAGC — Chattanooga, Tenn. 606
WAGF — Dothan, Ala. 346
WAGG — Franklin, Tenn. 608
WAGM — Presque Isle, Me. 459
WAGR — Lumberton, N. C. 546
WAGS — Bishopville, S. C. 598
WAHR — Miami Beach, Fla. 398
WAIM — Anderson, S. C. 598
WAIN — Columbia, Ky. 444
WAIP — Prichard, Ala. 350
WAIR — Winston-Salem, N. C. 552
WAIT — Chicago, Ill. 421
WAJF — Decatur, Ala. 345
WAJR — Morgantown, W. Va. 658
WAKE — Atlanta, Ga. 405
WAKN — Aiken, S. C. 598
WAKR — Akron, Ohio 555
WAKU — Latrobe, Pa. 583
WALA — Mobile, Ala. 348
WALB — Albany, Ga. 404
WALD — Walterboro, S. C. 604
WALE — Fall River Mass. 465
WALK — Patchogue, N. Y. 535
WALL — Middletown, N. Y. 523
WALM — Albion, Mich. 470
WALT — Tampa, Fla. 402
WAMI — Opp, Ala. 350
WAML — Laurel, Miss. 489
WAMM — Flint, Mich. 474
WAMS — Wilmington, Del. 390
WAMW — Washington, Ind. 433
WAMY — Amory, Miss. 486
WANA — Anniston, Ala. 343
WAND — Canton, Ohio 556
WANE — Ft. Wayne, Ind. 429
WANN — Annapolis, Md. 460
WANS — Anderson, S. C. 598
WANT — Richmond, Va. 647
WAOK — Atlanta, Ga. 405
WAOV — Vincennes, Ind. 433
WAPA — San Juan, P. R. 675
WAPF — McComb, Miss. 490
WAPG — Arcadia, Fla. 393
WAPI — Birmingham, Ala. 343
WAPL — Appleton, Wis. 661
WAPO — Chattanooga, Tenn. 606
WAPX — Montgomery, Ala. 349
WARA — Attleboro, Mass. 463
WARB — Covington, La. 451
WARD — Johnstown, Pa. 582
WARE — Ware, Mass. 469
WARK — Hagerstown, Md. 462
WARL — Arlington, Va. 643
WARM — Scranton, Pa. 592
WARN — Ft. Pierce, Fla. 394
WARU — Peru, Ind. 432
WASA — Havre De Grace, Md. 462
WASK — Lafayette, Ind. 431
WASL — Annapolis, Md. 460
WATA — Boone, N. C. 540
WATC — Gaylord, Mich. 475
WATG — Ashland, Ohio 555
WATH — Athens, Ohio 555
WATK — Antigo, Wis. 661
WATM — Atmore, Ala. 343
WATN — Watertown, N. Y. 539
WATR — Waterbury, Conn. 389
WATO — Oak Ridge, Tenn. 613
WATS — Sayre, Pa. 592
WATT — Cadillac, Mich. 472
WATW — Ashland, Wis. 661
WATZ — Alpena, Mich. 470
WAUD — Auburn, Ala. 343
WAUG — Augusta, Ga. 407
WAUX — Waukesha, Wis. 668
WAVE — Louisville, Ky. 447
WAVI — Springfield, Ohio 563
WAVL — Apollo, Pa. 577
WAVU — Albertville, Ala. 343
WAVY — Portsmouth, Va. 647
WAVZ — New Haven, Conn. 387
WAYB — Waynesboro, Va. 649
WAYE — Dundalk, Md. 461
WAYS — Charlotte, N. C. 541
WAYN — Rockingham, N. C. 549
WAYX — Waycross, Ga. 415
WAYZ — Waynesboro, Pa. 594
WAZF — Yazoo City, Miss. 492
WAZL — Hazleton, Pa. 582
WBAC — Cleveland, Tenn. 607
WBAL — Baltimore, Md. 460
WBAM — Montgomery, Ala. 349
WBAP — Fort Worth, Tex. 624
WBAR — Bartow, Fla. 393
WBAT — Marion, Ind. 431
WBAW — Barnwell, S. C. 598
WBAX — Wilkes-Barre, Pa. 594
WBAY — Green Bay, Wis. 663
WBBA — Pittsfield, Ill. 426
WBBB — Burlington, N. C. 541
WBBC — Flint, Mich. 474
WBBF — Rochester, N. Y. 536
WBBM — Chicago, Ill. 421
WBBO — Forest City, N. C. 543
WBBQ — Augusta, Ga. 407
WBBW — Youngstown, Ohio 565

WBBZ — Ponca City, Okla. 570
WBCK — Battle Creek, Mich. 470
WBCM — Bay City, Mich. 470
WBCO — Bessemer, Ala. 343
WBCR — Christianburg, Va. 643
WBCU — Union, S. C. 604
WBEC — Pittsfield, Mass. 467
WBEE — South Chicago, Ill. 424
WBEJ — Elizabethton, Tenn. 607
WBEL — Beloit, Wis. 661
WBEN — Buffalo, N. Y. 517
WBET — Brockton, Mass. 465
WBEU — Beaufort, S. C. 598
WBEV — Beaver Dam, Wis. 661
WBEX — Chillicothe, Ohio 556
WBFC — Fremont, Mich. 475
WBFD — Bedford, Pa. 578
WBGR — Jessup, Ga. 411
WBHB — Fitzgerald, Ga. 410
WBHF — Cartersville, Ga. 408
WBHP — Huntsville, Ala. 348
WBIA — Augusta, Ga. 407
WBIE — Marietta, Ga. 412
WBIG — Greensboro, N. C. 544
WBIP — Booneville, Miss. 486
WBIR — Knoxville, Tenn. 609
WBIS — Bristol, Conn. 385
WBIW — Bedford, Ind. 428
WBIZ — Eau Claire, Wis. 662
WBKH — Hattiesburg, Miss. 488
WBKV — West Bend, Wis. 668
WBLE — Batesville, Miss. 486
WBLJ — Dalton, Ga. 409
WBLK — Clarksburg, W. Va. 657
WBLT — Bedford, Va. 643
WBLY — Springfield, Ohio 563
WBMA — Beaufort, N. C. 540
WBMC — McMinnville, Tenn. 611
WBMD — Baltimore, Md. 460
WBML — Macon, Ga. 411
WBMS — Boston, Mass. 463
WBNL — Boonville, Ind. 428
WBNS — Columbus, Ohio 559
WBNX — New York, N. Y. 523
WBNY — Buffalo, N. Y. 517
WBOB — Galax, Va. 645
WBOC — Salisbury, Md. 463
WBOF — Virginia Beach, Va. 649
WBOK — New Orleans, La. 454
WBOS — Boston, Mass. 465
WBOW — Terre Haute, Ind. 433
WBPZ — Lock Haven, Pa. 584
WBRC — Birmingham, Ala. 344
WBRE — Wilkes-Barre, Pa. 594
WBRK — Pittsfield, Mass. 468
WBRM — Marion, N. C. 546
WBRN — Big Rapids, Mich. 472
WBRO — Waynesboro, Ga. 415
WBRT — Bardstown, Ky. 444
WBRV — Boonville, N. Y. 517
WBRY — Waterbury, Conn. 389
WBSC — Bennettsville, S. C. 598
WBSE — Hillsdale, Mich. 475
WBSM — New Bedford, Mass. 466
WBSR — Pensacola, Fla. 400
WBT — Charlotte, N. C. 541
WBTA — Batavia, N. Y. 517
WBTH — Williamson, W. Va. 661
WBTM — Danville, Va. 644
WBTN — Bennington, Vt. 641
WBTO — Linton, Ind. 431
WBUD — Trenton, N. J. 512
WBUT — Butler, Pa. 578
WBUX — Doylestown, Pa. 580
WBUY — Lexington, N. C. 546
WBVL — Barbourville, Ky. 444
WBVP — Beaver Falls, Pa. 578
WBYS — Canton, Ill. 419
WBZ-WBZA — Boston-Springfield, Mass. 463
WCAE — Pittsburgh, Pa. 591
WCAM — Camden, N. J. 510
WCAO — Baltimore, Md. 460
WCAP — Lowell, Mass. 467
WCAR — Pontiac, Mich. 479
WCAS — Gadsden, Ala. 347
WCAU — Philadelphia, Pa. 587
WCAW — Charleston, W. Va. 656
WCAX — Burlington, Vt. 641
WCAZ — Carthage, Ill. 419
WCBA — Corning, N. Y. 519
WCBC — Anderson, Inc. 428
WCBD — Zion, Ill. 428
WCBI — Columbus, Miss. 487
WCBL — Benton, Ky. 444
WCBM — Baltimore, Md. 461
WCBS — New York, N. Y. 525
WCBT — Roanoke Rapids, N. C. 549
WCBY — Sheboygan, Mich. 472
WCCC — Hartford, Conn. 387
WCCM — Lawrence, Mass. 467
WCCO — Minneapolis, Minn. 483
WCCP — Savannah, Ga. 413
WCDJ — Edenton, N. C. 542
WCDL — Carbondale, Pa. 579
WCDT — Winchester, Tenn. 614
WCEC — Rocky Mount, N. C. 549
WCED — DuBois, Pa. 580
WCEF — Parkersburg, W. Va. 659
WCEH — Hawkinsville, Ga. 411
WCEM — Cambridge, Md. 461
WCEN — Mt. Pleasant, Mich. 478
WCFL — Chicago, Ill. 421
WCFV — Clifton Forge, Va. 644
WCGA — Calhoun, Ga. 408
WCGC — Belmont, N. C. 540
WCHA — Chambersburg, Pa. 579
WCHF — Chippewa Falls, Wis. 662
WCHJ — Brookhaven, Miss. 487
WCHL — Chapel Hill, N. C. 541
WCHN — Norwich, N. Y. 535
WCHO — Washington Court House, Ohio 565
WCHS — Charleston, W. Va. 656
WCHV — Charlottesville, Va. 643
WCIL — Carbondale, Ill. 419
WCIN — Cincinnati, Ohio 556
WCJU — Columbia, Miss. 487
WCKB — Dunn, N. C. 542
WCKI — Greer, S. C. 601
WCKY — Cincinnati, Ohio 556
WCLA — Petersburg, Va. 647
WCLB — Camilla, Ga. 408
WCLD — Cleveland, Miss. 487
WCLG — Morgantown, W. Va. 658
WCLI — Corning, N. Y. 519
WCLO — Janesville, Wis. 663
WCLS — Columbus, Ga. 408
WCLT — Newark, Ohio 562
WCMA — Corinth, Miss. 487
WCMB — Harrisburg, Pa. 581
WCMC — Wildwood, N. J. 512

WCME — Brunswick, Me. 458
WCMI — Ashland, Ky. 444
WCMN — Arecifo, P. R. 673
WCMS — Norfolk, Va. 646
WCMW — Canton, Ohio 556
WCMY — Ottawa, Ill. 426
WCNB — Connersville, Ind. 429
WCNC — Elizabeth City, N. Y. 542
WCNH — Quincy, Fla. 401
WCNR — Bloomsburg, Pa. 578
WCNT — Centralia, Ill. 419
WCNU — Crestview, Fla. 393
WCNX — Middletown, Conn. 387
WCOA — Pensacola, Fla. 400
WCOC — Meridian, Miss. 490
WCOG — Greensboro, N. C. 544
WCOH — Newnan, Ga. 412
WCOJ — Coatesville, Pa. 579
WCOL — Columbus, Ohio 559
WCOM — Parkersburg, W. Va. 659
WCON — Cornelia, Ga. 409
WCOP — Boston, Mass. 463
WCOR — Lebanon, Tenn. 610
WCOS — Columbia, S. C. 599
WCOU — Lewiston, Me. 458
WCOV — Montgomery, Ala. 349
WCOW — South St. Paul, Minn. 485
WCPA — Clearfield, Pa. 579
WCPC — Houston, Miss. 489
WCPH — Etowah, Tenn. 608
WCPM — Cumberland, Ky. 445
WCPO — Cincinnati, Ohio 556
WCPS — Tarboro, N. C. 550
WCRA — Effingham, Ill. 423
WCRB — Waltham, Mass. 469
WCRE — Cheraw, S. C. 599
WCRI — Scottsboro, Ala. 350
WCRK — Morristown, Tenn. 612
WCRL — Oneonta, Ala. 350
WCRO — Johnstown, Pa. 582
WCRS — Greenwood, S. C. 601
WCRT — Birmingham, Ala. 344
WCRV — Washington, N. J. 512
WCRW — Chicago, Ill. 421
WCSC — Charleston, S. C. 599
WCSH — Portland, Me. 458
WCSI — Columbus, Ind. 428
WCSS — Amsterdam, N. Y. 516
WCTA — Andalusia, Ala. 343
WCTC — New Brunswick, N. J. 511
WCTT — Corbin, Ky. 445
WCUE — Akron, Ohio 555
WCUM — Cumberland, Md. 461
WCVA — Culpeper, Va. 644
WCVI — Connellsville, Pa. 580
WCVS — Springfield, Ill. 427
WCYB — Bristol, Va. 643
WDAD — Indiana, Pa. 582
WDAE — Tampa, Fla. 402
WDAF — Kansas City, Mo. 495
WDAK — Columbus, Ga. 408
WDAN — Danville, Ill. 422
WDAR — Savannah, Ga. 413
WDAS — Philadelphia, Pa. 587
WDAY — Fargo, N. D. 553
WDBC — Escanaba, Mich. 474
WDBF — Delray Beach, Fla. 394
WDBJ — Roanoke, Va. 648
WDBL — Springfield, Tenn. 614
WDBO — Orlando, Fla. 399
WDBQ — Dubuque, Iowa 436
WDCF — Dade City, Fla. 393
WDCL — Tarpon Springs, Fla. 402
WDEB — Gulfport, Miss. 488
WDEC — Americus, Ga. 404
WDEF — Chattanooga, Tenn. 606
WDEH — Sweetwater, Tenn. 614
WDEL — Wilmington, Del. 390
WDEV — Waterbury, Vt. 642
WDGY — Minneapolis, Minn. 484
WDIA — Memphis, Tenn. 611
WDIG — Dothan, Ala. 346
WDIX — Orangeburg, S. C. 603
WDKD — Kingstree, S. C. 601
WDKN — Dickson, Tenn. 607
WDLA — Walton, N. Y. 538
WDLB — Marshfield, Wis. 664
WDLC — Port Jervis, N. Y. 536
WDLP — Panama City, Fla. 400
WDMG — Douglas, Ga. 409
WDMJ — Marquette, Mich. 478
WDNC — Durham, N. C. 542
WDNE — Elkins, W. Va. 657
WDOB — Canton, Miss. 487
WDOD — Chattanooga, Tenn. 606
WDOG — Marine City, Mich. 478
WDOK — Cleveland, Ohio 557
WDON — Wheaton, Md. 463
WDOR — Sturgeon Bay, Wis. 667
WDOS — Oneonta, N. Y. 535
WDOT — Burlington, Vt. 641
WDOV — Dover, Del. 390
WDQN — DuQuion, Ill. 423
WDRC — Hartford, Conn. 387
WDRF — Chester, Pa. 579
WDSC — Dillon, S. C. 600
WDSG — Dyersburg, Tenn. 607
WDSM — Superior, Wis. 668
WDSR — Lake City, Fla. 397
WDSU — New Orleans, La. 454
WDUN — Gainesville, Ga. 410
WDUZ — Green Bay, Wis. 663
WDVH — Gainesville, Fla. 395
WDWD — Dawson, Ga. 409
WDVA — Danville, Va. 644
WDVM — Pocomoke City, Md. 462
WDWS — Champaign, Ill. 419
WDXB — Chattanooga, Tenn. 606
WDXE — Lawrenceburg, Tenn. 610
WDXI — Jackson, Tenn. 608
WDXL — Lexington, Tenn. 610
WDXN — Clarksville, Tenn. 607
WDYK — Cumberland, Md. 461
WDZ — Decatur, Ill. 422
WEAB — Greer, S. C. 601
WEAM — Arlington, Va. 643
WEAN — Providence, R. I. 597
WEAR — Pensacola, Fla. 400
WEAS — Decatur, Ga. 409
WEAT — West Palm Beach, Fla. 403
WEAU — Eau Claire, Wis. 662
WEAV — Plattsburg, N. Y. 536
WEAW — Evanston, Ill. 423
WEBC — Duluth, Minn. 482
WEBB — Dundalk, Md. 462
WEBJ — Brewton, Ala. 345
WEBK — Tampa, Fla. 402
WEBR — Buffalo, N. Y. 519
WEBQ — Harrisburg, Ill. 424
WEBY — Milton, Fla. 399

WEDC — Chicago, Ill. 421
WEDR — Birmingham, Ala. 344
WEDO — McKeesport, Pa. 584
WEEB — Southern Pines, N. C. 550
WEED — Rocky Mount, N. C. 549
WEEI — Boston, Mass. 463
WEEK — Peoria, Ill. 426
WEEU — Reading, Pa. 591
WEGO — Concord, N. C. 542
WEIC — Charleston, Ill. 421
WEIM — Fitchburg, Mass. 465
WEIR — Weirton, W. Va. 659
WEJL — Scranton, Pa. 593
WEKR — Fayetteville, Tenn. 608
WEKY — Richmond, Ky. 449
WEKZ — Monroe, Wis. 665
WELC — Welch, W. Va. 659
WELI — New Haven, Conn. 388
WELL — Battle Creek, Mich. 470
WELM — Elmira, N. Y. 519
WELO — Tupelo, Miss. 491
WELP — Easley, S. C. 600
WELR — Roanoke, Ala. 350
WELS — Kinston, N. C. 546
WELY — Ely, Minn. 482
WEMP — Milwaukee, Wis. 665
WEMR — Emporium, Pa. 580
WENA — Bayamon, P. R. 673
WENC — Whiteville, N. C. 551
WENE — Binghamton, N. Y. 517
WENK — Union City, Tenn. 614
WENT — Gloversville, N. Y. 521
WENY — Elmira, N. Y. 521
WEOA — Evansville, Ind. 429
WEOK — Poughkeepsie, N. Y. 536
WEOL — Elyria, Ohio 561
WEPG — South Pittsburgh, Tenn. 614
WEPM — Martinsburg, W. Va. 658
WERC — Erie, Pa. 580
WERD — Atlanta, Ga. 407
WERH — Hamilton, Ala. 348
WERI — Westerly, R. I. 597
WESA — Charleroi, Pa. 579
WESB — Bradford, Pa. 578
WESC — Greenville, S. C. 600
WESK — Escanaba, Mich. 474
WESO — Southbridge, Mass. 468
WEST — Easton, Pa. 580
WESX — Salem, Mass. 468
WETB — Johnson City, Tenn. 608
WETO — Gadsden, Ala. 347
WETU — Wetumpka, Ala. 352
WETZ — New Martinsville, W. Va. 658
WEVA — Emporia, Va. 644
WEVD — New York, N. Y. 523
WEVE — Eveleth, Minn. 482
WEW — St. Louis, Mo. 498
WEWO — Laurinburg, N. C. 546
WEXL — Royal Oak, Mich. 480
WEYE — Sanford, N. C. 549
WEZB — Birmingham, Ala. 344
WFAA — Dallas, Tex. 621
WFAH — Alliance, Ohio 555
WFAI — Fayetteville, N. C. 543
WFAR — Farrell, Pa. 581
WFAS — White Plains, N. Y. 539
WFAU — Augusta, Me. 458
WFAX — Falls Church, Va. 644
WFBC — Greenville, S. C. 601
WFBF — Fernandina Beach, Fla. 394
WFBG — Altoona, Pa. 577
WFBL — Syracuse, N. Y. 538
WFBM — Indianapolis, Ind. 430
WFBR — Baltimore, Md. 461
WFCB — Dunkirk, N. Y. 519
WFCR — Fairfax, Va. 644
WFDF — Flint, Mich. 474
WFEA — Manchester, N. H. 508
WFEB — Sylacauga, Ala. 351
WFEC — Miami, Fla. 398
WFGM — Fitchburg, Mass. 465
WFGN — Gaffney, S. C. 600
WFHG — Bristol, Va. 643
WFHR — Wisconsin Rapids, Wis. 668
WFIG — Sumter, S. C. 603
WFIL — Philadelphia, Pa. 587
WFIN — Findlay, Ohio 561
WFIW — Fairfield, Ill. 423
WFKN — Franklin, Ky. 445
WFKY — Frankfort, Ky. 445
WFLA — Tampa, Fla. 402
WFLB — Fayetteville, N. C. 543
WFLO — Farmville, Va. 644
WFLW — Monticello, Ky. 448
WFMC — Goldsboro, N. C. 544
WFMD — Frederick, Md. 462
WFMH — Cullman, Ala. 345
WFMJ — Youngstown, Ohio 565
WFMO — Fairmont, N. C. 543
WFMW — Madisonville, Ky. 447
WFNC — Fayetteville, N. C. 543
WFNM — DeFuniak Springs, Fla. 394
WFNS — Burlington, N. C. 541
WFOB — Fostoria, Ohio 561
WFOM — Marietta, Ga. 412
WFOR — Hattiesburg, Miss. 488
WFOX — Milwaukee, Wis. 665
WFOY — St. Augustine, Fla. 401
WFPA — Ft. Payne, Ala. 347
WFPG — Atlantic City, N. J. 510
WFPM — Fort Valley, Ga. 410
WFPR — Hammond, La. 452
WFRC — Reidsville, N. C. 548
WFRL — Freeport, Ill. 423
WFRM — Coudersport, Pa. 580
WFRO — Fremont, Ohio 561
WFRP — Savannah, Ga. 413
WFRX — West Frankfort, Ill. 428
WFTC — Kinston, N. C. 546
WFTG — London, Ky. 447
WFTL — Fort Lauderdale, Fla. 394
WFTM — Maysville, Ky. 448
WFTR — Front Royal, Va. 645
WFTW — Fort Walton Beach, Fla. 395
WFUL — Fulton, Ky. 445
WFUN — Huntsville, Ala. 348
WFUR — Grand Rapids, Mich. 475
WFVA — Fredericksburg, Va. 644
WFVG — Fuquay Springs, N. C. 543
WFYC — Alma, Mich. 470
WGAA — Cedartown, Ga. 408
WGAC — Augusta, Ga. 407
WGAD — Gadsden, Ala. 347
WGAF — Valdosta, Ga. 414
WGAI — Elizabeth City, N. C. 542
WGAL — Lancaster, Pa. 583
WGAN — Portland, Me. 459
WGAP — Maryville, Tenn. 611
WGAT — Utica, N. Y. 538
WGAU — Athens, Ga. 404

WGAW — Gardner, Mass. 466
WGAY — Silver Spring, Md. 463
WGBA — Columbus, Ga. 409
WGBB — Freeport, N. Y. 521
WGBF — Evansville, Inc. 429
WGBG — Greensboro, N. C. 544
WGBI — Scranton, Pa. 592
WGBR — Goldsboro, N. C. 544
WGBS — Miami, Fla. 398
WGCB — Red Lion, Pa. 592
WGCD — Chester, S. C. 599
WGCM — Gulfport, Miss. 488
WGEA — Geneva, Ala. 347
WGEM — Quincy, Ill. 426
WGES — Chicago, Ill. 421
WGET — Gettysburg, Pa. 581
WGEZ — Beloit, Wis. 662
WGFS — Covington, Ga. 409
WGGA — Gainesville, Ga. 410
WGGG — Gainesville, Fla. 395
WGGH — Marion, Ill. 425
WGH — Newport News, Va. 646
WGIG — Brunswick, Ga. 408
WGIL — Galesburg, Ill. 423
WGIV — Charlotte, N. C. 541
WGKA — Atlanta, Ga. 407
WGKV — Charleston, W. Va. 656
WGL — Fort Wayne, Ind. 429
WGLC — Centreville, Miss. 487
WGLS — Decatur, Ga. 409
WGMA — Hollywood-Miami, Fla. 395
WGMS — Washington, D. C. 391
WGN — Chicago, Ill. 421
WGNC — Gastonia, N. C. 543
WGNI — Wilmington, N. C. 551
WGNS — Murfreesboro, Tenn. 612
WGNY — Newburgh, N. Y. 523
WGOL — Goldsboro, N. C. 544
WGOV — Valdosta, Ga. 414
WGPA — Bethlehem, Pa. 578
WGPC — Albany, Ga. 404
WGR — Buffalo, N. Y. 519
WGRA — Cairo, Ga. 408
WGRC — Louisville, Ky. 447
WGRD — Grand Rapids, Mich. 475
WGRM — Greenwood, Miss. 488
WGRV — Greeneville, Tenn. 608
WGRY — Gary, Ind. 430
WGSA — Ephrata, Pa. 580
WGSM — Huntington, N. Y. 522
WGST — Atlanta, Ga. 407
WGSV — Guntersville, Ala. 347
WGSW — Greenwood, S. C. 601
WGTA — Summerville, Ga. 413
WGTC — Greenville, N. C. 544
WGTH — Hartford, Conn. 387
WGTL — Kannapolis, N. C. 545
WGTM — Wilson, N. C. 551
WGTN — Georgetown, S. C. 600
WGTO — Haines City, Fla. 395
WGUY — Bangor, Me. 458
WGVA — Geneva, N. Y. 521
WGVM — Greenville, Miss. 488
WGWC — Selma, Ala. 351
WGWR — Asheboro, N. C. 540
WGY — Schenectady, N. Y. 537
WGYV — Greenville, Ala. 347
WHAB — Baxley, Ga. 408
WHAI — Greenfield, Mass. 466
WHAK — Rogers City, Mich. 480
WHAL — Shelbyville, Tenn. 614
WHAM — Rochester, N. Y. 536
WHAN — Charleston, S. C. 599
WHAP — Hopewell, Va. 645
WHAR — Clarksburg, W. Va. 657
WHAS — Louisville, Ky. 447
WHAT — Philadelphia, Pa. 585
WHAV — Haverhill, Mass. 466
WHAW — Weston, W. Va. 659
WHAY — New Britain, Conn. 387
WHB — Kansas City, Mo. 496
WHBB — Selma, Ala. 351
WHBC — Canton, Ohio 556
WHBF — Rock Island, Ill. 427
WHBI — Newark, N. J. 511
WHBL — Sheboygan, Wis. 667
WHBN — Harrodsburg, Ky. 446
WHBO — Tampa, Fla. 402
WHBQ — Memphis, Tenn. 611
WHBS — Huntsville, Ala. 348
WHBT — Harriman, Tenn. 608
WHBU — Anderson, Ind. 428
WHBY — Appleton, Wis. 661
WHCC — Waynesville, N. C. 551
WHCO — Sparta, Ill. 427
WHCU — Ithaca, N. Y. 522
WHDF — Houghton, Mich. 476
WHDH — Boston, Mass. 464
WHDL — Olean, N. Y. 535
WHDM — McKenzie, Tenn. 611
WHEB — Portsmouth, N. H. 509
WHEC — Rochester, N. Y. 537
WHED — Washington, N. C. 550
WHEE — Martinsville, Va. 646
WHEN — Syracuse, N. Y. 538
WHEP — Foley, Ala. 347
WHER — Memphis, Tenn. 611
WHFB — Benton Harbor, Mich. 472
WHFC — Chicago, Ill. 421
WHGB — Harrisburg, Pa. 581
WHGR — Houghton Lake, Mich. 476
WHHH — Warren, Ohio 565
WHHM — Memphis, Tenn. 611
WHIE — Griffin, Ga. 410
WHIL — Medford, Mass. 466
WHIM — Providencme, R. I. 597
WHIN — Gallatin, Tenn. 608
WHIO — Dayton, Ohio 560
WHIP — Mooresville, N. C. 547
WHIR — Danville, Ky. 445
WHIS — Bluefield, W. Va. 656
WHIT — New Bern, N. C. 547
WHIZ — Zanesville, Ohio 565
WHJB — Greensburg, Pa. 581
WHJC — Matewan, W. Va. 658
WHKK — Akron, Ohio 555
WHKP — Hendersonville, N. C. 544
WHKY — Hickory, N. C. 545
WHLB — Virginia, Minn. 485
WHLD — Niagara Falls, N. Y. 535
WHLF — South Boston, Va. 648
WHLI — Hempstead, N. Y. 521
WHLL — Wheeling, W. Va. 661
WHLM — Bloomsburg, Pa. 578
WHLN — Harlan, Ky. 446
WHLP — Centerville, Tenn. 606
WHLS — Port Huron, Mich. 480
WHMA — Anniston, Ala. 343
WHMP — Northampton, Mass. 467
WHNC — Henderson, N. C. 544

WHNY — McComb, Miss. 490
WHO — Des Moines, Ia. 436
WHOA — San Juan, P. R. 675
WHOC — Philadelphia, Miss. 491
WHOD — Homestead, Pa. 582
WHOK — Lancaster, Ohio 561
WHOL — Allentown, Pa. 577
WHOM — New York, N. Y. 527
WHOO — Orlando, Fla. 399
WHOP — Hopkinsville, Ky. 466
WHOS — Decatur, Ala. 346
WHOT — Campbell, Ohio 556
WHOW — Clinton, Ill. 422
WHP — Harrisburg, Pa. 581
WHPB — Belton, S. C. 598
WHPE — High Point, N. C. 545
WHRV — Ann Arbor, Mich. 470
WHSC — Hartville, S. C. 601
WHSY — Hattiesburg, Miss. 488
WHTB — Talladega, Ala. 351
WHTC — Holland, Mich. 475
WHTN — Huntington, W. Va. 657
WHUB — Cookeville, Tenn. 607
WHUC — Hudson, N. Y. 522
WHUM — Reading, Pa. 592
WHUN — Huntingdon, Pa. 582
WHVF — Wausau, Wis. 668
WHVH — Henderson, N. C. 544
WHVR — Hanover, Pa. 581
WHWB — Rutland, Vt. 642
WHWL — Nanticoke, Pa. 584
WHXY — Bogalusa, La. 451
WHYL — Carisle, Pa. 579
WHYN — Holyoke-Springfield, Mass. 466
WIAC — San Juan, P. R. 676
WIAM — Williamston, N. C. 551
WIBA — Madison, Wis. 664
WIBB — Macon, Ga. 411
WIBC — Indianapolis, Ind. 430
WIBG — Philadelphia, Pa. 585
WIBM — Jackson, Mich. 476
WIBR — Baton Rouge, La. 451
WIBU — Poynette, Wis. 666
WIBV — Belleville, Ill. 419
WIBW — Topeka, Kans. 443
WIBX — Utica, N. Y. 538
WICA — Ashtabula, Ohio 555
WICC — Bridgeport, Conn. 385
WICE — Providence, R. I. 597
WICH — Norwich, Conn. 388
WICK — Scranton, Pa. 592
WICY — Malone, N. Y. 522
WIDE — Biddeford, Me. 458
WIEL — Elizabethtown, Ky. 445
WIFM — Elkin, N. C. 543
WIGM — Medford, Wis. 665
WIKB — Iron River, Mich. 476
WIKC — Bogalusa, La. 451
WIKE — Newport, Vt. 642
WIKK — Erie, Pa. 580
WIKY — Evanville, Ind. 429
WIL — St. Louis, Mo. 499
WILD — Birmingham, Ala. 344
WILE — Cambridge, Ohio 556
WILK — Wilkes-Barre, Pa. 594
WILM — Wilmington, Del. 390
WILO — Frankfort, Ind. 430
WILS — Lansing, Mich. 477
WILY — Pittsburgh, Pa. 590
WIMA — Lima, Ohio 561
WIMO — Winder, Ga. 415
WIMS — Michigan City, Ind. 432
WINA — Charlottesville, Va. 643
WINC — Winchester, Va. 649
WIND — Chicago, Ill. 421
WING — Dayton, Ohio 560
WINI — Murphysboro, Ill. 425
WINK — Ft. Myers, Fla. 394
WINN — Louisville, Ky. 447
WINR — Binghamton, N. Y. 517
WINS — New York, N. Y. 529
WINX — Rockville, Md. 462
WINZ — Miami, Fla. 398
WIOD — Miami, Fla. 398
WIOK — Tampa, Fla. 402
WION — Ionia, Mich. 476
WIOU — Kokomo, Ind. 431
WIP — Philadelphia, Pa. 589
WIPC — Lake Wales, Fla. 397
WIPS — Ticonderoga, N. Y. 538
WIRA — Ft. Pierce, Fla. 395
WIRB — Enterprise, Ala. 346
WIRC — Hickory, N. C. 545
WIRE — Indianapolis, Ind. 430
WIRJ — Humboldt, Tenn. 608
WIRK — West Palm Beach, Fla. 403
WIRL — Peoria, Ill. 426
WIRO — Ironton, Ohio 561
WIRY — Plattsburg, N. Y. 536
WIS — Columbia, S. C. 599
WISC — Madison, Wis. 664
WISE — Asheville, N. C. 540
WISH — Indianapolis, Ind. 431
WISL — Shamokin, Pa. 593
WISN — Milwaukee, Wis. 665
WISO — Ponce, P. R. 675
WISP — Kinston, N. C. 546
WISR — Butler, Pa. 578
WIST — Charlotte, N. C. 541
WITA — San Juan, P. R. 676
WITH — Baltimore, Md. 461
WITY — Danville, Ill. 422
WITZ — Jasper, Ind. 431
WIVI — Christiansted, V. I. 676
WIVK — Knoxville, Tenn. 609
WIVY — Jacksonville, Fla. 395
WIZE — Springfield, Ohio 563
WIZZ — Streator, Ill. 427
WJAC — Johnstown, Pa. 583
WJAG — Norfolk, Neb. 505
WJAK — Jackson, Tenn. 608
WJAM — Marion, Ala. 348
WJAN — Spartanburg, S. C. 603
WJAR — Providence, R. I. 597
WJAS — Pittsburgh, Pa. 590
WJAT — Swainsboro, Ga. 413
WJAX — Jacksonville, Fla. 395
WJAY — Mullins, S. C. 602
WJAZ — Albany, Ga. 404
WJBC — Bloomington, Ill. 419
WJBB — Haleyville, Ala. 347
WJBK — Detroit, Mich. 472
WJBO — Baton Rouge, La. 451
WJBS — Deland, Fla. 394
WJBW — New Orleans, La. 454
WJCD — Seymour, Ind. 432
WJCM — Sebring, Fla. 401
WJDA — Quincy, Mass. 468
WJDX — Jackson, Miss. 489
WJEF — Grand Rapids, Mich. 475

WJEH — Gallipolis, Ohio 561
WJEJ — Hagerstown, Md. 462
WJEM — Valdosta, Ga. 414
WJER — Dover, Ohio 560
WJET — Erie, Pa. 581
WJHL — Johnston City, Tenn. 608
WJHO — Opelika, Ala. 350
WJHP — Jacksonville, Fla. 395
WJIG — Tullahoma, Tenn. 614
WJIM — Lansing, Mich. 477
WJIV — Savannah, Ga. 413
WJJD — Chicago, Ill. 422
WJJL — Niagara Falls, N. Y. 535
WJJM — Lewisburg, Tenn. 610
WJKO — Springfield, Mass. 468
WJLB — Detroit, Mich. 472
WJLD — Birmingham, Ala. 345
WJLK — Asbury Park, N. J. 509
WJLS — Beckley, W. Va. 656
WJMA — Orange, Va. 647
WJMB — Brookhaven, Miss. 487
WJMC — Rice Lake, Wis. 667
WJMJ — Philadelphia, Pa. 587
WJMR — New Orleans, La. 454
WJMS — Ironwood, Mich. 476
WJMW — Athens, Ala. 343
WJMX — Florence, S. C. 600
WJNC — Jacksonville, N. C. 545
WJNO — West Palm Beach, Fla. 403
WJOB — Hammond, Ind. 430
WJOC — Jamestown, N. Y. 522
WJOI — Florence, Ala. 346
WJOL — Joliet, Ill. 424
WJON — St. Cloud, Minn. 485
WJOT — Lake City, S. C. 602
WJOY — Burlington, Vt. 642
WJPA — Washington, Pa. 594
WJPD — Ishpeming, Mich. 476
WJPF — Herrin, Ill. 424
WJPG — Green Bay, Wis. 663
WJPR — Greenville, Miss. 488
WJPS — Evansville, Ind. 429
WJQS — Jackson, Miss. 489
WJR — Detroit, Mich. 472
WJRD — Tuscaloosa, Ala. 351
WJRI — Lenoir, N. C. 546
WJSB — Crestview, Fla. 393
WJTN — Jamestown, N. Y. 522
WJUN — Mexico, Pa. 584
WJVA — South Bend, Ind. 433
WJVB — Jacksonville Beach, Fla. 397
WJWG — Conway, N. H. 508
WJWL — Georgetown, Del. 390
WJWS — South Hill, Va. 649
WJXN — Jackson, Miss. 489
WJZM — Clarksville, Tenn. 607
WKAB — Mobile, Ala. 349
WKAI — Macomb, Ill. 425
WKAL — Rome, N. Y. 537
WKAM — Goshen, Ind. 430
WKAN — Kankakee, Ill. 424
WKAP — Allentown, Pa. 577
WKAQ — San Juan, P. R. 676
WKAT — Miami Beach, Fla. 399
WKAY — Glasgow, Ky. 445
WKBC — North Wilkesboro, N. C. 547
WKBH — LaCrosse, Wis. 663
WKBI — St. Marys, Pa. 592
WKBJ — Milan, Tenn. 612
WKBL — Covington, Tenn. 607
WKBN — Youngstown, Ohio 565
WKBO — Harrisburg, Pa. 581
WKBR — Manchester, N. H. 509
WKBS — Mineola, N. Y. 523
WKBV — Richmond, Ind. 432
WKBW — Buffalo, N. Y. 519
WKBZ — Muskegon, Mich. 478
WKCT — Bowling Green, Ky. 444
WKDA — Nashville, Tenn. 612
WKDK — Newberry, S. C. 603
WKDL — Clarksdale, Miss. 487
WKDN — Camden, N. J. 510
WKEI — Kewanee, Ill. 424
WKEU — Griffin, Ga. 410
WKEY — Covington, Va. 644
WKGN — Knoxville, Tenn. 609
WKHM — Jackson, Mich. 476
WKIC — Hazard, Ky. 446
WKID — Urbana, Ill. 428
WKIK — Leonardtown, Md. 462
WKIN — Kingsport, Tenn. 609
WKIP — Poughkeepsie, N. Y. 536
WKIX — Raleigh, N. C. 548
WKJB — Mayaguez, P. R. 675
WKJG — Ft. Wayne, Ind. 429
WKKO — Cocoa, Fla. 393
WKLA — Ludington, Mich. 478
WKLC — St. Albans, W. Va. 659
WKLE — Washington, Ga. 415
WKLF — Clanton, Ala. 345
WKLJ — Sparta, Wis. 667
WKLK — Cloquet, Minn. 482
WKLO — Louisville, Ky. 447
WKLV — Blackstone, Va. 643
WKLX — Paris, Ky. 449
WKLY — Hartwell, Ga. 410
WKMC — Roaring Spring, Pa. 592
WKMF — Flint, Mich. 474
WKMH — Detroit, Mich. 474
WKMI — Kalamazoo, Mich. 477
WKMT — Kings Mountain, N. C. 545
WKNA — Charleston, W. Va. 656
WKNB — New Britain, Conn. 387
WKNE — Keene, N. H. 508
WKNK — Muskegon, Mich. 479
WKNX — Saginaw, Mich. 480
WKNY — Kingston, N. Y. 522
WKOA — Hopkinsville, Ky. 446
WKOK — Sunbury, Pa. 593
WKOP — Binghamton, N. Y. 517
WKOV — Wellston, Ohio 565
WKOW — Madison, Wis. 664
WKOX — Framingham, Mass. 465
WKOY — Bluefield, W. Va. 656
WKOZ — Kosciusko, Miss. 489
WKPA — New Kensington, Pa. 584
WKPT — Kingsport, Tenn. 609
WKRC — Cincinnati, Ohio 557
WKRG — Mobile, Ala. 349
WKRM — Columbia, Tenn. 607
WKRO — Cairo, Ill. 419
WKRS — Waukegan, Ill. 428
WKRT — Cortland, N. Y. 519
WKRZ — Oil City, Pa. 585
WKSB — Milford, Del. 390
WKSR — Pulaski, Tenn. 613
WKST — New Castle, Pa. 584
WKTG — Thomasville, Ga. 414
WKTL — Kendallville, Ind. 431

WKTM — Mayfield, Ky. 448
WKTQ — South Paris, Me. 460
WKTY — LaCrosse, Wis. 663
WKUL — Cullman, Ala. 345
WKVA — Lewistown, Pa. 583
WKVM — San Juan, P. R. 676
WKWF — Key West, Fla. 397
WKWK — Wheeling, W. Va. 661
WKXL — Concord, N. H. 508
WKXV — Knoxville, Tenn. 609
WKXY — Sarasota, Fla. 401
WKY — Oklahoma City, Okla. 569
WKYB — Paducah, Ky. 448
WKYR — Keyser, W. Va. 658
WKYW — Louisville, Ky. 447
WKZO — Kalamazoo, Mich. 477
WLAC — Nashville, Tenn. 612
WLAD — Danbury, Conn. 385
WLAF — Lafollette, Tenn. 609
WLAG — La Grange, Ga. 411
WLAK — Lakeland, Fla. 397
WLAM — Lewiston, Me. 458
WLAN — Lancaster, Pa. 583
WLAP — Lexington, Ky. 446
WLAQ — Rome, Ga. 412
WLAR — Athens, Tenn. 606
WLAS — Jacksonville, N. C. 545
WLAT — Conway, S. C. 600
WLAU — Laurel, Miss. 490
WLAV — Grand Rapids, Mich. 475
WLAY — Muscle Shoals, Ala. 349
WLBB — Carrolton, Ga. 408
WLBC — Muncie, Ind. 432
WLBE — Leesburg, Fla. 397
WLBG — Laurens, S. C. 602
WLBH — Mattoon, Ill. 425
WLBJ — Bowling Green, Ky. 444
WLBK — DeKalb, Ill. 423
WLBN — Lebanon, Ky. 446
WLBR — Lebanon, Pa. 583
WLBS — Birmingham, Ala. 345
WLBZ — Bangor, Me. 458
WLCK — Campbellsville, Ky. 444
WLCM — Lancaster, S. C. 602
WLCO — Eustis, Fla. 394
WLCR — Torrington, Conn. 389
WLCS — Baton Rouge, La. 451
WLCX — La Crosse, Wis. 664
WLDB — Atlantic City, N. J. 509
WLDS — Jacksonville, Ill. 424
WLDY — Ladysmith, Wis. 664
WLEA — Hornell, N. Y. 521
WLEC — Sandusky, Ohio 563
WLEE — Richmond, Va. 647
WLET — Toccoa, Ga. 414
WLEU — Erie, Pa. 581
WLEW — Bad Axe, Mich. 470
WLEX — Lexington, Ky. 446
WLFA — Lafayette, Ga. 411
WLFH — Little Falls, N. Y. 522
WLIB — New York, N. Y. 531
WLIK — Newport, Tenn. 613
WLIL — Lenoir City, Tenn. 610
WLIP — Kenosha, Wis. 663
WLLH — Lowell-Lawrence, Mass. 467
WLLY — Richmond, Va. 647
WLMJ — Jackson, Ohio 561
WLNA — Peekskill, N. Y. 535
WLNH — Laconia, N. H. 508
WLOA — Braddock, Pa. 578
WLOE — Leaksville, N. C. 546
WLOF — Orlando, Fla. 399
WLOG — Logan, W. Va. 658
WLOH — P inceton, W. Va. 659
WLOI — LaPorte, Ind. 431
WLOL — Minneapolis, Minn. 484
WLON — Lincolnton, N. C. 546
WLOS — Asheville, N. C. 540
WLOU — Louisville, Ky. 447
WLOW — Portsmouth, Va. 646
WLOX — Biloxi-Gulfport, Miss. 486
WLPM — Suffolk, Va. 649
WLPO — LaSalle, Ill. 424
WLRP — New Albany, Ind. 432
WLS — Chicago, Ill. 422
WLSD — Big Stone Gap, Va. 643
WLSE — Wallace, N. C. 550
WLSH — Lansford, Pa. 583
WLSI — Pikeville, Ky. 449
WLSM — Louisville, Miss. 490
WLSV — Wellsville, N. Y. 539
WLTC — Gastonia, N. C. 543
WLVA — Lynchburg, Va. 645
WLW — Cincinnati, Ohio 557
WLYC — Williamsport, Pa. 594
WLYN — Lynn, Mass. 466
WMAG — Forrest, Miss. 488
WMAJ — State College, Pa. 593
WMAK — Nashville, Tenn. 612
WMAL — Washington, D. C. 391
WMAM — Marinette, Wis. 664
WMAN — Mansfield, Ohio 562
WMAP — Monroe, N. C. 547
WMAQ — Chicago, Ill. 422
WMAS — Springfield, Mass. 468
WMAW — Menominee, Mich. 478
WMAX — Grand Rapids, Mich. 475
WMAY — Springfield, Ill. 427
WMAZ — Macon, Ga. 411
WMBC — Macon, Miss. 490
WMBD — Peoria, Ill. 426
WMBG — Richmond, Va. 648
WMBH — Joplin, Mo. 495
WMBL — Morehead City, N. C. 547
WMBM — Miami Beach, Fla. 399
WMBN — Petoskey, Mich. 479
WMBO — Auburn, N. Y. 516
WMBR — Jacksonville, Fla. 396
WMBS — Uniontown, Pa. 594
WMC — Memphis, Tenn. 611
WMCA — New York, N. Y. 525
WMCD — Welch, W. Va. 659
WMCH — Church Hill, Tenn. 606
WMCK — McKeesport, Pa. 584
WMCW — Harvard, Ill. 424
WMDC — Hazlehurst, Miss. 489
WMDD — Fajardo, P. R. 675
WMDN — Midland, Mich. 478
WMEN — Tallahassee, Fla. 402
WMEV — Marion, Va. 645
WMEX — Boston, Mass. 464
WMFC — Monroeville, Ala. 349
WMFD — Wilmington, N. C. 551
WMFG — Hibbing, Minn. 483
WMFJ — Daytona Beach, Fla. 393
WMFR — High Point, N. C. 545
WMFS — Chattanooga, Tenn. 606
WMGA — Moultrie, Ga. 412
WMGE — Madison, Ga. 412
WMGM — New York, N. Y. 525

WMGR — Bainbridge, Ga. 407
WMGW — Meadville, Pa. 584
WMGY — Montgomery, Ala. 349
WMID — Atlantic City, N. J. 509
WMIE — Miami, Fla. 398
WMIK — Middlesboro, Ky. 448
WMIL — Milwaukee, Wis. 665
WMIN — St. Paul, Minn. 485
WMIQ — Iron Mountain, Mich. 476
WMIS — Natchez, Miss. 490
WMIX — Mt. Vernon, Ill. 425
WMJM — Cordele, Ga. 409
WMLP — Milton, Pa. 584
WMLS — Sylacauga, Ala. 351
WMLT — Dublin, Ga. 410
WMLV — Millville, N. J. 510
WMMB — Melbourne, Fla. 398
WMMN — Fairmont, W. Va. 657
WMMT — McMinnville, Tenn. 611
WMMW — Meriden, Conn. 387
WMNB — North Adams, Mass. 467
WMNC — Morganton, N. C. 547
WMNE — Menomie, Wis. 665
WMOA — Marietta, Ohio 562
WMOD — Moundsville, W. Va. 658
WMOG — Brunswick, Ga. 408
WMOH — Hamilton, Ohio 561
WMOK — Metropolis, Ill. 425
WMON — Montgomery, W. Va. 658
WMOP — Ocala, Fla. 399
WMOR — Morehead, Ky. 448
WMOU — Berlin, N. H. 508
WMOX — Meridian, Miss. 490
WMOZ — Mobile, Ala. 349
WMPA — Aberdeen, Miss. 486
WMPM — Smithfield, N. C. 550
WMPS — Memphis, Tenn. 612
WMRB — Greenville, S. C. 601
WMRE — Monroe, Ga. 412
WMRF — Lewiston, Pa. 584
WMRI — Marion, Ind. 432
WMRN — Marion, Ohio 562
WMRO — Aurora, Ill. 419
WMRP — Flint, Mich. 474
WMRY — New Orleans, La. 454
WMSA — Massena, New York 523
WMSC — Columbia, S. C. 599
WMSL — Decatur, Ala. 346
WMSN — Raleigh, N. C. 548
WMT — Cedar Rapids, Iowa 434
WMTA — Central City, Ky. 444
WMTC — Vancleve, Ky. 450
WMTE — Manistee, Mich. 478
WMTM — Moultrie, Ga. 412
WMTR — Morristown, N. J. 510
WMTS — Murfreesboro, Tenn. 612
WMUR — Manchester, N. H. 509
WMUS — Muskegon, Mich. 479
WMUU — Greenville, S. C. 601
WMVA — Martinsville, Va. 646
WMVG — Milledgeville, Ga. 412
WMVO — Mt. Vernon, Ohio 562
WMYB — Myrtle Beach, S. C. 602
WMYR — Ft. Myers, Fla. 394
WNAB — Bridgeport, Conn. 385
WNAC — Boston, Mass. 464
WNAE — Warren, Pa. 594
WNAG — Grenada, Miss. 488
WNAH — Nashville, Tenn. 612
WNAM — Neenah, Wis. 666
WNAR — Norristown, Pa. 585
WNAT — Natchez, Miss. 490
WNAU — New Albany, Miss. 490
WNAV — Annapolis, Md. 460
WNAW — North Adams, Mass. 467
WNAX — Yankton, S. Dak. 605
WNFB — Binghamton, N. Y. 517
WNBH — New Bedford, Mass. 467
WNBS — Murray, Ky. 448
WNBT — Wellsboro, Pa. 594
WNBZ — Saranac Lake, N. Y. 537
WNCA — Silver City, N. C. 549
WNCC — Barnsboro, Pa. 578
WNDB — Daytona Beach, Fla. 394
WNDR — Syracuse, N. Y. 538
WNDU — South Bend, Ind. 433
WNEB — Worcester, Mass. 469
WNEL — Caguas, P. R. 673
WNER — Live Oak, Fla. 397
WNES — Central City, Ky. 444
WNEW — New York, N. Y. 527
WNEX — Macon, Ga. 411
WNGO — Mayfield, Ky. 448
WNHC — New Haven, Conn. 388
WNIX — Springfield, Vt. 642
WNJR — Newark, N. J. 511
WNLA — Indianola, Miss. 489
WNLC — New London, Conn. 388
WNLK — Norwalk, Conn. 388
WNMP — Evanston, Ill. 423
WNNC — Newton, N. C. 547
WNNJ — Newton, N. J. 511
WNNT — Warsaw, Va. 649
WNOE — New Orleans, La. 454
WNOG — Naples, Fla. 399
WNOK — Columbia, S. C. 600
WNOP — Newport, Ky. 448
WNOR — Norfolk, Va. 646
WNOS — High Point, N. C. 545
WNOW — York, Pa. 595
WNOX — Knoxville, Tenn. 609
WNPT — Tuscaloosa, Ala. 351
WNRC — New Rochelle, N. Y. 523
WNRG — Grundy, Va. 645
WNRI — Woodsocket, R. I. 597
WNRV — Narrows, Va. 646
WNTM — Vero Beach, Fla. 403
WNVA — Norton, Va. 646
WNXT — Portsmouth, Ohio 563
WOAI — San Antonio, Texas 635
WOAP — Owosso, Mich. 479
WOAY — Oak Hill, W. Va. 658
WOBS — Jacksonville, Fla. 396
WOBT — Rhinelander, Wis. 667
WOC — Davenport, Iowa 435
WOCB — West Yarmouth, Mass. 469
WOCH — North Vernon, Ind. 432
WOHI — East Liverpool, Ohio 560
WOHO — Toledo, Ohio 563
WOHP — Bellefontaine, Ohio 555
WOHS — Shelby, N. C. 549
WOIC — Columbia, S. C. 600
WOKB — Memphis, Tenn. 611
WOKE — Oak Ridge, Tenn. 613
WOKJ — Jackson, Miss. 489
WOKO — Albany, N. Y. 516
WOKW — Sturgeon Bay, Wis. 668
WOKY — Milwaukee, Wis. 665
WOKZ — Alton, Ill. 419
WOLW — Washington, D. C. 391
WOLF — Syracuse, N. Y. 538
WOLS — Florence, S. C. 600

WOMI — Owensboro, Ky. 448
WOMT — Manitowoc, Wis. 664
WOND — Pleasantville, N. J. 511
WONE — Dayton, Ohio 560
WONN — Lakeland, Fla. 397
WONW — Defiance, Ohio 560
WOOD — Grand Rapids, Mich. 475
WOOF — Dothan, Ala. 346
WOOK — Washington, D. C. 391
WOOW — New Bern, N. C. 547
WOPA — Oak Park, Ill. 425
WOPI — Bristol, Tenn. 606
WOR — New York, N. Y. 529
WORA — Mayaguez, P. R. 675
WORC — Worcester, Mass. 469
WORD — Spartanburg, S. C. 603
WORK — York, Pa. 595
WORL — Boston, Mass. 464
WORX — Madison, Ind. 431
WORZ — Orlando, Fla. 400
WOSA — Wausau, Wis. 668
WOSC — Fulton, N. Y. 521
WOSH — Oshkosh, Wis. 666
WOTR — Corry, Pa. 580
WOTW — Nashua, N. H. 509
WOV — New York, N. Y. 533
WOW — Omaha, Neb. 506
WOWL — Florence, Ala. 346
WOWO — Ft. Wayne, Ind. 430
WOXF — Oxford, N. C. 548
WOZK — Ozark, Ala. 350
WPAB — Ponce, P. R. 675
WPAC — Patchogue, N. Y. 535
WPAD — Paducah, Ky. 449
WPAG — Ann Arbor, Mich. 470
WPAL — Charleston, S. C. 599
WPAM — Pottsville, Pa. 591
WPAQ — Mt. Airy, N. C. 547
WPAR — Parkersburg, W. Va. 659
WPAT — Paterson, N. J. 512
WPAW — Pawtucket, Pa. 597
WPAX — Thomasville, Ga. 414
WPAY — Portsmouth, Ohio 563
WPAZ — Pottstown, Pa. 591
WPBB — Jackson, Ala. 348
WPBC — Minneapolis, Minn. 484
WPCF — Panama City, Fla. 400
WPCO — Mt. Vernon, Ind. 432
WPCT — Putnam, Conn. 389
WPDM — Potsdam, N. Y. 536
WPDQ — Jacksonville, Fla. 396
WPDR — Portage, Wis. 666
WPDX — Clarksburg, W. Va. 657
WPEN — Philadelphia, Pa. 587
WPEO — Peoria, Ill. 426
WPEP — Taunton, Mass. 468
WPET — Greensboro, N. C. 544
WPFA — Pensacola, Fla. 400
WPFB — Middletown, Ohio 562
WPFD — Darlington, S. C. 600
WPFP — Park Falls, Wis. 666
WPGC — Morningside, Md. 462
WPGW — Portland, Ind. 432
WPIC — Sharon, Pa. 593
WPID — Piedmont, Ala. 350
WPIK — Alexandria, Va. 643
WPIN — St. Petersburg, Fla. 401
WPIT — Pittsburgh, Pa. 590
WPKE — Pineville, Ky. 449
WPKO — Waverly, Ohio 565
WPKY — Princeton, Ky. 449
WPLA — Plant City, Fla. 400
WPLH — Huntington, W. Va. 657
WPLM — Plymouth, Mass. 468
WPLY — Plymouth, Wis. 666
WPME — Punxsutawney, Pa. 591
WPMP — Pascagoula, Miss. 491
WPNF — Brevard, N. C. 541
WPNX — Phenix City, Ala. 350
WPON — Pontiac, Mich. 479
WPOR — Portland, Me. 459
WPPA — Pottsville, Pa. 591
WPRA — Mayaguez, P. R. 675
WPRC — Lincoln, Ill. 424
WPRE — Prairie du Chien, Wis. 666
WPRO — Providence, R. I. 597
WPRP — Ponce, P. R. 675
WPRS — Paris, Ill. 426
WPRT — Prestonburg, Ky. 449
WPRY — Perry, Fla. 400
WPTF — Raleigh, N. C. 548
WPTR — Albany, N. Y. 516
WPTS — Pittston, Pa. 591
WPTW — Piqua, Ohio 562
WPIX — Lexington Park, Md. 462
WPUV — Pulaski, Va. 647
WQAM — Miami, Fla. 398
WQBC — Vicksburg, Miss. 491
WQIK — Jacksonville, Fla. 396
WQOK — Greenville, S. C. 600
WQSN — Charleston, S. C. 599
WQUA — Moline, Ill. 425
WQXI — Atlanta, Ga. 407
WQXR — New York, N. Y. 535
WRAC — Racine, Wis. 666
WRAD — Radford, Va. 647
WRAG — Carrollton, Ala. 345
WRAK — Williamsport, Pa. 595
WRAL — Raleigh, N. C. 548
WRAP — Norfolk, Va. 646
WRAW — Reading, Pa. 592
WRAY — Princeton, Ind. 432
WRBC — Jackson, Miss. 489
WRBL — Columbus, Ga. 409
WRC — Washington, D. C. 391
WRCA — New York, N. Y. 533
WRCD — Dalton, Ga. 409
WRCO — Richland Center, Wis. 667
WRCV — Philadelphia, Pa. 587
WRCS — Ahoskie, N. C. 540
WRDB — Reedsburg, Wis. 667
WRDO — Augusta, Me. 458
WRDW — Augusta, Ga. 407
WREB — Holyoke, Mass. 466
WREC — Memphis, Tenn. 612
WREL — Lexington, Va. 645
WREN — Topeka, Kans. 443
WREV — Reidsville, N. C. 548
WRFC — Athens, Ga. 404
WRFD — Worthington, Ohio 565
WRFS — Alexander City, Ala. 343
WRFW — Eau Claire, Wis. 662
WRGA — Rome, Ga. 412
WRGS — Rogersville, Tenn. 613
WRHC — Jacksonville, Fla. 397
WRHI — Rock Hill, S. C. 603
WRIB — Providence, R. I. 597
WRIC — Richlands, Va. 647
WRIO — Rio Piedras, P. R. 675
WRIS — Roanoke, Va. 648
WRIT — Milwaukee, Wis. 665
WRIV — Riverhead, N. Y. 536

WRJN — Racine, Wis. 666
WRJW — Picayune, Miss. 491
WRKD — Rockland, Me. 459
WRLD — West Point, Ga. 415
WRMA — Montgomery, Ala. 349
WRMN — Elgin, Ill. 423
WRNL — Richmond, Va. 648
WRNY — Rochester, N. Y. 537
WROB — West Point, Miss. 492
WROD — Daytona Beach, Fla. 394
WROK — Rockford, Ill. 427
WROL — Knoxville, Tenn. 609
WROM — Rome, Ga. 412
WRON — Ronceverte, W. Va. 659
WROS — Scottsboro, Ala. 350
WROV — Roanoke, Va. 648
WROW — Albany, N. Y. 516
WROX — Clarksdale, Miss. 487
WROY — Carmi, Ill. 419
WRPB — Warner Robbins, Ga. 414
WRR — Dallas, Tex. 622
WRRF — Washington, N. C. 551
WRRR — Rockford, Ill. 427
WRRZ — Clinton, N. C. 542
WRSW — Warsaw, Ind. 433
WRTA — Altoona, Pa. 577
WRUF — Gainesville, Fla. 395
WRUM — Rumford, Me. 460
WRUN — Utica, N. Y. 538
WRUS — Russellville, Ky. 449
WRVA — Richmond, Va. 648
WRWB — Kissimmee, Fla. 397
WRXO — Roxboro, N. C. 549
WSAC — Radcliffe, Ky. 449
WSAI — Cincinnati, Ohio 557
WSAL — Logansport, Ind. 431
WSAM — Saginaw, Mich. 480
WSAN — Allentown, Pa. 577
WSAR — Fall River, Mass. 465
WSAT — Salisbury, N. C. 549
WSAU — Wausau, Wis. 668
WSAV — Savannah, Ga. 413
WSAY — Rochester, N. Y. 537
WSAZ — Huntington, W. Va. 657
WSB — Atlanta, Ga. 407
WSBA — York, Pa. 595
WSBB — New Smyrna Beach, Fla. 399
WSBC — Chicago, Ill. 422
WSBT — South Bend, Ill. 433
WSCR — Scranton, Pa. 593
WSDR — Sterling, Ill. 427
WSEV — Sevierville, Tenn. 613
WSFA — Montgomery, Ala. 349
WSFB — Quitman, Ga. 412
WSFC — Somerset, Ky. 450
WSFT — Thomaston, Ga. 414
WSGC — Elberton, Ga. 410
WSGN — Birmingham, Ala. 345
WSGW — Saginaw, Mich. 481
WSHB — Stillwater, Minn. 485
WSHE — Sheboygan, Wis. 667
WSIC — Statesville, N. C. 550
WSID — Baltimore, Md. 461
WSIG — Mt. Jackson, Va. 646
WSIP — Paintsville, Ky. 449
WSIR — Winter Haven, Fla. 404
WSIV — Pekin, Ill. 426
WSIX — Nashville, Tenn. 613
WSJS — Winston-Salem, N. C. 552
WSKI — Montpelier-Barre, Vt. 642
WSKY — Asheville, N. C. 540
WSLB — Ogdensburg, N. Y. 535
WSLI — Jackson, Miss. 489
WSLM — Salem, Ind. 432
WSLS — Roanoke, Va. 648
WSM — Nashville, Tenn. 613
WSMB — New Orleans, La. 454
WSMI — Litchfield, Ill. 425
WSMT — Sparta, Tenn. 614
WSNJ — Bridgeton, N. J. 510
WSNW — Seneca, S. C. 603
WSNY — Schenectady, N. Y. 538
WSOK — Nashville, Tenn. 613
WSON — Henderson, Ky. 446
WSOC — Charlotte, N. C. 541
WSOO — Sault Ste. Marie, Mich. 481
WSOY — Decatur, Ill. 422
WSPA — Spartanburg, S. C. 603
WSPB — Sarasota, Fla. 401
WSPC — Anniston, Ala. 343
WSPD — Toledo, Ohio 565
WSPN — Saratoga Springs, N. Y. 537
WSPR — Springfield, Mass. 468
WSPT — Stevens Point, Wis. 667
WSRC — Durham, N. C. 542
WSRS — Cleveland, Ohio 559
WSSB — Durham, N. C. 542
WSSC — Sumter, S. C. 604
WSSO — Starkville, Miss. 491
WSSV — Petersburg, Va. 647
WSTA — St. Thomas, V. I. 676
WSTC — Stamford, Conn. 389
WSTN — St. Augustine, Fla. 401
WSTP — Salisbury, Md. 549
WSTR — Sturgis, Mich. 481
WSTU — Stuart, Fla. 402
WSTV — Steubenville, Ohio 563
WSUH — Oxford, Miss. 491
WSUN — St. Petersburg, Fla. 401
WSUX — Seaford, Del. 390
WSVA — Harrisonburg, Va. 645
WSVS — Crewe, Va. 644
WSWN — Belle Glade, Fla. 393
WSWW — Platteville, Wis. 666
WSYB — Rutland, Vt. 642
WSYD — Mt. Airy, N. C. 547
WSYL — Sylvania, Ga. 413
WSYR — Syracuse, N. Y. 538
WTAB — Tabor City, N. C. 550
WTAC — Flint, Mich. 475
WTAD — Quincy, Ill. 426
WTAG — Worcester, Mass. 469
WTAL — Tallahassee, Fla. 402
WTAN — Clearwater, Fla. 393
WTAO — Cambridge, Mass. 465
WTAQ — La Grange, Ill. 424
WTAR — Norfolk, Va. 646
WTAW — College Station, Tex. 619
WTAX — Springfield, Ill. 427
WTBC — Tuscaloosa, Ala. 351
WTBF — Troy, Ala. 351
WTBO — Cumberland, Md. 461
WTCB — Flomaton, Ala. 346
WTCH — Shawano, Wis. 667
WTCJ — Tell City, Ind. 433
WTCM — Traverse City, Mich. 481
WTCN — Minneapolis, Minn. 484
WTCO — Campbellsville, Ky. 444
WTCR — Ashland, Ky. 444
WTCS — Fairmont, W. Va. 657
WTCW — Whitesburg, Ky. 450
WTEL — Philadelphia, Pa. 589

WTHI — Terre Haute, Ind. 433
WTIC — Hartford, Conn. 387
WTIK — Durham, N. C. 542
WTIL — Mayaguez, P. R. 675
WTIM — Taylorville, Ill. 428
WTIP — Charleston, W. Va. 656
WTIV — Titusville, Pa. 593
WTIX — New Orleans, La. 455
WTJH — East Point, Ga. 410
WTJS — Jackson, Tenn. 608
WTKM — Hartford, Wis. 663
WTLS — Tallahassee, Fla. 351
WTMA — Charleston, S. C. 599
WTMC — Ocala, Fla. 399
WTMJ — Milwaukee, Wis. 665
WTMV — East St. Louis, Ill. 423
WTNC — Thomasville, N. C. 550
WTND — Orangeburg, S. C. 603
WTNJ — Trenton, N. J. 512
WTNS — Coshocton, Ohio 560
WTNT — Tallahassee, Fla. 402
WTOB — Winston-Salem, N. C. 552
WTOC — Savannah, Ga. 413
WTOD — Toledo, Ohio 563
WTOE — Spruce Pine, N. C. 550
WTOK — Meridian, Miss. 490
WTOL — Toledo, Ohio 565
WTON — Staunton, Va. 649
WTOP — Washington, D. C. 391
WTOR — Torrington, Conn. 389
WTOW — Towson, Mo. 463
WTPR — Paris, Tenn. 613
WTPS — New Orleans, La. 455
WTRB — Ripley, Tenn. 613
WTRC — Elkhart, Ind. 429
WTRL — Bradentown, Fla. 393
WTRN — Tyrone, Pa. 594
WTRP — LaGrange, Ga. 411
WTRR — Sanford, Fla. 401
WTRW — Two Rivers, Wis. 668
WTRX — Bellaire, Ohio 555
WTRY — Troy, N. Y. 538
WTSA — Brattleboro, Vt. 641
WTSB — Lumberton, N. C. 546
WTSL — Hanover-Lebanon, N. H. 508
WTSP — St. Petersburg, Fla. 401
WTSV — Claremont, N. H. 508
WTTB — Vero Beach, Fla. 403
WTTH — Port Huron, Mich. 480
WTTM — Trenton, N. J. 512
WTTN — Watertown, Wis. 668
WTTR — Westminster, Md. 463
WTTS — Bloomington, Ind. 428
WTUP — Tupelo, Miss. 491
WTUS — Tuskegee, Ala. 352
WTUX — Wilmington, Del. 390
WTVB — Coldwater, Mich. 472
WTVL — Waterville, Me. 460
WTVN — Columbus, Ohio 560
WTWA — Thomson, Ga. 414
WTXL — Springfield, Mass. 468
WTWN — St. Johnsbury, Vt. 642
WTYC — Rock Hill, S. C. 603
WTYN — Tryon, N. C. 550
WTYS — Marianna, Fla. 397
WULA — Eufaula, Ala. 346
WUSJ — Lockport, N. Y. 522
WUST — Washington, D. C. 391
WVAM — Altoona, Pa. 577
WVCG — Coral Gables, Fla. 393
WVCH — Chester, Pa. 579
WVDA — Boston, Mass. 464
WVEC — Hampton, Va. 645
WVET — Rochester, N. Y. 537
WVIM — Vicksburg, Miss. 491
WVJP — Caguas, P. R. 673
WVJS — Owensboro, Ky. 448
WVKO — Columbus, Ohio 560
WVLK — Lexington, Ky. 446
WVLN — Olney, Ill. 425
WVMC — Mount Carmel, Ill. 425
WVMI — Bilouxi, Miss. 486
WVNA — Tuscumbia, Ala. 352
WVNJ — Newark, N. J. 511
WVOK — Birmingham, Ala. 345
WVOP — Vidalia, Ga. 414
WVOS — Liberty, N. Y. 522
WVOT — Wilson, N. C. 551
WVOW — Logan, W. Va. 658
WVPO — Stroudsburg, Pa. 593
WVSC — Somerset, Pa. 593
WWBG — Bowling Green, Ohio 556
WWBZ — Vineland, N. J. 512
WWCA — Gary, Ind. 430
WWCO — Waterbury, Conn. 389
WWDC — Washington, D. C. 391
WWEZ — New Orleans, La. 454
WWGP — Sanford, N. C. 549
WWGS — Tifton, Ga. 414
WWHG — Hornell, N. Y. 521
WWIL — Ft. Lauderdale, Fla. 394
WWIN — Baltimore, Md. 461
WWIT — Canton, N. C. 541
WWJ — Detroit, Mich. 474
WWKY — Winchester, Ky. 450
WWL — New Orleans, La. 454
WWNC — Asheville, N. C. 540
WWNH — Rochester, N. H. 509
WWNR — Beckley, W. Va. 656
WWNS — Statesboro, Ga. 413
WWNY — Watertown, N. Y. 539
WWOC — Manitowoc, Wis. 664
WWOD — Lynchburg, Va. 645
WWOK — Charlotte, N. C. 542
WWOL — Buffalo, N. Y. 519
WWON — Woonsocket, R. I. 597
WWPA — Williamsport, Pa. 595
WWPB — Miami, Fla. 398
WWPF — Palatka, Fla. 400
WWPG — Palm Beach, Fla. 400
WWRL — Woodside, N. Y. 539
WWSC — Glens Falls, N. Y. 521
WWSR — St. Albans, Vt. 642
WWST — Wooster, Ohio 565
WWSW — Pittsburgh, Pa. 591
WWVA — Wheeling, W. Va. 661
WWWB — Jasper, Ala. 348
WWWF — Fayette, Ala. 346
WWWR — Russellville, Ala. 350
WWWW — Rio Piedras, P. R. 675
WWYO — Pineville, W. Va. 659
WXAL — Demopolis, Ala. 346
WXGI — Richmond, Va. 648
WXLW — Indianapolis, Ind. 431
WXOK — Baton Rouge, La. 451
WXRA — Buffalo, N. Y. 519
WXRF — Guayama, P. R. 675
WXYZ — Detroit, Mich. 474
WYVE — Wytheville, Va. 649
WZIP — Covington, Ky 445
WZOB — Ft. Payne, Ala. 347

WAVU—Albertville—1948

Frequency: 630 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Sand Mt. Bcstg. Service
Business-Studio Address.....P. O. Box 250
Phone Number 630
News Service .....AP
Transcription Service .....World
Pres. Gen. Mgr.....Pat M. Courington
Prog. Dir.....Bill Hagler

WRFS—Alexander City—1947

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By..Piedmont Service Corp.
Business-Studio Address.....138 Main St.
Phone: Adams 4-2566.....Air Time: Daytime
News Service .....UP
Transcription Service.....Thesaurus
Representative.....Sears & Ayer
President.....James L. Coley
Gen.-Station Mgr.....Jim Whatley
Membership .....NARTB, RAB
Sls. Prom. Mgr., Chief Eng.....C. H. Whatley

WCTA—Andalusia—1946 MBS-KBS

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By..Andalusia Bcstg. System
Address .....Sanford Rd.
Phone: 1340.....Air Time: Full Time
News Service .....AP
Transcription Service.....RCA
Representative .....Dora Clayton
Membership.....NARTB, RAB
Pres., Gen. Sta. Mgr.....Dige Bishop
Commercial Manager.....Don Cooke
Program Director.....Barbara Nicholson
Publicity Director.....Bart Pryor
Chief Engineer.....J. Dige Bishop

WANA—Anniston—1954—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....C. L. Graham
Address.....Box 937
Phone: 6-9201.....Air Time: Full Time
News Service.....UP
Sta. Rep.....McGillvra, Inc.
Co-Owner.....Cary L. Graham
Gen., Sta. Mgr.....Mac M. Thomas
Commercial Mgr.....Mary McCrelles
Sales Prom. Mgr.....Bill Jenkins
Program Dir.....Jim Paul
Publicity Dir.....Bill Nelson
Chief Engineer.....R. C. Watson

WHMA—Anniston—1938—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Anniston Bcstg. Co., Inc.
Business-Studio Address.....Radio Bldg.
Phone: Adams 6-7545.....Air Time: Full Time
Newspaper Affil.....Anniston Star
Transcription Service.....World, Thesaurus
Representative.....Sears & Ayer
Membership .....NARTB
President.....Harry M. Ayers
Gen.-Sta. Mgr.....Malcolm Street
Program Director.....Rosamond Ponder
Publicity Director.....E. Cody Hall
Sales Prom. Mgr.....W. Hall Wray
Chief Engineer.....James A. Hudson

WSPC—Anniston—1949—MBS

Freq.: 1390 Kc.....Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By Model City Bcstg. Co., Inc.
Business Address.....Jefferson Davis Hotel
Phone: AD 6-8291.....Air Time: Unlimited
News Service .....AP
Transcription Service .....Standard
Representative.....Walker & Dora-Clayton
Pres., Gen., Sta. Mgr.....W. S. Weatherly
Program Director.....Rosebud Waldrop
Chief Engineer.....Harry Dickinson

WJMW—Athens—1948

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By...Athens Bcstg. Co., Inc.
Business-Studio Address.....Hine St.
Phone Number 565
Trans. Ser.....SESAC, Library Service
News Service .....AP
Pres.-Gen. Mgr.....Homer F. Dunnavant
Pgm., Prom., News Dir.....Marjorie Jones

WATM—Atmore—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Southland Bcstg. Co.
Phone 50
Address.....P. O. Box 59
News Service .....AP
Membership .....NARTB
Transcription Service .....World
Pres., Gen., Sta. Mgr.....T. C. Miniard
Comm. Mgr., Prog. Dir.....Julia Miniard
Chief Engineer.....T. C. Miniard

WAUD—Auburn—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Auburn Bcstg. Co.
Address .....Box 231
Phone: 1240.....Air Time: Full Time
Pres., Gen.-Sta., Com. Mgr.....Elmer G. Salter
Sales Prom. Dir.....Bobbie Sanders
Chief Engineer.....Avery Baswell
Prog., Pub. Dir.....Margaret White

WBCO—Bessemer—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Bessemer Bcstg. Co., Inc.
Business Address.....Box 510
Phone: 5-5241.....Air Time: Full Time
News Service .....UP
Representative.....Forjoe, Clayton-Cossee
Membership .....NARTB
Gen. & Comm. Mgr.....Eugene P. Weil
Pres.....J. E. Lanier
Program Director.....Bruce Payne
Chief Engineer.....Jack Warden

WAPI—Birmingham—1922 NBC

Frequency: 1070 Kc.....Power: 10,000 Watts

Owned-Oper. By..Alabama Bcstg. System, Inc.
Address.....P. O. Box 2553
Phone: 4-2466.....Air Time: Full Time
News Service.....AP
Newspaper Affil.....Birmingham News
Representative.....John Blair
Membership.....NARTB, RAB
Pres., Gen. Mgr.....Henry P. Johnston
VP Programming.....Ray F. Furr
VP & Mgr. of Radio Operations.Herbert Martin
Publicity Director.....James Chenoweth
Chief Engineer.....J. V. Sanderson

WBRC—Birmingham—1925 CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Storer Bcstg. Co., Inc.
Address.....1727½ 2nd Ave., N.
Phone: 7-3172.....Air Time: Full Time
News Service.....AP
Transcription Service.....Capitol, Standard
Representative.....Katz
Membership.....NARTB, RAB
President.....George B. Storer
Gen. Mgr.....James E. Bailey
Comm. Sales Prom. Mgr.....Lionel Baxter
Local Sales Mgr.....Richard Stephen
Pub., Prog. Dir.....Fox Lightfoot
Chief Engineer.....Robert L. DuPriest

WCRT—Birmingham—1953

Freqnency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chapman Radio-TV Co.
Business Address.....725 S. 22nd St.
Phone Number 7-3019.....Air Time: Day
News Service.....UP
Trans. Service.....Standard
Membership.....NARTB
President.....W. A. Chapman
Gen., Sta., Com., Sls. Mgr.....Rudy C. Clark
Prog. Dir., Chief Eng.....George K. Chapman

WEDR—Birmingham—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Magic City Bcstg. Co.
Business Address.....1417 Fourth Ave. N.
Phone Number 40925.....Air Time: Day
News Service.....UP
Representative.....McGillvra
President.....J. L. Doss
Gen. Mgr.....John A. Thompson

WEZB—Birmingham—1953

Frequency: 1320 Kc.....Power: 1 Kw. d.
Owned:..Gene Newman & Emory M. McElroy
Address.....Dinkler-Tutwiler Hotel
Phone: 4-4641.....Air Time: Daytime
News Service.....INS
Membership.....NARTB
Pres., Gen., Sta. Mgr.....Gene Newman
Comm. Mgr.....Gaines Allen
Sales Prom. Mgr.....Margaret Armfield
Prog. Dir.....Ward McIntyre
Publicity Dir.....Gene Newman
Chief Engineer.....Bill Waldrip

WILD—Birmingham—1946 MBS

Frequency: 850 Kc..Power: 10 Kw. d., 1 Kw. n.
Owned-Oper. By.....Gordon Ala. Bcstg. Co.
Address.....1901 Montgomry Hi-way

Now! BIRMINGHAM'S NEW SELLING SOUND!

wild

SHOWMANSHIP is the key to Birmingham's *new* radio sound—showmanship sparked by the fresh, new ideas of the Gordon Broadcasting Co.

On WILD-Radio there's excitement for listeners — excitement for advertisers—sales excitement that means in Birmingham your best radio buy is the new WILD!

IN BIRMINGHAM... EVERYBODY LOVES THE NEW SOUND ON

wild

GORDON BROADCASTING CO.
Sherwood R. Gordon, *President*
Charles A. Black, *Vice President and Managing Director*
Nat'l. Representatives BURKE-STEWART

THE NEW SOUND IN BIRMINGHAM WITH A CASH REGISTER RING!

Phone: 4-4511.....Air Time: Full Time
News Service .....UP
Membership ..... NARTB
President.....Sherwood D. Gordon
Gen., Sta., Comm. Mgr....George L. Sutherland
Commercial Mgr.....J. B. Roberts
Program Director.....Richard Bennick
Publicity Director.....Arthur Plaut
Chief Engineer.....Ray Lowery

WJLD—Birmingham—1942

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Johnston Bcstg. Co.
Business Address.....Box 5767, Birmingham
Phone: 54-3466.....Air Time: Full Time
News Service .....AP
Representative.....W. J. Rambeau
President.....George Johnston, Jr.
Gen. Manager.....James Connolly
Program Director.....Harry Herrod
Sales Prom. Man.....W. McKinstry
Pub. Dir.....Mary Vail
Comm. Manager.....Joe Brewer
Chief Engineer.....Cliff Goggins

WLBS—Birmingham—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WLBS, Inc.
Address.....212 N. 13th St.
Phone Number 54-2541
President.....G. G. Puett
Sales Mgr.....J. T. Tuggle
News Dir.....Doug Carter
Program Dir.....W. L. Steadman

WSGN—Birmingham—1926
ABC

Frequency: 610 Kc....Power: 5000d.; 1000 n.
Owned-Oper.....Jemison Bcstg. Co., Inc.
Address.....2320 7th Ave., South
Phone: 4-3434.....Air Time: Full Time
Transcription Service.....World
Representative...Venard, Rintoul, & McConnell
Membership .....NARTB
Pres., Gen. Mgr.....Bascom Hopson

WVOK—Birmingham—1947

Frequency: 690 Kc....Power: 50,000 Watts d.
Owned-Operated By.....Voice of Dixie Inc.
Business Address.....P. O. Box 2468,
Phone: 6-2924.....Air Time: Daytime
News Service .....UP
Representative.....Radio-TV Reps., Inc.
Membership .....NARTB
Pres., Gen. Sta. Mgr.....Iralee W. Benns
Sls., Pub. Mgr., Prog. Dir.....Ira Leslie
Chief Engineer.....R. G. Blaskow

WEBJ—Brewton—1947
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Brewton Bcstg. Co.
Business Address.....Box 870
News Service .....AP
Membership.....NARTB, RAB
Representative .....Dora-Clayton
Pres. .....W. Emmett Brooks
Gen. Mgr.....Charles E. Land

WRAG—Carrollton—1951
KBS

Frequency: 590 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Pickens County Bcstg. Co.
Address.....Box 71
Phone Number: 2364.....Air Time: Daytime
News Service .....UP
Trans. Service.....World
Membership .....NARTB
President.....R. E. Hook
General Manager.....J. C. Sauceman
Prog. Dir., Comm. Mgr.....Jack Cochran
Chief Engineer.....D. H. Livingston

WKLF—Clanton—1947—KBS

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southeastern Bcstg. Co.
Address.....P. O. Box 110
Phone Number: 449.....Air Time: Daytime
News Service.....AP
Transcription Service .....World
Representative.....Continental Radio Sales
Membership .....NARTB
President.....Dr. J. Kelley Robinson
Pgm., Pub. Dir.....Helen Parrish

WFMH—Cullman—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By....The Voice of Cullman
Address.....206 Second Ave. E.
Phone No. 910
News Service.....AP
Transcription Service.....Associated
Membership.....NARTB, RAB
Gen., Comm. Mgr.....B. C. Eddins

WKUL—Cullman—1946
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Cullman Bcstg. Co.
Address.....Drawer 620
Phone: 863.....Air Time: Full Time
News Service .....UP
Gen. Mgr.....Hudson C. Miller, Jr.
Program Director.....Bob Dunnavant

WAJF—Decatur—1953

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Morgan County Bcstg. Co.
Business Address.....Box 1522
Phone: 4016.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Station Representative.....Sears & Ayer, Inc.
President.....J. B. Falt, Jr.
Gen., Sta., Comm. Mgr.....Ralph Mann
Sls. Prom. Mgr., Prog. Dir.....Tom King
Chief Engineer.....Ed Buxton

WHOS—Decatur—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By..No. Alabama Bcstg. Co.
Business-Studio Address.....Johnston St.
Phone: 991.....Air Time: Full Time
News Service.....AP
Representative.....Joseph Hershey McGillvra
Transcription Service .....World
Membership.....NARTB, RAB
Partners.....Barrett C. Shelton, John J. Jones
Gen., Comm. Mgr.....J. C. Fout
Pgm. Dir.....Bob Dean
Sls. Prom. Mgr.....Ross Hawkins
Chief Eng.....G. Upton

WMSL—Decatur—1953 KBS-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Tennessee Valley Bcstg. Co.
Address.....703 Bank St.
Phone: 802-803.....Air Time: Full Time
News Service .....AP
Membership .....NARTB
Pres., Gen. & Comm. Mgr....Frank Whisenant
Pgm. Dir. & Pub. Dir.....Robert E. Gleason
Chief Engineer.....John Short

WXAL—Demopolis—1948 MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Demopolis Bcstg. Co.
Phone: 400.....Air Time: Full Time
News Service .....AP
Transcription Service.....World
Pres., General Manager.....W. M. Jordan

WAGF—Dothan—1932—NBC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Dothan Bcstg. Co.
Address.....204½ E. Main Street
Phone: 2-9100.....Air Time: Full Time
News Service .....AP
Newspaper Aff.....Decatur Daily
Representative.....Joseph Hershey McGillvra
Membership .....NARTB
General Manager.....Julian C. Smith
Sales Prom. Mgr.....Eugene S. McClintic
Comm. Mgr.....Fred C. Moseley
Program Director.....Lamar Trammell
Chief Engineer.....Howard T. Rawlinson
Publicity Dir.....J. Acree

WDIG—Dothan—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Houston Bcsters.
Business-Studio Address.....208 N. Oates St.
Phone: 3-4100.....Air Time: Full Time
News Service .....UP
Trans. Service.....Thesaurus
Representative .....Benton Paschall
Pres., Gen. Mgr.....Jess Swicegood
Prog. Dir.....J. Holloway
Chief Engineer.....Wiley Grissom

WOOF—Dothan—1948—KBS

Frequency: 560 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....The WOOF Trust
Business-Studio Address...Columbia Highway
Phone Number 3-0560.....Air Time: Day
Representative..Dora-Clayton, Thomas F. Clark
Membership.....NARTB, RAB
General Manager.....Agatha Gay
Sta., Sls., Prog. Dir.....R. A. Dowling, Jr.
Commercial Manager.....Gus Cotter
Chief Engineer.....Earl Williford

WIRB—Enterprise—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Wiregrass Bcstg. Co.
Address.....Dothan Highway
Phone: 30.....Air Time: Full Time
News Service .....AP
Transcription Service.....World
Gen. Mgr.....R. E. James
Comm. Mgr.....Fred S. Watson

WULA—Eufaula—1948—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Ala.-Ga. Bcstrs., Inc.
Address.....Box 301
Phone Number: 745.....Air Time: Full Time
News Service .....UP
Gen. Mgr.....Edward B. Fussell
Sta., Comm. Mgr., Prog. Dir., Eng...R. Hoffman

WWWF—Fayette—1949—KBS

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Operated By.Bankhead Bcstg. Co., Inc.
Address .....Jasper, Ala.
Phone: 23461.....Air Time: Daytime
Membership .....RAB
News Service .....UP
President.....W. W. Bankhead
Sta. Mgr.....Jack Black
Chief Engineer.....Donald Estes

WTCB—Flomaton—1955

Frequency: 990 Kc.....Power: 500 d.
Owned-Oper. By.....Tri-City Bcstg. Co.
Address.....c/o W. L. Kline, Box 218

WJOI—Florence—1945—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Florence Bcstg. Co., Inc.
Address.....850 S. Court St.
Phone: 2608.....Air Time: Full Time
News Service .....AP
Transcription Service .....SESAC
Pres., Gen. Mgr.....Joe T. Van Sandt
Sta., Comm. Sls. Mgr.....J. W. Phillips
Prog., Pub. Dir.....G Manush
Chief Engineer.....Paul Shannon

WOWL—Florence—1945—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Muscle Shoals, Inc.
Business Address.....800 Cypress Mill Rd.
Phone: 4000.....Air Time: Full Time

News Service.....AP
Representative...Rambeau and Dora Clayton
Membership .....NARTB
President.....Richard B. Biddle
General Mgr.....Bill Mapes
Commercial Manager.....R. S. Walker, Sr.
Sales Prom. Mgr.....Whit Patch
Program Director.....Jimmy Hall
Chief Engineer.....Lawrence Rohling

WHEP—Foley—1953

Frequency: 1310 Kw.....Power: 1000 Watts d.
Owned-Oper. By....Alabama Gulf Radio Inc.
Address.....Box 1556
Phone: 3.....Air Time: Daytime
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....Indie Sales
President.....Howard E. Pill
General Manager.....Ralph Howard
Publicity Dir.....Dick Killebrew
Program Director.....Jim Stewart
Chief Engineer.....Cliff Shelkofsky

WFPA—Ft. Payne—1949

Frequency: 1400 Kc.....Power: 250 watts
Owned.....Gothberg Community Bdcstg.
Address .....Box 391
Phone: 643.....Air Time: Full Time
Sta. Rep.....Con. Radio Sls.
Pres., Prog. Dir.....George Gothberg
Gen. Mgr.....Ozelle Gothberg
Comm., Sls. Mgr.....Adis Childers

WZOB—Ft. Payne—1950—KBS

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Glenn M. Gravitt
Address.....P. O. Box 255
Phone: 1250.....Air Time: Daytime
News Service .....UP
Transcription Service .....Thesaurus
General Sta. Manager.....Glenn M. Gravitt
Comm., Sls. Prom. Mgr.....N. B. Haston
Program Dir.....Jack C. Dobbs
Chief Engr.....Jess R. Moore

WETO—Gadsden—1950—KBS

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Gadsden Radio Co.
Address.....722 S. 12th St.
Phone Number: 69201.....Air Time: Daytime
News Service.....UP
Representative ..... McGillvra
Publicity Dir.....F. L. Pierle
President.....Cary L. Graham
Commercial Manager.....Velma Mote
Program Director.....Billy Banks
Chief Engineer.....Calvin Williamson

WGAD—Gadsden—1947—ABC

Freq.: 1350 Kc.....Power: 5 Kw. D., 1 Kw. N.
Owned-Oper. By.....Coosa Bcstg. Co., Inc.
Address.....Box 351
Phone: 6-1611.....Air Time: Full Time
News Service.....AP
Representative.....Rambeau, D. Clayton
Membership .....NARTB
Pres., Gen. Mgr.....James L. Garrett
Program Director.....Boyd Parsons

WCAS—Gadsden—1947

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Etowah Bdcstrs., Inc.
Address.....750 Forest Ave.
Transcription ..... Associated
Representative.....Grant Webb
Membership ..... NARTB
Gen. Mgr.....J. P. Kirby

WGEA—Geneva—1953

Frequency: 1150 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Geneva County Reaper
Business Address.....Geneva
Phone Number 456
Newspaper Affil.....Geneva County Reaper
News Service.....AP
Transcription Service.....World
Representative .....Continental
Membership.....NARTB, RAB
President.....Howard Scott
Gen. Sta. Mgr. Ch. Eng.....J. C. Williams
Program Director.....J. C. Helms
Comm. Mgr., Pub. Dir.....Hazel Williams
Sls. Prom. Mgr.....S. L. Sanders

WGYV—Greenville—1948 KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Greenville Bcstg. Corp.
Business Address.....P. O. Box 227
Phone: 585.....Air Time: Full Time
News Service.....UP
Representative .....Continental
Gen. Mgr.....W. H. Miller, Jr.
Prog. Dir.....L. S. Harrison
Chief Engineer.....J. D. Bell

WGSV—Guntersville—1950 KBS

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By....Guntersville Bcstg. Co.
Address.....P. O. Box 32
Phone: 4131.....Air Time: Daytime
News Service .....UP
Membership .....NARTB
President.....H. E. Moore
Gen., Sta., Comm. Mgr.....Edward Z. Carrell
Chief Engineer.....Lavelle Jackson

WJBB—Haleyville—1949 MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Haleyville Bcstg. Co.
Phone: 389.....Air Time: Full Time
Membership .....ABA
Representative .....Indie Sales
President.....W. P. Thielens

Gen. Sta. Mgr. ..... J. L. Slatton
Program Director ..... Pat Slatton
Publicity Dir. ..... Betty Tittle
Chief Engineer ..... Paul Kelly

WERH—Hamilton—1950
KBS

Frequency: 970 Kc. ..... Power: 5000 Watts d.
Owned-Oper. By .... Marion County Bcstg. Co.
Address ..... Box 187
Phone: 3481 ..... Air Time: Daytime
News Service ..... UP
Transcription Service ..... SESAC
Representative ..... Hill F. Best Co.
President, Gen. Mgr. ..... Hugh Fite
Sta., Sales, Mgr. ..... C. B. Tucker
Publ., Prog. Dir. ..... Edgar L. Clayton
Chief Engineer ..... C. B. Tucker

WBHP—Huntsville—1937
MBS-KBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Wilton H. Pollard
Bus.-Studio Address ..... 318 W. Clinton St.
Phone: JE 2-3521 ..... Air Time: Full Time
President, Gen. Mgr. ..... Wilton H. Pollard

WFUN—Huntsville—1946
ABS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Huntsville Bcstg. Co., Inc.
Phone: JE 2-5641 ..... Air Time: Full Time
News Service ..... UP
Representative ... Sears & Ayers, Dora-Clayton
Pres., Gen. Mgr. ..... J. B. Falt, Jr.
Sta. Mgr., Prog. Dir., Chief Engr. .. John Garrison

WHBS—Huntsville—1946
ABC

Freq.: 1550 Kc. ... Power: 5 Kw. d., 500 W. n.
Owned-Oper. By ... The Huntsville Times Co.
Address ..... P. O. Box 986
Phone: Jefferson 2-8471 ..... Air Time: Full
Newspaper Affiliation ..... Huntsville Times
News Service ..... AP
Rep. ..... Henry E. Cummings, Gill-Perna
Membership ..... NARTB, RAB
General Manager ..... John F. Neal

WPBB—Jackson—1950
KBS-MBS

Frequency: 1280 ..... Power: 1000 Watts d.
Owned-Operated By ..... Jackson Bcstg. Co.
Address ..... H'way 43
News Service ..... UP
Representative ..... Indie,
Sears & Ayers, Southern Radio
Pres., Gen. Mgr. ..... T. H. Gaillard, Jr.

WWWB—Jasper—1946—MBS

Frequency: 1360 Kc. ..... Power: 1 Kw. d.
Owned-Operated By . Bankhead Bcstg. Co., Inc.
Address ..... Bankhead-Long Bldg.
Phone Number: 23461 ..... Air Time: Full Time
Transcription Service ..... Capitol
News Service ..... UP
Sta. Rep. ..... Southern Radio
Membership ..... NARTB
President ..... W. W. Bankhead
Gen. Mgr. ..... William C. Edgehon

WRLD—Lanett—1940
(See West Point, Ga.)

WJAM—Marion—1951

Frequency: 1310 Kc. .... Power: 5000 Watts d.
Owned-Oper. By ..... Neely & Neely
Address ..... Box 540
Phone: 7111 ..... Air Time: Daytime
Transcription Service ..... Capitol
Membership ..... NARTB
News Service ..... AP
President ..... K. W. Neely
General Manager ..... L. M. Neeley, Jr.
Station Manager ..... Earl W. Hanna
Comm. Mgr., Chief Eng. ..... Virgil Moore

WABB—Mobile—1948—ABC

Frequency: 1480 Kc. ..... Power: 5000 Watts
Owned-Oper. By ... Mobile Press Register, Inc.
Business Address ..... 304 Government St.
Phone: HEmlock 3-1551 .... Air Time: Full Time
News Service ..... UP
Newspaper Aff. ..... Mobile Press Register
Transcription Service ..... World
Representative ..... Branham Co.
Membership ..... RAB
President ..... R. B. Chandler
Gen., Sta. Mgr. ..... Dewey H. Long
Prog. Director ..... Phil Forrest
Chief Engineer ..... William H. Murphree

WALA—Mobile—1930—NBC

Frequency: 1410 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Pape Bcstg. Co., Inc.
Bus.-Studio Address ..... 210 Government St.
Phone: ..... Hemlock 3-3756
News Service ..... AP
Transcription Service ..... Standard
Representative ..... Headley-Reed
President ..... W. O. Pape
Exec. Vice-Pres. ..... H. K. Martin
Station Manager ..... W. B. Pape
Sls. Promotion Mgr. ..... C. L. Thompson
Pgm. Dir. ..... Al Homan
Chief Engineer ..... A. R. Bell

WKAB—Mobile—1947 MBS

Frequency: 840 Kc.....Power: 1000 Watts d.
Owned-Operated By...Pursley Bcstg. Service
Business-Studio Address.....525 Donald St.
Phone: Gr 7-6345.....Air Time: Daytime
Transcription Service.....SESAC
Representative.....Forjoe, Dora Clayton
News Service .....AP
Co-owners.....C. L. Pursley, L. P. Pursley
Gen. Mgr.....R. H. Moore
Comm. Mgr.....J. C. Smith

WKRG—Mobile—1946—CBS

Freq.: 710 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....WKRG-TV, Inc.
Address.....162 St. Louis St.
Phone: He 2-6789.....Air Time: Unlimited
News Service.....AP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership..... RAB, NARTB
President.....Kenneth R. Giddens
Gen. Mgr.....W. S. Baskerville, Jr.
Program Director.....Richard McMullen
Publicity Dir.....Elizabeth Beatty
Chief Engineer.....James L. Evans

WMOZ—Mobile—1952—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Edwin H. Estes
Phone Number.....6-3546
Representative.....John E. Pearson
News Service.....UP
Owner.....Edwin Estes

WMFC—Monroeville—1952 KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Monroe Bdcstg. Co.
Address.....H'way 84
Phone Number: 1220.....Air Time: Daytime
Representative .....Continental
News Service .....AP
Transcription Service .....World
Business Maanger.....Tom Gardner
Program Director.....Riley Kelly

WAPX—Montgomery—1947 ABC-MBS

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Operated By.....United Bcstg. Co.
Business, Studio Address....116 Catoma St.
Phone: 3-7569.....Air Time: Full Time
News Service .....AP
Transcription Service.....Standard
Representative.....Walker Co.
Pres., Gen. Mgr.....Thomas E. Martin
V.P., Commercial Maanger....Hoke Williford

WBAM—Montgomery—1953

Frequency: 740 Kc.....Power: 50 Kw. d.
Owned.....Deep South Bcstg. Co.
Address.....Highway 231
Phone: 2-3851.....Air Time: Daytime
Representative.....Radio-TV Reps.
Pres., Gen. Mgr.....W. J. Brennan

WCOV—Montgomery—1939 CBS

Frequency: 1170 Kc.....Power: 10 Kw.
Owned-Oper. By.....Southern Bcstg. Co.
Address .....Adrian Lane
Phone: 5-3561.....Air Time: Full Time
News Service .....UP
Representative.....Paul H. Raymer Co.
Membership .....NARTB
President.....Oscar P. Covington
General Manager.....Hugh M. Smith
Station Manager.....Joe Petranka
Com., Sales Prom. Mgr.....W. W. Hunt
Program Director.....Weston Britt
Chief Engineer.....W. D. Weatherly

WMGY—Montgomery—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Dixie Bcstg. Co.
Business-Studio Address.....4 S. Perry St.
Phone Number: 2-5245.....Air Time: Day
News Service .....UP
Membership .....RAB
President.....Dr. S. D. Suggs
Gen. Manager.....Thomas W. Sewell
Com., Sales Prom. Mgr.....Lynn Hargreaves
Prog. Dir.....Ann Fincher
Chief Engineer.....B. L. Lobdell

WRMA—Montgomery—1953

Frequency: 950 Kw....Power: 1000 Watts d.
Owned-Oper. By.....Southland Bcstg. Co.
Business Address.....135 Commerce St.
Phone: 4-6449.....Air Time: Daytime
Transcription Service .....Associated
Membership ..... NARTB
Representative .....McGillvra
Co-owner & Gen. Mgr.....Ralph M. Allgood
Commercial Mgr.....Judd Sparling
Chief Engineer.....Walter L. Stevenson

WSFA—Montgomery—1930 NBC

Freq.: 1440 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....WKY Radiophone Co.
Business Address.....P. O. Box 2566
Phone: 5-1251.....Air Time: Full Time
News Service.....AP
Representative ..... Headley-Reed
Membership .....NARTB
Vice-Pres. & Sta. Mgr.....Hoyt Andres
Program Mgr.....Robert Doty
Sales Mgr.....John C. Hughes
Promotion Mgr.....R. L. Tuttle
Chief Engineer.....Robert Hayward

WLAY—Muscle Shoals—1933

Frequency: 1450 Kc.....Power: 250 Watts
Owned Oper. By.....Gregory Bcstg. Corp.

Business Address.....Box 230, Sheffield
Phone: 1450.....Air Time: Full Time
News Service.....UP
Trans. Service.....World
Membership .....NARTB, RAB
Pres., Gen. Mgr.....M. C. Gregory
Sales Mgr.....Tom Doughty
Prog. Dir.....Dick Williamson
Chief Engineer.....Benny Lott

WCRL—Oneonta—1952

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper...Blount County Bcstg. Serv., Inc.
Address.....H'way 32
Phone: 4871.....Air Time: Daytime
News Service.....AP
Trans. Service.....Capitol, World, Thesaurus
General Mgr.....L. D. Bentley, Jr.
Commercial Mgr.....Max G. Bynum
Program Dir.....Glenn Cornelius

WJHO—Opelika—1940 MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned Oper. By...Opelika-Auburn Bcstg. Co.
Address.....1400 Auburn Road
Phone: Sh 5-2084.....Air Time: Full
News Service.....UP
Transcription Service .....World
Representative.....Indie Sales, Inc.
Membership ..... NARTB, RAB
General Manager.....John C. Cooper, Jr.
Commercial Manager.....John E. Smollon
Program Director.....Edwin P. Rowell

WAMI—Opp—1952

Frequency: 860 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Opp Bcstg. Co.
Business Address.....Box 169
Phone Number: 2-6591.....Air Time: Day
News Service .....UP
President.....H. N. Lee
Gen., Sta., Com. Mgr.....Beri Moore
Prog., Pub. Dir.....James Heath
Chief Engineer.....Robert Page

WOZK—Ozark—1953

Frequency: 900 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Ozark Bcstg. Corp.
Address.....Box 742
Phone 655
News Service .....AP
Pres.....Douglas Brown
Gen., Sta. Mgr.....Howard Parrish, Jr.
Commercial Mgr.....Wade Sullivan
Program Dir.....Daryl D. Griffin
Chief Engineer.....Howard Parrish, Jr.

WPNX—Phenix City—1952 ABC-MBS

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By.....Community Bdcstg. Co.
Address.....Phenix Girard Bank Bldg.
Phone: 8-8787.....Air Time: Full Time
News Service .....AP
Pres., Gen. Mgr.....Roy M. Greene
Sta., Comm. Mgr.....Sam Keel
Prog. Dir.....Ralph Burgess
Chief Engineer.....Arnold White

WPID—Piedmont—1953

Frequency: 1280 Kw....Power: 1000 watts d.
Owned-Oper. By.....C. L. Graham
Address.....1145 Walnut St., Gadsden
Phone: 6-1614.....Air Time: Daytime
News Service.....UP
President.....C. L. Graham
General Manager.....Mac M. Thomas
Station Mgr.....Hank Smith
Program Director.....Frances Howren
Chief Engineer.....Acker Livingston

WAIP—Prichard—1954

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Prichard Bcstg. Co.
Address.....74 Main St.
Phone: 2-2202.....Air Time: Day
News Service .....AP
Representative .....Walker
Membership .....NARTB
Gen., Sta. Mgr.....Herbert Johnson
Commercial Mgr.....Jack Frost
Sls. Prom. Mgr.....Jimmie Whatley
Program Dir.....Hy Davis
Publicity Dir.....Evelyn Martin
Chief Eng.....Eugene Miller

WELR—Roanoke—1949—KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Roanoke Bcstg. Co.
Address.....705 N. Main St.
News Service .....UP
Pres., Gen. Mgr.....J. W. Buttram
Sls. Prom., Prog., Pub.....Leverne Foster

WWWR—Russellville—1949 KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Bankhead Bcstg. Co., Inc.
Address .....Underwood Rd.
Phone Number: 2-3461.....Air Time: Daytime
News Service .....UP
Gen. Mgr.....Hal Kirby
Pgm. Dir.....Carl Van Sittert
Commercial Mgr.....James W. Elliott

WCRI—Scottsboro—1950

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Pat M. Courington
Address.....P. O. Box 394
Phone: 123.....Air Time: Daytime
News Service .....AP
Trans. Service.....Thesaurus
Gen. Mgr.....Pat M. Courington
Station & Comm. Mgr.....J. F. Thompson
Program Director.....Gene Brown

WROS—Scottsboro—1952 KBS

Frequency: 1330 Kw...Power: 1000 Watts d.

Owned-Oper. By.....Rose M. Kirby
Business Address.....717 Scott St.
Phone: 156.....Air Time: Day
News Service .....UP
Gen., Com. Mgr.....Rose M. Kirby
Program Dir.....Clyde R. Varner
Chief Engr.....Bill Prickett

WGWC—Selma—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Dallas Broadcasters, Inc.
Address ..... Selma
Phone: TRinity 4-6687.....Air Time: Full Time
Station Representatives....Hal Holman, Ayers
News Service .....UP
Membership .....NARTB
Gen. Manager.....Erle Hanna
Comm. Manager.....Jim Roebuck
Program Director.....Carolyn Perrin

WHBB—Selma—1935 NBC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Selma Bcstg., Inc.
Business Address.....P. O. Box 26
Phone: TR 4-8661.....Air Time: Full Time
Transcription Service .....Thesaurus
Station Rep.....Avery Knodel
President.....Julien Smith Jr.
Gen. Sta., Com., Sls., Pub. Dir...F. Townshend
Prog. Dir.....Earl Hadaway
Chief Engineer.....W. D. Powers

WFEB—Sylacauga—1945 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alabama Bcstg. Co.
Address.....527 No. Broadway
Phone Number: 2-3281.....Air Time: Full Time
News Service .....UP
President.....E. E. Forbes, Sr.
Gen. Sta. Mgr., Prog., Pub. Dir.....G. W. Carr
Chief Engineer.....Conrad Pickren

WMLS—Sylacauga—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Marble City Bcstg. Co., Inc.
Business Address.....11 West 2nd St.
Phone: 2-4354.....Air Time: Daytime
News Service .....AP
Pres., Gen. Manager.....Curtis O. Liles, Jr.
Commercial Manager.....Marion W. McEwen
Prog., Pub. Dir.....Robert M. Duck
Chief Engineer.....Walter Welch

WHTB—Talladega—1945 MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Voice of Talladega, Inc.
Address .....Bemiston Highway
Phone: 2205.....Air Time: Full Time
News Service.....AP
Transcription Service .....World
Representative .....Continental
President.....Cecil Hornady
Gen. Mgr.....Myron T. Snoddy
Commercial Mgr.....W. B. Dorriety
Chief Engineer.....David Andrews

WTLS—Tallahassee—1954

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tallassee Bcstg. Co.
Address .....H'way 14
Phone Number 8535
News Service .....AP
Transcription ..... World
Pres., Gen. Mgr.....Bert Bank
Comm. Mgr., Sta. Mgr., Chief Eng..Ned Butler
Prog., Pub. Dir.....Wallace Hobgood

WTBF—Troy—1946 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Troy Bcstg. Corp.
Address .....College Drive
Phone Number: 980-1.....Air Time: Full Time
News Service.....AP
Transcription Service .....World
Membership .....NARTB
Gen. Mgr.....Jess Jorden

WJRD—Tuscaloosa—1936 NBC

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Wilhelmina Echols
Business-Studio Address.....2216 Broad St.
Phone: 4464.....Air Time: Full Time
News Service .....UP
Representative.....Rambeau, Clayton
Membership .....NARTB, RAB
Gen., Sta. Mgr.....Gene Tibbett
Comm. Mgr. .....Lehman Mayer
Sls. Prom. Mgr., Pub. Dir.....G. Tibbett
Prog. Dir.....Roy McAllister
Chief Engineer.....Dave Livingston

WNPT—Tuscaloosa—1951

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....W. Alabama Bdcstg. Co.
Address .....Tuscaloosa
Phone Number: 3311.....Air Time: Full Time
Representative .....Indie Sales
News Service.....AP
Trans. Ser.....Lang-Worth
Membership .....NARTB
General Manager.....T. H. Todd
Commercial Mgr.....Ruth Harris

WTBC—Tuscaloosa—1946 MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Tuscaloosa Bcstg. Co.
Address.....Radio Center
Phone Number: 8-5523-4..Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
Representative:.....Sears & Ayer
Membership .....NARTB

Gen. Sta. Manager.....Bert Bank
Comm., Sls. Prom. Mgr.....Jo Stevens
Prog., Pub. Dir.....Jack Mock
Chief Engr.....Bert Ward

WVNA—Tuscumbia—1955

Frequency: 1590 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....Power Center Bcstg. Co.
Address .....112 S. Main St.
Phone: 2550.....Air Time: Day
News Service.....UP
Representative.....Devney, Whitehead
Transcription .....Thesaurus
Membership .....NARTB
Gen. Manager.....Eulus O. Whitehead
Sales Manager.....Stanley Walters
Promotion Manager.....Jean Pollard

WTUS—Tuskegee—1952 KBS

Frequency: 580 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Radio Tuskeegee, Inc.
Address.....Union Springs Road
Phone: 580.....Air Time: Daytime
News Service .....UP
Sta. Manager.....J. A. Bowers
Program Manager.....John Hart
Commercial Mgr.....Joe Burton
Chief Engineer.....Julian A. Duncan

WETU—Wetumpka—1954 KBS

Frequency: 1570 Kc.....Power: 250 Watts
Owned.....Elmore Service Corp.
Address .....Box 60
Phone: 7369.....Air Time: Daytime
Transcription Ser.....Thesaurus
News Service.....UP
Station Rep.....Sears & Ayer
President .....Lem Coley
General Mgr.....Ed Morgan
Chief Engineer.....J. C. Rutledge

ARIZONA

Pop. Feb. 1, 1956 (Est.) 1,008,000—Families 300,000
Radio Homes 288,000—TV Homes 185,772—Stations in State 31

KSUN—Bisbee—1933 MBS-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Carleton W. Morris
Address.....Drawer C, Lowell St.
Phone: HEmlock 2-2277....Air Time: Full Time
Transcription Service .....Thesaurus
News Service .....UP
Representative.....Blair & Co.
Membership.....NARTB, RAB
Gen., Sta., Comm. Mgr.....Arlo Woolery

KCLF—Clifton—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Gila Bcstg. Co.
Address.....Box 548
Phone Number: Un 4-4114. Air Time: Full Time
Sta. Rep.....Best
News Service.....UP, AP, INS
Gen. Mgr.....Paul Merrill
Sta., Comm. Mgr.....Eric L. Manola

KCKY—Coolidge—1948 CBS-KBS

Frequency: 1150 Kc.....Power: 1,000 Watts
Owned-Oper. By.....Gila Bcstg. Co., Inc.
Address.....Roosevelt & Main Streets
Phone Number 4451
Transcription Service .....Lang-Worth
News Service.....UP
Representative .....Paschall
Membership .....NARTB
President.....Louis F. Long
General Maanger.....Bill Parady
Comm. Mgr.....Leo Bernard
Program Director.....Keith Delano
Sls. Prom. Mgr.....Oliver Grieve
Publicity Dir.....Buddy Martin
Chief Engineer.....Earl Hickman

KAWT—Douglas—1947 MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Carlton W. Morris
Address .....Drawer 1118
Phone: Em 4-3484.....Air Time: Full Time
Transcription Service..Lang-Worth, MacGregor
News Service .....UP
Membership ..... RAB
Representative .....Best
President.....Carlton Morse
Gen., Sta., Comm. Mgr.....Ed Williams
Program Director.....Dick Miller
Publicity Director.....Gene Baril
Sales Promotion Mgr.....Jim Collins
Chief Engineer.....Ben Strotman

KCLS—Flagstaff—1950 MBS-DON LEE

Freq.: 600 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Operated By.....Saunders Bcstg. Co.
Address .....Box 1677
Phone: 946.....Air Time: Daytime
Pres., Gen., Sta., Comm...Charles J. Saunders
Sls. Promotion Mgr.....Dorothy Saunders
Prog. Dir..... Bill Johnson
Chief Engineer.....Len Benson

KGPH—Flagstaff—1950—ABC

Freq.: 690 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By..Frontier Television Co., Inc.
Address .....Weatherford Hotel
Phone: 51 or 65.....Air Time: Full Time

News Service .....AP
Transcription Service .....Lang-Worth
Representative...John Hershey McGillvra, Inc.
Membership .....NARTB
Pres., Chief Engineer.....E. C. Phillippi
Gen., Sta., Comm. Mgr....Norman R. Herndon
Program Dir.....Hollis W. Hill

KWJB—Globe—1938—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Gila Bcstg. Co., Inc.
Address.H'way 60-70, between Globe & Miami
Phone Number: 41.....Air Time: Full Time
News Service .....AP
Membership .....NARTB
Representative.....Paul H. Raymer
Station Manager.....Willard Shoecraft

KDJI—Holbrook—1955—KBS

Frequency: 1270 Kc.....Power: 1000 W. d.
Owned-Oper. By....Northeastern Ariz. Bcstrs.
Address.....Box 31
Phone: 40.....Air Time: Days
News Service.....UP
Transcription .....Lang-Worth
Representative.....Moore, Best
Membership .....NARTB
General Manager.....Blake Tabor
Program Director.....Irene Tabor
Chief Engineer.....Kenneth Stone

KGAN—Kingman—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...W. E. Stone, J. F. Holbrook
Business Address.....P. O. Box 1208
President.....J. J. Glancy
Comm. Mgr.....Kathlene Covarrubias
Chief Engineer.....Leroy O'Laughlin

KTYL—Mesa—1946

Freq.: 1310 Kc..... Power: 1 kw. d.; 500 w. n.
Owned-Oper. By.....Harkins Bdcstg. Co.
Address .....P. O. Box 231
Phone: Wo 4-4422.....Air Time: Full
News Service .....UP
Transcription Service .....Standard
Membership .....NARTB
Pres., Gen. Mgr.....Dwight Harkins

KNOG—Nogales—1948—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....C. F. & A. B. Montano
Address .....Box 1681
Phone: 770.....Air Time: Full Time
Representative .....Best
Gen., Comm. Mgr.....C. F. Montano
Asst. Mgr., Prog. Dir.....A. B. Montano

KOOL—Phoenix—1947—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By....Maricopa Bcsters., Inc.
Business-Studio Address.....511 W. Adams
Phone: Alpine 3-3121.....Air Time: Full
News Service .....UP
Representative .....Hollingbery
Transcription .....Standard
Membership .....NARTB
President .....Gene Autry
V.P., General Manager.....Tom Chauncey
Station Manager.....William Connelly
Chief Engineer.....Milford Richey

KPHO—Phoenix—1940—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned.....Meredith Publishing Co.
Address.....631 No. 1st Ave.
Phone: ALpine 8-4511.....Air Time: Full Time
Transcription Service.....Associated, SESAC
News Service.....UP
Representative .....Katz
Membership .....NARTB, RAB
President.....E. T. Meredith, Jr.
Comm. Manager.....Howard Stalnaker
Sta., Gen. Mgr.....Richard B. Rawls
Program Director.....Gene Spry
Sls. Prom. Mgr.....E. Packer
Publicity Director.....Ron De Pinto
Chief Engineer.....Howard Zile

KIFN—Phoenix—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Western Bcstg. Co.
Address.....Box 430
Phone: Alpine 3-6155.....Air Time: Day
News Service .....UP
Transcription Service .....SESAC
Station Representative.....Harlan Oakes, NTS
Gen. Mgr.....Frank P. Redfield
Commercial Mgr.....J. K. Redfield

KOY—Phoenix—1922—MBS

Frequency: 550 Kc....Power: 5000 d.; 1000 n.
Owned-Oper. By.....KOY Bcstg. Co.
Address.....840 N. Central Ave.
Phone: Alpine 8-8181.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....John Blair
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....John L. Hogg
Sls. Mgr.....James W. Ross
Prog., Pub. Director.....John R. Williams
Chief Engineer.....Edward R. Janney

KONI—Phoenix—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....James T. Ownby
Address.....Rm. 103, Mayer Heard Bldg.
Phone: ALpine 8-8044....Air Time: Full Time
News Service.....INS
Sta. Rep.....Walker, Moore, Dora-Clayton
President.....James T. Ownby
Chief Engineer.....James C. Corn

KRIZ—Phoenix—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....KRIZ, Inc.
Address-Trans. Loc.....2345 Westward Blvd.
Phone: Alpine 4-8436.....Air Time: Full Time
News Service .....UP
Station Representative .....Burn-Smith
Membership .....NARTB
Pres., Gen., Sta. Manager....Howard M. Loeb

Comm., Prom. Mgr.....Sheldon Engel
Prog. Dir.....Bill Bailey
Pub. Dir.....Bob Johnson
Chief Engineer.....Bill Bailey

KRUX—Phoenix—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Bartell Broadcasters, Inc.
Bus.-Studio Address.....Goodrich Bldg.
Phone: ALpine 2-2371....Air Time: Full Time
News Service .....UP
Transcription .....Lang-Worth, SESAC
Membership .....NARTB
President.....Gerald A. Bartell
Exec. Vice-Pres.....John F. Box, Jr.
General Manager.....David B. Bartell
Sta., Comm. Mgr.....Frank Barc
Program Dir.....Gene Burrus
Chief Engineer.....Ralph Evans

KTAR—Phoenix—1922—NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....KTAR Bcstg. Co.
Business Studio Address...1101 North Central
Phone: AL 4-4161.....Air Time: Full Time
News Service .....AP
Trans. Ser..... Thesaurus, Standard, Capitol
Representative.....Paul H. Raymer
Membership .....NARTB
Commercial Mgr.....J. K. Redfield
Pres., Gen. Mgr.....Richard O. Lewis
Commercial Manager.....E. W. Harvey

KYCA—Prescott—1940—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Co.
Business-Studio Address.....East Gurley St.
Phone: 244.....Air Time: Full Time
Representative.....Paul H. Raymer
Pres., Gen. Mgr.....Harold Ritter

KGLU—Safford—1938—NBC

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Gila Bcstg. Co.
Business-Studio Address.....520 Main St.
Phone: 15.....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer
General Mgr.....Paul Merrill
Station Mgr.....Edward E. Furman
Commercial Mgr.....Kurt Stevens

KCNA—Tucson—1946—ABC

Freq.: 580 Kc.....Power: 5 kw. d.; 500 w. n.
Owned-Operated By.....Catalina Bcstg. Cc.
Business-Studio Address.....1511 East 16th
Phone: 2-4664.....Air Time: Full Time
News Service .....AP
Representative.....Gill-Perna Tracy Moore
President .....Erskine Caldwell
General Manager.....Harry Chambers
Business Mgr.....Robert Black

KEVT—Tucson—1953

Frequency: 690 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Tucson Radio Inc.
Business Address.....400 N. Shawnee
Phone: 4-5588.....Air Time: Day
Representative.....Oakes, Nat. Time Sls.
Membership .....NARTB
News Service .....UP
General Manager.....Peter Trowbridge
Comm. Mgr.....De Witt Wray
Program Dir.....Oscar H. Stevens
Sales Manager.....Arturo Aguilar

KOPO—Tucson—1947—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Old Pueblo Bcstg. Co.
Business-Studio Add.....115 W. Drachman St.
Phone: 4-2511.....Air Time: Full Time
News Service .....AP
Reprsentative.....AM Radio Sales
Membership ..... NARTB
President.....Gene Autry
Manager.....E. S. Mittendorf
Chief Engineer.....Vernard Cimmioyotti

KTKT—Tucson—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Thomas J. Wallace
Business-Studio Address .....500 W. Elm
Phone: 4-1777.....Air Time: Full
Membership .....NARTB
Representative .....Forjoe
News Service.....UP
Owner.....Thomas J. Wallace
Ass't Manager.....George Wallace
Sls. Director.....Richard Grand

KTUC—Tucson—1929—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Tucson Bcstg. Co.
Business-Studio Address....900 E. Broadway
Phone: 2-3344..... Air Time: Full Time
News Service .....UP
Trans. Service.....World, Asociated
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....Lee Little
Comm. Mgr.....Mac C. Matheson
Sales Mgr.....Greoge Bradley
Program Director.....Pete Tufts
Chief Engineer.....Cliff Livingston

KVOA—Tucson—1929—NBC

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By..Arizona Bcstg. Co., Inc.
Business-Studio Address.....209 W. Elm
Phone Number: 3-2555.....Air Time: Full
Transcription Service.....Thesaurus, Capitol
Representative.....Paul H. Raymer
President.....C. D. McKinnon
Business Mgr.....Harper M. Phillips
Sales Mgr.....John C. Underwood, Jr.
Program Director.....Lawrence W. Schnebly
Chief Engineer.....Ray H. Holsclaw

KVNC—Winslow—1952
DON LEE-MBS

Freq.: 1010 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Gila Bdcstg. Co.
Address.....P. O. Box 373
Air Time.....Full
News Service.....AP, UP

Transcription .....Standard
Representative .....Paschall

KOLD—Yuma—1953—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Broadcasters, Inc.
Address.....P. O. Box 1430
Representative.....Tracy Moore, Broadcast Time Sales
Pres., Gen., Sta., Comm. Mgr...Jack Hawthorne
Sls. Prom. Mgr.....Chuck Benedict
Program Dir.....Russ Foss
Publicity Dir.....Farley Zoober
Chief Engineer.....Jose Armendariz

KYMA—Yuma—1950 MBS—DON LEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KYMA-YUMA, Inc.
Address.....P. O. Box 671
Phone: Sunset 3-7841.....Air Time: Full
Representatives.....Benton Paschall
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....William B. Lindsey

KYUM—Yuma—1940—NBC

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....Yuma Bcstg. Co.
Business Address.....1901 E. 1st St.
Phone: SU 3-3305.....Air Time: Daytime
Transcription Service...Thesaurus & Standard
Representative.....Paul H. Raymer
Membership .....NARTB
Pres., Gen. Mgr.....R. C. Smucker
Sta. Mgr.....Roy L. Jorgenson
Program Director.....Lawrence L. Roeser
Chief Engineer.....Frank Hancock

ARKANSAS

Pop. Feb. 1, 1956 (Est.) 1,895,000—Families 526,000
Radio Homes 502,000—TV Homes 271,544—Stations in State 51

KVRC—Arkadelphia—1947 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Arkadelphia Bcstg. Co.
Business-Studio Address.....Arkadelphia
Phone: 790.....Air Time: Full Time
News Service .....AP
Representative.....Hil F. Best
President.....Cecil W. Cupp
Gen., Sta., Comm.....Bill Deaton
Chief Engineer.....Ray Burns

KBTA—Batesville—1950 MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....White River Valley Bdcsts. Co.
Phone: 1112-1113.....Air Time: Full Time
News Service .....AP
Representative .....Best
Transcription Service.....World
Membership .....NARTB, RAB
Gen. Mgr.....J. F. Higginbottom
Comm. Mgr.....E. A. Poole
Program Director.....John D. Isaacs
Chief Engineer.....Morris Cofer

KBBA—Benton—1953

Frequency: 690 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Benton Bcstg. Service
Business Address.....Box 294
Phone: Spring 8-2690.....Air Time: Daytime
News Service.....AP
Pres., Gen. Mgr.....Lavelle Langley
Sls. Prom. Mgr.....Jim Landers
Prog. Dir., Chief Eng.....Eddie Zoch

KLCN—Blytheville—1922

Frequency: 910 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Harold L. Sudbury
Address.....Sudbury Bldg., Main St.
Phone: Poplar 2-2093.....Air Time: Daytime
News Service .....AP
Station Representative.....John E. Pearson
Gen. Mgr.....Harold L. Sudbury
Sales Promotion Manager.....J. T. Sudbury
Program Director.....Carl Frame

KAMD—Camden—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Camden Radio Inc.
Address.....647 California Ave. S.W.
Phone: Temple 6-5091.....Air Time: Full Time
News Service .....AP
Representative .....Gill-Perna
President.....Walter E. Hussman
Comm. Mgr.....John Guenther
Gen., Sta. Mgr.....Donald Cathey
Sls. Prom., Prog., Pub. Dir.....Callis Carter
Chief Engineer.....Dorris C. Hunter

KPLN—Camden—1953

Frequency: 1370 Kw....Power: 1000 Watts d.
Owned-Oper. By.....Southern Bcstg. Co.
Business Address.....Stephens Rd.
Trans. Ser.....SESAC, World
Sta. Rep..... Hil Best
News Service.....UP
Gen., Comm. Mgr.....C. T. Mullins
Prog. Dir., Prom. Mgr.....J. Andrew Wright

KCON—Conway—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Conway Bcstg. Co.
Address.....903½ N. Front St.
Phone: 189.....Air Time: Full Time
Transcription Service .....World
News Service .....AP
Pres., Gen., Sta. Mgr.....James E. Clayton
Comm. Mgr.....James E. Clayton
Sls. Mgr., Dir.....S. F. Morehead
Chief Engineer.....Edwin McClendon

KAGH—Crossett—1951 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Julian Haas
Address.....900 Main St.

Phone: Forrest 4-2181.....Air Time: Full Time
News Service .....AP
Representative .....Best, Melville
Gen. Mgr.....Julian Haas
Chief Engineer.....Ed Bailey

KDMS—El Dorado—1950

Frequency: 1290 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....El Dorado Bcstg. Co.
Address.....208 N. Cleveland
Phone: Union 3-5121.....Air Time: Daytime
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Dora-Clayton, Melville
Presidents.....J. A. West Sr., J. A. West Jr.
Gen., Sta. Mgr.....E R. Hall
Com., Sls. Mgr.....Rodney P. Smith
Prog. Dir., Chief Engineer....Charles N. Buice

KELD—El Dorado—1935—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Radio Enterprises, Inc.
Business-Studio Address...Radio Center Bldg.
Phone: UNion 3-6126.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative.....Bagner & Martin
Membership .....NARTB
Pres., Gen., Sta., Com. Mgr...W. N. McKinney
Sales Mgr.....J. R. Duerson
Program Director.....Dot Tillery
Chief Engineer.....Troy B. Eddins

KGRH—Fayetteville—1946 MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Fayetteville Bcstg. Co., Inc.
Business-Studio Address...922 N. Leverett St.
Phone: Hillcrest 2-2322....Air Time: Full Time
News Service .....AP
Representative .....Walker
Membership .....NARTB
President .....Hayden McIlroy
Gen. Mgr.....Fred J. Stevenson
Comm. Sls. Prom. Mgr.....Ed. Gideon
Program Director.....Wallie Ingalls
Chief Engineer.....Harold Lindsey

KXJK—Forrest City—1949 KBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned By.....Forrest City Bcstg. Co., Inc.
Address...Natl. Bank of East. Arkansas Bldg.
Phone: 950.....Air Time: Daytime
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative.....H. F. Best, Dora-Clayton
Gen., Sta. Mgr.....William Fogg
Sls., Comm. Mgr.....James Pearson
Pub., Prog. Dir.....Harold Webber
Chief Engineer.....Walter Smith, Jr.

KFPW—Fort Smith—1925 CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Tulsa Bcstg. Co.
Business Address.....Sta. B Box 98
Phone: Sunset 3-4105.....Air Time: Full Time
News Service.....UP, AP
Representative .....Avery-Knodel
Membership .....NARTB
V.P., General Manager.....L. A. Blust
Station Manager.....J. Paul McCaslin
National Sls. Mgr.....J. P. Walker

KFSA—Fort Smith—1947 ABC-MBS

Freq.: 950 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Southwestern Pub. Co.
Business-Studio Address.....920 Rogers Ave.
Phone: Sunset 2-9126.....Air Time: Full Time
News Service.....UP
Representative.....John E. Pearson
Membership .....NARTB
President.....Donald W. Reynolds

KWHN—Ft. Smith—1947

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By...KWHN Bcstg. Co., Inc.
Business-Studio Add...421-423 Garrison Ave.
Phone: Sunset 3-8967-8....Air Time: Full Time
News Service .....AP
Trans. Ser..... Standard
Representative .....Rambeau
Gen. Mgr., Sec.-Treas.....H. S. Nakdimen

KHOZ—Harrison—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Harrison Bcstg. Corp.
Bus.-Studio Address.....Harrison
Phone: 1240..... Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus
President.....Mrs. Bob Wheeler
Gen. Mgr.....R. S. Wheeler, Jr.
Sta., Comm., Sls. Prom. Mgr...Everett S. Horton
Prog. Pub. Dir.....Marc Williams
Chief Engineer.....Fred E. Ward

KFFA—Helena—1941 KBS-MBS

Frequency: 1360 Kc.....Power: 1,000 Watts
Owned-Operated By.....Helena Bcstg. Co.
Address.....215 York St.
Phone: Hickory 4-2361....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Best
Membership .....NARTB
Pres., General Manager....Sam W. Anderson
Comm. Mgr.....George Caven
Sales Mgr.....Cecil Scaife
Pub. Dir.....Katherine Kizer
Program Director.....Larry Parker
Chief Engineer.....Earl Hodges

KXAR—Hope—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hope Bcstg. Co.
Address.....P. O. Box 138
Phone Number: PR 7-3601..Air Time: Full Time
News Service .....AP
Gen. Mgr., Chief Engineer.....L. B. Tooley
Comm. Mgr.....Wes Ninemire

KBHS—Hot Springs—1953

Frequency: 590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Resort Bdcstg. Co., Inc.
Address.....113 Third St.
Phone: 3888.....Air Time: Full Time
Sta. Rep..... Sears & Ayer
Gen., Comm. Mgr.....Ed C. Appler
Prog. Dir.....Steve Nichols

KBLO—Hot Springs—1953

Frequency: 1470 Kw.....Power: 1000 Watts d.
Owned-Oper. By....National Park Bcstg. Co.
Address.....1011 Central Ave.
Phone: National 3-2553.....Air Time: Daytime
Representative .....Indie, Dora-Clayton
President, Gen. Mgr.....R. S. Bieloh
Comm. Mgr.....Jack Wolever
Program Director.....DeWitt Waites
Publicity Dir.....Hank Sanders
Chief Engineer.....R. G. King

KWFC—Hot Springs—1941 MBS-ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Spa Bcstg. Co., Inc.
Business-Studio Address...819½ Central Ave.
Phone: National 4-1225...Air Time: Full Time
Representative.....Gill-Perna
President.....Walter E. Hussman
Gen. Sta. Mgr.....C. J. Dickson
Sls. Prom. Mgr.....David Campbell
Publicity Dir.....Martha Hickman
Prog. Dir.....Jim Citty
Chief Engineer.....William A. Carr

KBTM—Jonesboro—1930 MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Regional Bcstg. Co.
Address .....Box 794
Phone:..WEbster 5-5597..Air Time: Full Time
Representative .....Burn-Smith
Membership .....NARTB
Owner, Mgr.....Harold E. King
Sta. Mgr.....Clarence Adams
Comm. Mgr.....James Barnes
Sls. Prom. Mgr.....Mary Sullivan
Program Director.....Edward Welch
Publicity Director.....Marion Bohne
Chief Engineer.....Norman Bowman

KNEA—Jonesboro—1950

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Jonesboro, Inc.
Address.....New Citizens Bank Bldg.
Phone: Webster 2-8381.....Air Time: Days
Representative .....Gill-Perna
Membership .....RAB
General Manager.....Harold Gregson
Comm. Mgr.....Al Johnston
Program Director.....Bob Blackwood

KARK—Little Rock—1928 NBC

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Oper. By..Arkansas Radio & Equip. Co.
Address.....1001 Spring St.
Phone: FR 6-2481.....Air Time: Full Time
News Service.....AP, UP
Transcription Service.....World
Representative .....Edward Petry
Membership .....NARTB, RAB
President.....T. H. Barton
Gen. Mgr.....T. K. Barton
Commercial Mgr.....A. C. Dowden
Pub. Dir., Prom. Mgr.....Shirley Kennedy
Program Director.....Ernest M. Howara
Chief Engineer.....Dan L. Winn

KGHI—Little Rock—1927 ABC

Freq.: 1250 Kc.....Power: 1 Kw. d. 500 w. n.
Owned-Operated By:.....Radio Arkansas
Address.....P. O. Box 3099
Phone: FRanklin 2-0166.....Air Time: Full
Representative .....George P. Hollingbery
News Service .....UP
Owner, Gen. Mgr.....Harold E. King
Comm. Mgr.....Rex Parnell
Program Dir.....Hugh Brown
Chief Eng.....V. O. Van Deusen
Station Mgr.....W. J. Hart

KLRA—Little Rock—1927 ABC

Freq.: 1010 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.....Arkansas Bcstg. Co.
Business-Studio Address.....Gazette Bldg.
Phone: FRanklin 2-5427...Air Time: Full Time

KGHI

LITTLE ROCK, ARKANSAS

KBTM — KBTM-FM

JONESBORO, ARKANSAS

BURN-SMITH CO. INC.

HAROLD E. KING
General Manager

Newspaper Affiliation.....Arkansas Gazette
Transcription Service.....Standard
Representative .....Paul Raymer
President.....J. N. Heiskell
Gen., Sta., Comm. Mgr.....C. E. Deese
Program Dir.....Harris Owen
Publicity Dir.....Bob Hicks
Chief Engineer.....Kermit F. Tracy

KTHS—Little Rock—1924 CBS

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Oper.....Times Pub. Co., Shreveport
Business-Studio Address.....313 Main St.
Phone: FRanklin 4-2293...Air Time: Full Time
Newspaper Affil.....Shreveport Times
Representative .....Branham
President.....W. H. Bronson
Gen., Sta. Mgr.....B. G. Robertson
Comm. Mgr. .....W. V. Hutt
Sales Prom. Mgr.....R. Brown
Program Director.....George F. Moore
Chief Engineer.....Cecil L. Suitt

KVLC—Little Rock—1948 KBS

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southwestern Bcstg. Co.
Address .....Southern Natl. Insurance Bldg.
Phone: FR 5-5321.....Air Time: Full Time
Representative .....Radio Representatives
Membership .....RAB
President.....R. M. Saxon
Vice-Pres. .....Leonard Coe
Sta. Mgr., Chief Eng.....Dale Mahurin
Asst. Sta. Mgr.....Wally Geiger

KXLR—N. Little Rock—1946 MBS

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Ark. Airwaves Co.
Address.....Cotton Belt Bldg.
Phone: FR 2-2155.....Air Time: Full Time
Representative .....Pearson
President.....John F. Wells
Gen. Mgr.....Melvin P. Spann
Sta. Mgr.....Roy C. Nichols
Commercial Mgr.....Melton Lancaster
Program Director.....Roy Nichols
Chief Engineer.....Earl H. Butler

KVMA—Magnolia—1948 MBS

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Magnolia Bcstg. Co.
Business-Studio Address..212 N. Jefferson St.
Phone: 630.....Air Time: Daytime
Representative.....John E. Pearson
President.....Joe F. Rushton
Gen., Sta. Mgr.....William M. Bigley
Comm. Mgr.....George Shaw
Chief Engineer.....Ray Wells

KBOK—Malvern—1951—KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Malvern Bcstg. Co.
Address.....Young Insurance Bldg.
Phone: 1800.....Air Time: Daytime
Representative .....Devney, Melville
Gen., Comm. Mgr.....Kermit Richardson
Chief Engineer.....Tom Graves

KVSA—McGehee—1953

Frequency: 1220 Kw.....Power: 1000 Watts d.
Owned-Oper. By...S. E. Arkansas Bcstrs. Inc.
Address .....Box 1220
Phone: 20.....Air Time: Daytime
Representative .....Best
Pres., Gen., Sta. Mgr.....Abbott F. Kinney

KENA—Mena—1950—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....R. B. Bell
Address .....S. Reene St.
Phone: 878.....Air Time: Full Time
Station Representative.....Hill Best
General Mgr.....Larry Shephard
Comm. Mgr.....Ted Randal

KHBM—Monticello—1955 KBS

Frequency: 1430 Kc.....Power: 1 Kw.
Owned-Oper. By.....College Bcstg. Co.
Address .....Box 446
Phone: 91.....Air Time: Daytime
Representative .....Best
Gen., Sta., Comm., Sls. Mgr.....Bill Wells
Prog. Dir.....Kate Noble
Chief Engineer.....John Stanley

KVOM—Morrilton—1953

Frequency: 800 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Morrilton Bcstg. Co.
Address.....P. O. Box 541
Phone: 506.....Air Time: Daytime
Pres., Gen., Sta., Pub. Mgr.....J. C. Willis
Prog. Dir.....Lyn Turner
Comm. Mgr., Ch. Eng.....Weldon Sludge

KTLO—Mountain Home—1953

Frequency: 1490 Kw.....Power: 250 Watts
Owned-Oper. By..Mountain Home Bcstg. Corp.
Address.....Mountain Home
Phone: 1490.....Air Time: Full Time
Representative .....Best
Pres., Gen. Mgr.....A. Stricklen
Commercial Mgr.....Bob Pratt

KNBY—Newport—1949

Owned-Operated By.....Newport Bcstg. Co.
Business Address.....Newport
General Manager.....Gene Howe
Program Director.....Jerry Grojean

KOSE—Osceola—1949—KBS

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Osceola Bcstg. Corp.
Business Address.....P. O. Box 311
Phone: 860.....Air Time: Daytime
Representative.....Hil F. Best
President.....H. F. Ohlendorf
General Manager.....Ted Woods
Commercial Manager.....Betty G. Woods

KDRS—Paragould—1947 KBS

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Oper. By.....Progressive Bcstg. Co.
Business Address .....Box 491
Phone: Cedar 2-7627.....Air Time: Full Time
General Manager.....T. Rand
Commercial Manager.....Doyne F. Bateman
Business Manager.....T. M. Self
Prog. Dir.....W. Wheelis
Pub. Dir.....Bill Miles
Chief Engineer.....Russell Schwamb

KCLA—Pine Bluff—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Engineering Service
Business-Studio Address.....2900 W. 28th St.
Phone: 1900.....Air Time: Full Time
Station Representative.....Hil Best
General Mgr.....Kenneth Kesterson
Commercial Manager.....Clyde Martin
Pgm. Dir., Chief Engineer.....Charles Penix

KOTN—Pine Bluff—1934 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Universal Bcstg. Corp
Address.....Simmons Bank Bldg.
Phone: 721.....Air Time: Full Time
Pres., Gen. Mgr., Chief Engr.....B. J. Parrish
Comm., Prom. Mgr.....J. Wallace
Program Director .....Hilda Matz

KPOC—Pocahontas—1950 KBS

Frequency: 1420 Kc....Power: 1,000 Watts d.
Owned-Operated By...Pocahontas Radio, Inc.
Address.....P. O. Box 250
Phone: 500.....Air Time: Daytime
Pres., Gen. Mgr.....Adrian L. White

KAMO—Rogers—1954

Frequency: 1390 Kc.....Power: 500 Watts
Owned.....Leon McAuliffe, Don Thompson
Address.....Am. Natl. Bank Bldg.
Phone: 1390.....Air Time: Daytime
Station Representative.....Hil Best
General Mgr.....G. Don Thompson
Prog. Dir.....F. L. Dwyer
Chief Engineer.....Paul Bateman

KXRJ—Russellville—1947 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Valley Broadcasters, Inc.
Address.....Fine Arts Bldg.
Phone: 299.....Air Time: Full Time
Managing Dir.....C. R. Horne
Commercial Manager.....L. L. Bryan

KWCB—Searcy—1951—KBS

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned.....White County Bcstg. Co., Inc.
Address.....P. O. Box 95
Phone: 1281.....Air Time: Daytime
News Service .....AP
Representative.....Hil F. Best
Membership .....NARTB
Pres., Gen. Mgr.....Carl N. Dodd

KUOA—Siloam Springs—1923 MBS-KBS

Frequency: 1290 Kc.....Power: 5,000 Watts d.
Owned-Operated By.....John Brown U.
Business-Studio Address.....Siloam Springs
Phone: 77.....Air Time: Daytime
Representative .....Dora-Clayton
Transcription Service .....Thesaurus
Membership .....NARTB
President.....John E. Brown, Sr.
Sta., Comm. Mgr., Ch. Eng.....Cecil Smith
Program Director.....Ralph Kennedy

KBRS—Springdale—1949 ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Southwestern Publishing Co.
Station Manager.....Roy J. Bowman

KWAK—Stuttgart—1948 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Stuttgart Bcstg. Corp.
Business Address.....1818 S. Buerkle
Phone: 25212.....Air Time: Full Time
Representative.....Hil F. Best
President .....Beloit Taylor
Gen. Manager.....Melvin P. Spann
Station Mgr.....June S. Spann
Tech. Dir. .....Wm. R. Beard
Chief Engineer.....Marvin Heffington

KOSY—Texarkana—1951 MBS

Freq.: 790 Kc.....Power: 1 Kw. d., 500 w. n.
Owned-Operated By.....Gateway Bcstg. Co.
Address.....Box 1318
Phone: 22-3771.....Air Time: Full
Station Representative .....Pearson
Partners....Dr. W. Decker Smith, A. L. Davis
Gen., Sta. Manager.....Tom E. Dillahunty
Commercial Manager.....Herman Cecil
Program Director.....Walter Richardson
Sls. Prom. Mgr.....George Lester
Publicity Dir.....June Woosley
Chief Engineer.....Chas. Mathis

KRLW—Walnut Ridge—1951

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lawrence Co. Bcstg. Co.
Address .....Walnut Ridge
Phone: 980.....Air Time: Day Time
President.....R. O. Norris
Gen., Sta., Com. Sls. Mgr.....Wm. H. Cate
Program Director.....Bill Thornton
Chief Engineer.....Leonard Ringle

KWRF—Warren—1953

Freq.: 860 Kc.....Power: 250 Watts
Owned .....Pines Bcstg. Co.
Address .....Box 480
Phone: 353, 4.....Air Time: Daytime
Gen., Sta., Com. Mgr.....Lee Reaves
Sls. Prom. Mgr.....H. A. Harris
Program Dir.....Gene Nichols
Chief Engineer .....Larry Self

There's only 1 Independent in Southern Californ

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register audiences in radio survey rating
of both **Los Angeles** and **San Die**

KBIG's 10,000-watt Catalina Island signal focuses all its strength on its mainland market, wastes none out to sea, Booming across salt water (finest natural conductor of radio waves) KBIG covers Los Angeles, San Diego, Santa Barbara, and **all** Southern California.

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The Catalina Station

KBIG

10,000 WATTS
740 KILOCYCLES

STUDIOS IN AVALON AND HOLLYWOOD

JOHN POOLE BROADCASTING C

6540 Sunset Blvd., Los Angeles 28, Calif. • HOllywood 3-3205 • KBIF – Fresno • 900 KC • center of the dial • center of the San Joaquin V

KCNO—Alturas—1951

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Operated By..... .....CONR Inc.
Address.....P. O. Box 207
Phone: 2531.....Air Time: Daytime
News Service .....UP
Trans. Ser.....Standard, Capitol, SESAC
Representative .....Best
Managing Director.....Jackson Teuter
Comm. Mgr.....Louis Gillespie

KAVR—Apple Valley—1954

Frequency: 960 Kc.....Power: 5 Kw. d.
Owned.....Apple Valley Bcstg. Co.
Address.....Apple Valley Inn
Phone: 7-7251.....Air Time: Daytime
News Service.....UP
Membership .....NARTB
Transcription .....World
President.....Newton T. Bass
Dir., Exec. V.P.....J. C. Thomas
Commercial Mgr.....G. A. Nickson
Chief Engineer.....Dean Kiner

KBIG—Avalon—1952

Frequency: 740 Kc.....Power: 10,000 Watts
Owned-Operated By.....John Poole Bcstg. Co.
Address.....6540 Sunset Blvd., Hollywood
Phone: HO 3-3205.....Air Time: Daytime
News Service .....UP
Transcription Service .....Capitol
Representative .....Weed
Membership .....NARTB, RAB
President .....John Poole
Comm. Mgr.....Robert J. McAndrews
Operations Manager.....Cliff Gill
Program Director.....Alan Lisser
Chief Engineer.....Buell Dalton

KAFY—Bakersfield—1946

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Station KAFY
Address.....Box 777
Phone: Empire 6-7248.....Air Time: Full Time
News Service .....UP
Representative.....McGavren, Brown, Moore
Membership.....NARTB, RAB
Gen., Sta., Comm. Mgr.....Benton Paschall
Sales Promotion Manager.....Frank Onstott
Program Director.....Thad Buckley
Publicity Director.....Hal Laffoon
Chief Engineer.....James Garner

KBIS—Bakersfield—1950

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.....Marmat Bcstg. Co.
Studio Address.....2013 Chester Ave.
Phone: FA 4-6093.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Young
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr., Prog. Dir.....Hal Brown
Comm., Sales Mgr.....Franklin H. Wilbur
Chief Engineer.....Jack Duemler

KERN—Bakersfield—1932 CBS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By...McClatchy Bdcstg. Co.
Business Address .....Sacramento
Phone: GIlbert 2-3011.....Air Time: Full Time
News Cervice .....UP
Transcription Service.....Capitol
Representative.....Paul H. Raymer
Membership .....NARTB, RAB
President .....Eleanor McClatchy
Station Manager.....Walter Baziuk
Chief Engineer.....Verne Shatto

KGEE—Bakersfield—1946 NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....KGEE, Inc.
Business-Studio Address....1420 Truxton Ave.
Phone: FAirview 7-1441...Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Hollingbery
Membership .....NARTB, RAB
President.....Gene De Young
Sales Mgr.....Ed Urner
Program Director.....Leslyn Day
Com. Mgr.....John Tomerlin
Publicity Director.....Robert Hawkins
Chief Engineer.....Edwin Andrews

KPMC—Bakersfield—1932 ABC

Frequency: 1560 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Pioneer Mercantile Co.
Address.....P. O. Bin 1709
Phone: Fairview 7-8157....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Station Representative.....Burn-Smith
Membership .....NARTB, RAB
President. .....F. G. R. Schamblin
Gen., Sta. Mgr.....L. A. Schamblin
Sls. Prom., Comm. Mgr., Prog. Dir...C. C. Sturm
Pub. Dir.....P. R. Biermann
Chief Engineer.....L. P. Jarvis

KPAS—Banning—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Darwin Bcstg. Co.
Address.....4425 W. Ramsey St.
Phone: VIctor 9-4557.....Air Time: Full Time
News Service.....UP
Transcription Service.....World, SESAC
Representative.....Grant Webb
Manager.....Chet Darwin

KWTC—Barstow—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Mojave Valley Bcstg. Co.
Address .....Box 697
Phone: 4001.....Air Time: Full Time
News Service .....UP
Representative.....O'Connell, Cooke

Membership .....RAB
President.....W. T. Brown
Station Mgr.....Harry S. White

KRE—Berkeley—1923

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Central Calif. Bcstrs., Inc
Address-Trans.....601 Ashby Avenue
Phone: Ashberry 3-7715.....Air Time: Full
News Service .....AP
Membership .....NARTB
General Mgr.....Arthur Westlund

KIBS—Bishop—1953—KBS

Frequency: 1230 Kw.....Power: 250 Watts
Owned-Oper. By.....Inyo Bcstg. Co.
Address.....Box 757
Phone: Bishop 4411.....Air Time: Full Time
News Service.....UP
Transcription Service.....Capital, SESAC
Representative.....Broadcast Time Sales
Pres., Gen. Sta. Mgr., Pub. Dir.....J. Oliver
Commercial Mgr.....R. S. Deming
Prog. Dir., Ch. Eng.....George Hobkirk
Sls. Prom. Mgr.....Jack LaMarca

KYOR—Blythe—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Bcstg. Corp. of America
Address .....Box 668
Phone: 2231.....Air Time: Full Time
News Service.....UP
Representative .....Pearson
Membership .....NARTB
Gen. Mgr.....Dale Sweat
Sta., Com. Mgr.....Joe Sweat
Sls. Prom., Prog. Dir.....Ray Mitchell
Publicity Dir.....Gwen McIntosh
Chief Engineer (acting).....Tom Madsen

KROP—Brawley—1946—ABC

Frequency: 1300 Kc....1000 Watts d., 500 n.
Owned-Oper. By.....Bcstg. Corp. of America
Address.....Del Rio Country Club Bldg.
Phone: 1300.....Air Time: Full Time
Representative.....John E. Pearson Co.
General Manager.....Dale R. Peterson
Station Manager.....Sam E. Rowe

KBLA—Burbank—1952

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Bdcstrs. of Burbank
Address.....11516 Oxnard St., N. Hollywood
Phone: Sunset 2-1195.....Air Time: Full Time
News Service .....UP
Station Representative.....Grant Webb
Transcription Service.....Capitol

KICO—Calexico—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Charles R. Love
Address.....Box 1697
Phone: El 2-1490.....Air Time: Full
News Service .....AP
Station Representative....D. Cooke, O'Connel
General Manager.....W. A. Geddes

KHSL—Chico—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated....Golden Empire Bcstg. Co.
Address.....Box 303
Phone: FI 2-0141.....Air Time: Full Time
Representative .....Avery-Knodel
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Mrs. H. McClung
Station Manager.....Charles H. Kinsley, Jr.

KXOC—Chico—1949
MBS-DON LEE

Frequency: 1060 Kc.....Power: 10,000 Watts
Owned-Oper. By.....KXOC, Inc.
Address-Trans. .....Radio Lane
Phone: FI 2-4211.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Rep.....Adam J. Young, D. F. McGavren Co.
Membership .....RAB
President.....Harold T. Gibney
Gen., Sta., Mgr.....Ted L. Snider
Comm., Promotion Mgr.....Burke Riley
Prog. Director.....Ned Tollinger
Publicity Dir.....Forbes Conklin
Chief Engineer.....Bill Pope

KCHV—Coachella—1954

Frequency: 970 Kc.....Power: 1 Kw.
Owner.....Coachella Valley Bcstg. Co.
Address .....Avenue 50
Phone: 8-5234.....Air Time: Day
News Service .....AP
Partner, Gen. Mgr.....E. Gorges
Partner, Ch. Eng.....M. Carroll
Sta. Mgr.....Ed Keane

KBMX—Coalinga—1950—KBS

Frequency: 1470 Kc.....Power: 500 W. d.
Owned-Oper. By.....Westside Bdcstg. Co.
Address .....Box 1179
Phone: 136.....Air Time: Daytime
News Service .....UP
Sta. Rep.....Grant Webb
Gen., Sta., Com. Mgr.....V. J. Stedry
Chief Engineer.....M. E. Davis

KBUC—Corona—1948

Frequency: 1370 Kc. Power: 1 Kw. d., 500 W. n.
Owned.....Radio Broadcasting, Inc.
Business Address.....Porphy Rd.
Phone: 1370-1-2.....Air Time: Full Time
News Service .....UP
Pres., Gen. Mgr.....Henry Fritzen
Sta., Sales Mgr.....Charles M. Ferguson
Prog. Dir.....Norma J. Brower
Chief Engineer.....Robert Cochems

KCRE—Crescent City—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Del Norte Bcstg. Co.
Address .....Box 248
Air Time: .....Full Time
News Service.....AP, INS
Representative .....Ayres

Transcription.....Standard, SESAC, World
Pres., Gen. Mgr.....Robert E. Grey
Business Mgr.....P. B. Grey

KCHJ—Delano—1950

Frequency: 1010 Kc.....Power: 1000 W. d.
Owned-Oper. By.....Charles Herman Johnes
Address.....County Line Rd.
Phone: 8676..... .....Air Time: Daytime
News Service .....UP
Pres., Gen. Mgr.....Charle H. Johnes
Program Director.....Jean J. Johnes

KRDU—Dinuba—1946—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Dinuba Co.
Business-Studio Address.....Box 157
Phone: DI 500.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Pres., Gen., Sta. Mgr.....Egon A. Hofer
Chief Engineer.....Warren Nystrom

KBAB—El Cajon—1955—KBS

Frequency: 910 Kc.....Power: 1 Kw.
Owned-Operated By.....Babcock Bcstg. Corp.
Address.....200 E. Main St.
Phone: HIckory 4-6145.....Air Time: Full
Representative .....Bolling

KXO—El Centro—1927 MBS-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Valradio Inc.
Business Address.....Box 140
Phone: Elgin 2-1230.....Air Time: Full Time
Transcription Service.....Standard
Representative.....Paul H. Raymer
Membership .....NARTB
Gen. Mgr., Prog. Dir.....Riley R. Gibson
Commercial Manager.....Marc Hanan
Chief Engineer.....Jim Caw

KHUM—Eureka—1947—CBS

Freq.: 980 Kc.....Power: 5 Kw., d., 500 W. n.
Owned-Oper. By.....Carroll R. Hauser
Address .....Box 1015
Phone: Hillside 2-5744.....Air Time: Full Time
Transcription Service .....Capitol
Representative.....Pearson, MacGavren
Gen., Comm., Sls. Prom. Mgr.....C. R. Hauser
Sta. Mgr., Pgm., Pub. Dir.....Frank R. Brown
Chief Engineer.....Dean Elliott

KIEM—Eureka—1933—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned Opr. By....Redwood Bdcstg. Co., Inc.
Address.....6th at E. Sts.
Phone: Hillside 3-1621.....Air Time: Full Time
Trans. Ser.....MacGregor, World
Membership.....NARTB, RAB
Representative .....John Blair
President, Manager.....Wm. B. Smullin
General Manager.....John Bauriedel
Commercial Mgr.....Robert Stach
Program Director.....Pearl Jacobsen
Chief Engineer.....Larry King

KDAC—Fort Bragg—1948 KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Mendocino Coast Bcstg. Co.
Address .....Box 616
Phone: 3251.....Air Time: Full Time
News Service .....AP
Owner .....Edward Mertle
General Manager.....Craig N. Smith
Comm. Mgr., Prog. Dir.....Matthew V. Huber
Chief Engineer.....Craig N. Smith

KARM—Fresno—1938—ABC

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By .....KARM
Business-Studio Address..1333 Van Ness Ave.
Phone: 4-2966.....Air Time: Full Time
News Service.....AP, INS
Transcription Service .....Standard
Representative .....Bolling
President.....Mrs. Hattie Harm
General-Station Manager....Clyde F. Coombs
Comm. Mgr.....Norman C. Haagenson
Sls. Prom. Mgr.....E. Roth Cooney
Program Director.....Lou Lampe
Chief Engineer.....Elbert Dean

KBIF (See San Francisco)

KFRE—Fresno—1937—CBS

Frequency: 940 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Calif. Inland Bcstg. Co.
Business-Studio Address..T. W. Patterson Bldg.
Phone: 4-5001.....Air Time: Full Time
Representative .....John Blair
Pres., Gen. Mgr.....P. R. Bartlett
Com. Mgr.....Donald Barry
V. P. Eng.....Keith L. Mealey
V.P., Sta. Mgr.....Ed J. Frech
Program Dir.....Hal O'Donnell

KGST—Fresno—1949—KBS

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By...Delle Broadcasting Co.
Address.....1244 'O' St.
Phone: 6-9901.....Air Time: Daytime
News Service .....UP
Station Representative .....Rambeau
Membership .....NARTB
Commercial Manager.....Morrie Mindel
Program Director.....Jeanne Bacher

KMAK—Fresno—1953

Frequency: 1340 Kw.....Power: 250 Watts
Owned-Oper. By.....McMahan Bcstg. Co.
Address.....2020 McKinley
Phone: 6-9448.....Air Time: Full Time
Representative .....McGavren
President.....R. O. McMahan
Gen., Sta. Mgr.....Coyle Chambers

K

BULLETIN FROM

Betty Thomas
Merchandising
Director

F

A.R.T.B. *** You buy it when you buy KFWB, Southern California's leading Independent radio station . . . A.R.T.B. *** is the rating your cash register understands as KFWB kicks out your message to the huge Southern California market which today does 25% of all the grocery business in the 11 Western States.

W

Now KFWB is ready to convert A.R.T.B. into sales for you with a smashing new Merchandising Program tied into every major market chain and Independent Grocery in Southern California. The KFWB merchandising plan is the shortest distance between your advertising and the customer's sales dollar.

B

***
A.R.T.B. means *AUDIENCE READY TO BUY*

"the Station with Sales Penetration"

980 on the Los Angeles Radio dial

KMJ—Fresno—1925—NBC

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....McClatchy Bcstg. Co.
Business-Studio Address..1515 Van Ness Ave.
Phone: 8-5771.....Air Time: Full Time
Newspapers Affil.....McClatchy papers
News Service.....AP, UP
Transcription Service.....World
Representative.....Paul H. Raymer
Membership .....NARTB, RAB
President .....Eleanor McClatchy
Station Manager.....David T. Harris
Commercial Manager.....Roy Swanson
News Editor.....Chet Casselman
Program Mgr.....Ramsey Elliott
Promotion Mgr.....Ken DeVaney
Chief Engineer.....William N. Wallace

KYNO—Fresno—1947
MBS-DON LEE

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio KYNO
Address.....2125 N. Barton Ave.
Phone: 5-8383.....Air Time: Full Time
Representative .....Hollingbery
Membership .....NARTB, RAB
General, Sta. Manager.....L. E. Chenault
Sales Prom. Mgr.....Jim Carroll
Program Director.....Leo Goldman
Chief Engineer.....Bert Williamson

KIEV—Glendale—1933

Frequency: 870 Kc.....Power: 250 Watts d.
Owned-Operated By.....Cannon System, Ltd.
Address.....102 N. Glendale Ave.
Phone: CItrus 1-1133.....Air Time: Daytime
News Service.....UP, AP
Transcription Service .....Standard
President.....David H. Cannon
Station Mgr.....Cal Cannon

KNGS—Hanford—1948

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Oper. By.....Hanford Bcstg.
Business Address.....P. O. Box 620
Phone: Ludlow 2-0361.....Air Time: Full Time
Paper Affiliation....Hanford Sentinel, Journal
President.....Earl J. Fenston
Gen., Sta., Mgr.....Robert Klein
Commercial Manager.....M. Offenbach
Program Director.....Les Castameda
Chief Eng.....Stan Vestal

KFWB—Hollywood—1926

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....KFWB Inc.
Business-Studio Add....6419 Hollywood Blvd.
Phone: HO 3-5151.....Air Time: Unlimited
Transcription Service .....SESAC
Station Representative...Branham, McGavren
Pres., Gen. Mgr.....Harry Maizlish
Gen. Sales Manager.....Morton Sidley
Program Director.....Dan Russell
Pub. Dir.....Mickey Freeman
Chief Eng.....Harry Myers

KGFJ—Hollywood—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ben S. McGlashan
Business-Studio Address....6314 Sunset Blvd.
Phone: HO 4-0201.....Air Time: Full Time
News Service.....UP
Owner.....Ben S. McGlashan
General Station Manager....Thelma Kirchner
Comm., Sls. Prom. Mgr.....Molly C. Low
Program Dir.....Don K. Ross
Publicity Dir.....Juanita McCurdy
Chief Engineer.....Homer Obuchon

KLAC—Hollywood—1928

Freq.: 570 Kc.....Power: 5 Kw. d.; 1 Kw. .n
Owned-Operated By.....KMTR Radio Corp.
Address.....6363 Sunset Blvd
Phone: Hollywood 2-7271..Air Time: Full Time
News Service.....INS, UP
Representative.....Adam J. Young, Jr.
Membership .....NARTB
President, Gen. Mgr.....M. W. Hall
Commercial Manager.....Felix D. Adams
Sta. Mgr., Prog. Dir.....R. F. Horgan
Publicity Dir.....R. W. Levin

KREO—Indio—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Bcstg. Corp. of America
Phone: OV 6-0260.....Air Time: Full Time
News Service .....AP
Representative .....Pearson
General Mgr.....Dale R. Peterson
Station Mgr.....Douglas Caplette

KGFJ

HOLLYWOOD'S
"PERSONALITY"
STATION

- Balanced Block Programming
- Superior Musical Selection
- News, Sports, Personalities

KEEPS RADIO DIALS SET AT
1230 Kc.
Twenty Four Hours Daily
"The Original 24-hr. Station"
6314 Sunset Blvd.
Hollywood 28 HO. 4-0201

IN LOS ANGELES

KOWL 1ST

in Spanish Language audience . . of any network or independent radio station in Los Angeles.

KOWL 1ST

in Mexican-American (bi-lingual, Spanish-English) audience . . . of any network or independent radio station in Los Angeles.

KOWL 1ST

in Negro audience . . . of any network or independent radio station in Los Angeles.

September 1955
Survey

PULSE

KOWL

10,000 WATTS

Transmitter: Los Angeles, California
Executive Offices: Santa Monica, California
Phone: TExas 0-5152

National Representatives:

FORJOE & CO. New York, Chicago, Dallas
DORA-CLAYTON Atlanta, Georgia

GEORGE A. BARON,
Vice Pres. & Gen. Mgr.

MARIO REY
The most listened to Spanish Language Disc Jockey in L.A.

"CHICO" SESMA
The most listened to Mexican-American (bi-lingual, Spanish-English speaking) Disc Jockey in L. A.

JOE ADAMS
The most listened to Negro Disc Jockey in L. A.

LILLIAN RANDOLPH
The most listened to Negro Variety and Music Show in L.A.

KAVL—Lancaster—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Antelope Bcstg. Co.
Address.....P. O. Box 1192
Phone: Whitehall 2-1121..Air Time: Full Time
Transcription Service .....Lang-Worth
Membership .....NARTB, RAB
Station Representative..Broadcast Time Sales
News Service .....UP
Pres., Gen. Mgr.....W. B. Carter
Station Commercial Mgr.....H. L. Comstock
Sls. Prom. Mgr.....Dean Roper
Program Dir.....Lewis Shank
Chief Engineer.....James French

KCVR—Lodi—1946—KBS

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....H. W. & D. A. Brown
Business Address.....P. O. Box 600
Phone: Lodi 8-0628.....Air Time: Daytime
Transcription Service .....Standard
Station Representative.....Wm. Ayres
News Service .....UP
Gen. Mgr. .....David A. Brown
Sta. Mgr., Prog. Dir.....Dedah M. Corlett
Sales Mgr.....Dick Venturino
Chief Engineer.....George Sampson

KFOX—Long Beach—1924

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....KFOX Bcstg. Corp.
Address.....220 E. Anaheim Street
Phone: HE 6-7281.....Air Time: Full Time
News Service .....UP
Membership .....NARTB, RAB
President.....W T. McDonald
Gen. Mgr.....Hal Shideler
Sta. Mgr.....Paul Bauer
Prog. Dir.....Stu Sanders
Chief Engineer.....William E. Symons

KGER—Long Beach—1926 KBS

Frequency: 1390 Kc.....Power: 5,000 Watts
Owned By...John Brown Schools of Calif., Inc.
Business-Studio Address.....3745 Atlantic
Phone: GArfield 7-7907....Air Time: Full Time
News Service .....AP
Representative .....Walker
Membership .....NARTB
President.....Dr. John E. Brown, Sr.
Gen., Sta., Comm. Mgr.....Clinton H Fowler
Prog. Dir.....Irene Cook
Chief Engineer.....Luther Crumbaugh

KABC—Los Angeles—1929 ABC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By....American Bcstg. Co., Inc.
Address.....1539 N. Vine St.
Phone: HO 2-3141.....Air Time: Full Time
News Service.....AP, UP
Representative .....Edward Petry
Membership .....NARTB, RAB
President.....Robert E. Kintner
General Manager.....John Hansen
Promotion Manager.....David Nowinson
Commercial Mgr.....William Baxley
Program Director.....Dresser Dahlstead
Publicity Director.....Nell Cleary
Chief Engineer.....Cameron Pierce

KFAC—Los Angeles—1931

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Los Angeles Bcstg. Co., Inc.
Bus.-Studio Address.....5773 Wilshire Blvd.
Phone: Webster 8-0161...Air Time: Full Time
News Service .....AP
Representative .....Bolling
Membership .....NARTB
Pres.-Gen.-Sta. Mgr.....Calvin J. Smith
Publicity Dir.....Paul Price
Program Director.....Howard Rhines
Chief Engineer.....Ron Oakley

KFI—Los Angeles—1922 NBC

Frequency: 640 Kc.....Power: 50,000 Watts
Owned-Operated By..Earle C. Anthony, Inc.
Business-Studio Address..141 N. Vermont Ave.
Phone: Dunkirk 2-2121....Air Time: Full Time
News Service.....AP, UP
Transcription Service.....Capitol, World
Representative.....Henry I. Christal
Membership .....NARTB
Pres., Gen. Mgr.....Earle C. Anthony
Asst. to President.....Charles E. Hamilton
Program Director.....Pat Kelly
Sales Prom. Mgr.....Ron Manders
Co-Chief Engs...H. L. Blatterman, C. W. Mason

KNX—Los Angeles—1922 CBS

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Operated By.....CBS Radio Division
Business-Studio Address....6121 Sunset Blvd.
Phone: Hollywood 9-1212..Air Time: Full Time
News Service.....AP, UP
Representative.....CBS Radio Spot Sales
Membership.....NARTB, RAB
Gen., Sta. Mgr.....Bert S. West
Comm. Mgr.....Donald M. Ross
Sales Promotion Mgr.....John Asher
Program Director.....Robert Sutton
Pub. Dir.....Lloyd Brownfield
Chief Engineer.....Theodore Denton

KOWL—Santa Monica—1947

Frequency: 1580 Kc...Power: 10,000 Watts, d.
Owned-Operated By.....KOWL, Bcstg. Co.
Address.....1 Pico Blvd.
Phone: TExas 0-5152.....Air Time: Daytime
Membership .....NARTB
Representative.....Forjoe, Dora-Clayton
President.....J. D. Funk
V.P., General Manager.....G. A. Baron
Program Director.....Paul Compton
Chief Engineer.....Robert H. Dye

KMPC—Los Angeles—1927

Freq.: 710 Kc.....Power: 50 Kw. d.; 10 Kw. n.
Owned-Oper. By.....KMPC, Inc.
Address.....5939 Sunset Boulevard
Phone: Hollywood 9-5341..Air Time: Full Time
News Service .....INS, UP
Representative.....AM Radio Sales
Membership .....NARTB
President.....Gene Autry
Gen. Mgr. & V.P.....Robert O. Reynolds
V.P. & Asst. Gen. Mgr.....Lloyd C. Sigmon
Gen. Sales Mgr.....Stanley Spero
Director of Bcstg., Sls. Prom.....Mark Haas
Chief Engineer.....L. C. Sigmon

KPOL—Los Angeles—1952

Frequency: 1540 Kc....Power: 10,000 Watts d.
Owned-Oper. By....Coast Radio Bdcstg. Corp.
Address.....4628 Wilshire Blvd.
Phone: Webster 8-2345.....Air Time: Day
News Service .....AP
Transcription Service..Associated, Lang-Worth
Representative.....Keller, Paschall
Membership .....NARTB
President, Gen. Mgr.....Hugh R. Murchison
Station, Comm. Mgr.....Frederick Custer
Program Publicity Dir.....R. Scott
Chief Engineer.....Floyd Hall

KPOP—Los Angeles—1925

Frequency: 1020 Kc.....Power: 5,000 Watts
Owned-Operated By.....Standard Bcstg. Co.
Business-Studio Add.....338 S. Western Ave.
Phone: Dunkirk 8-2345.....Air Time: Daytime
News Service.....AP, UP
Trans. Ser. .....Lang-Worth
Representative.....Broadcast Time Sales
General Manager.....Frank Burke, Jr.
Comm., Sta. Manager.....Vern Lindblade
Pgm., Pub. Dir.....Earl McDaniel
Chief Engineer.....Leonard Reeves

K-POP

Delivers . . .

NO. 1 RATED D.-J. SHOW
IN SOUTHERN CALIF. RADIO*
(Hunter Hancock 2-4 P.M., Mon.-Sat.)

LOWEST COST PER THOUSAND
OF ANY LOS ANGELES STATION

*November Nielsen Radio Rating

K-POP

5000 Watts 1020 k.c.
Represented Nationally by Broadcast Time Sales
New York Chicago San Francisco

KHJ—Los Angeles—1922
MBS-DON LEE

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Oper. By.....RKO Teleradio Pictures
Address.....1313 N. Vine St., Hollywood
Phone: Hollywood 2-2133..Air Time: Full Time
News Service.....AP, UP
Representative .....H-R Reps.
Membership .....NARTB, RAB
Pres., Don Lee Div.....Willet H. Brown
Gen. Mgr., Don Lee Div.....Ward D. Ingrim
Vice Pres., Sales.....Norman Boggs
Sales Promotion Mgr.....Robert Light
Comm. Mgr.....Terry Mann
Program Director.....A. J. LaFrano
Publicity Director.....Bill Barron
Chief Engineer.....Robert Arne

KRKD—Los Angeles—1927

Frequency: 1150 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By.....Radio Bctrs., Inc.
Business-Studio Address....541 So. Spring St.
Phone: Madison 5-2121.....Air Time: Daytime
News Service.....AP, INS
Transcription Service.....World, SESAC,
Membership .....NARTB
General Manager.....Ned Connor

KMYC—Marysville—1940
MBS-DON LEE

Frequency: 1410 Kc.....Power: 1,000 Watts
Owner-Oper..Marysville-Yuba City Bcstrs., Inc.
Business Address.....P. O. Box 631
Phone: Sherwood 2-2396...Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative.....W. S. Grant
Membership .....NARTB, RAB
President.....H. E. Thomas
Gen.-Station Manager.....Joe D. Carroll
Program Director.....W. R. Cleveland
Sls. Prom. Mgr.....Gene Walker
Publicity Dir.....John Mayer
Chief Engineer.....Loyd McQueary

KYOS—Merced—1936
MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....KYOS, Inc.
Business Address.....Box 717
Phone: RAndolph 2-6251..Air Time: Full Time
News Service.....UP
Representative.....W. S. Grant
Transcription .....Lang-Worth
Membership .....NARTB

Pres., Gen. Sta. Mgr.....C. O. Chatterton
Commercial Manager.....Bob Garrett
Program Director.....Gene Bell
Chief Engineer.....Cecil Lynch

KBOX—Modesto—1951

Frequency: 970 Kc.....Power: 1000 Watts
Owned.....Stanislaus County Bcstrs. Inc.
Address .....1115 Eye St.
Phone: 3-7756.....Air Time: Full Time
News Service .....AP
Representative .....Rambeau
Pres., Gen. Mgr.....Milton Hibdon
Comm., Sta. Mgr.....W. Lee Roddy
Program Director.....Norma Alamsha
Pub Dir., Sls. Mgr.....Fran Abell
Chief Engineer.....Richard Foreman

KMOD—Modesto—1950—ABC

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Modesto, Inc.
Address.....P. O. Box 941
Phone: 2-1051.....Air Time: Full Time
News Service .....AP
Representative..Meeker; Paschall; McGovern
Membership .....NARTB
President .....John Griffin
Gen., Sta. Mgr.....Don C. Reeves
Comm., Sls. Prom. Mgr.....Judd Sturtevant
Program Director.....Gene D'Accardo
Chief Engineer.....Don Allen

KTRB—Modesto—1933

Frequency: 860 Kc...Power: 10,000 d.; 1000 n.
Owned-Operated By.....KTRB Bcstg. Co., Inc.
Address .....Norwegian Ave.
Phone: 3-0737.....Air Time: Full Time
News Service .....UP
Transcription Service.....Cole, Standard
Representative.....W. S. Grant
Membership .....NARTB
Pres.-Gen.-Station Mgr....William H. Bates, Jr.
Commercial Mgr.....Richard Brown
Prog. Dir.....Cal Porviance
Publicity Director.....Charlie McEwen
Chief Engineer.....William H. Bates, Jr.

KMBY—Monterey—1949 CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KMBY Bcstg. Co.
Business Address.....468 Calle Principal
Phone: 2-4541.....Air Time: Full Time
Membership .....NARTB
News Service .....UP
Transcription Service .....World
Station Representative .....Pearson
Pres., Gen., Sta. Mgr.....B. P. Timothy
Prog. Dir., Chief Eng.....F. A. Gwynn
Publicity Dir.....Liz Blair

KXXL—Monterey—1955

Frequency: 630 Kc.....Power: 1 Kw.
Owned-Operated By.....S. A. Cisler
Address.....546 Hartnell Plaza
Phone: 5-6302.....Air Time: Full
News Service .....AP
Transcription .....RCA, Standard
Representative .....Burn-Smith
Pres., Gen. Mgr.....Don D. Campbell
Comm. Mgr.....Robert G. Campbell
Program Director.....Jack G. Hamilton
Publicity Director.....Gerry Clemens
Chief Engineer.....Herman Stalberg

KWSD—Mt. Shasta—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Shasta Cascade Bcstg. Corp.
Address.....E. Alma Street
Phone: Mt. Shasta 2124..Air Time: Full Time
News Service .....AP
Representative.....Continental, McGavren, Western Radio
Membership .....NARTB
General Manager.....Arthur Adler
Sta. Mgr., Chief Eng.....David H. Rees
Program Director.....Iola Huntingdon

KVON—Napa—1947

Frequency: 1440 Kc.....Power: 500 Watts
Owned-Oper. By.....J. L. & A. M. Powell
Address .....Foster Rd.
Phone: BAldwin 6-2023....Air Time: Full Time
News Service .....UP
Pres., Gen. Sta. Mgr.....J. L. Powell
Comm., Sls. Prom. Mgr.....Burke Riley
Prog. Dir.....Alyce M. Powell
Chief Engineer.....Ramon Corry

KSFE—Needles—1952—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Needles Bdcstg. Co.
Address.....P. O. Box C-2
Phone: 1234.....Air Time: Full Time
News Service .....INS
Station Representative .....Continental
Transcription Service .....Thesaurus
Owner, Mgr.....B. J. Fitzpatrick

KLX—Oakland—1922

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By....Tribune Building Co.
Business Studio Address.....401 13th St.
Phone: Glencourt 1-0660..Air Time: Full Time
Newspaper Affiliation.....Oakland Tribune
News Service .....AP
Transcription Service.....World, Standard
Representative .....Webb, Moore
Membership .....RAB
President.....J. R. Knowland, Jr.
General Manager.....Bud Foster
Prog. Dir.....Bill Laws
Publicity Director.....Jean Williams
Chief Engineer.....Roswell S. Smith

KROW—Oakland—1925

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....KROW, Inc.
Address.....464 19th St.

Phone: TWinoaks 3-9600..Air Time: Full Time
News Service .....UP
Transcription Service.....Standard
Representative .....Raymer
Membership .....NARTB, RAB
President.....Sheldon F. Sackett
General Manager.....J. G. Paltridge
Sales Mgr.....Jack De Mello

KWBR—Oakland—1920

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By.....Warner Bros. Radio
Business-Studio Address.....327 22nd St.
Phone: Higate 4-1212.....Air Time: Full Time
News Service.....UP
Transcription .....Capitol
Representative .....Forjoe
General Manager.....E. N. Warner
Station Manager.....F. Wellington Morse
Program Director.....Jeane K. Fisher
Chief Engineer.....Paul Gregg

KOCS—Ontario—1946

Frequency: 1510 Kc.....Power 250 Watts
Owned-Operated By....The Daily Report Co.
Business-Studio Address.....222 East "B" St.
Phone: YU 6-1111.....Air Time: Daytime
News Service .....UP
Newspaper Aff.....Daily Report
Transcription Service .....World
Representative .....Menne
President.....Jerene A. Harnish
General Mgr.....Peter R. Odens
Program Director.....Mrs. Gale Page
Chief Engineer.....Glenn Clark

KMOR—Oroville—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oroville Bcstrs.
Address.....Arlin Rhine Dr.
Phone Number 1340
News Service .....UP
Membership .....NARTB
Representative .....Ayres
General Manager.....Alan B. Bowles

KOXR—Oxnard—1955

Frequency: 910 Kc.....Power: 1 Kw.
Owned-Oper. By..Oxnard Broadcasting Corp.
Address.....613 S. "C" St.
Phone: HUnter 3-2303.....Air Time: Day
News Service .....AP
Representative .....Moore
President.....Paul R. Schneider
General Manager.....Charles A. Farmer
Commercial Manager.....Robert F. Brown

KCMJ—Palm Springs—1946 CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Palm Springs Bcstg. Co.
Business Address.....Box KK
Phone: 2253.....Air Time: Full Time
News Service .....UP
Representative .....McGavren
Membership .....RAB
President .....David H. Margolis
Gen., Sls., Pub. Mgr.....Robert D. Blashek
Sta., Com. Mgr.....Norman Lofthus
Program Director.....Peggy Bull
Chief Engineer.....Vincent Parsons

KPAL—Palm Springs—1954

Frequency: 1450 Kc.....Power: 250 Watts
Owner.....Desert Radio-Telecasting Co.
Address.....174 N. Palm Canyon Dr.
Phone: 2031.....Air Time: Full
Representative.....Holman, Moore
News Service .....AP
Pres., Gen. Mgr.....Florence P. Raley
Comm. Mgr.....John Michel

KIBE—Palo Alto—1947

Frequency: 1220 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....Sundial Bcstg. Corp.
Address.....149 Calif. St.
Phone: Yukon 2-6272.....Air Time: Daytime
News Service .....UP
Representative.....Western Radio Sales
Membership .....RAB
President.....William R. Crocker
General Mgr.....Edward Davis
Program Director.....George Schalfer

KALI—Pasadena—1950

Frequency 1430 Kc.....Power: 5000 Watts d.
Owned-Operated By...Consolidated Bcstg. Co.
Business-Studio Address.....758 E. Colorado
Phone: RY 1-7148.....Air Time: Daytime
News Service .....UP
Representative ..... Oakes
Pres., Gen. Mgr.....Henry Fritzen

KWKW—Pasadena—1942

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By...Southern Calif. Bcstg. Corp.
Address.....800 Sierra Madre Villa
Phone: Ryan 1-6744.....Air Time: Unlimited
News Service.....AP
Rep.....O'Connell Broadcast Time Sales
Membership .....NARTB
Owner.....Marshall S. Neal
Gen.-Station Mgr.....William J. Beaton
President.....Marshall S. Neal
Gen.-Station-Comm. Mgr.....William J. Beaton
Comm., Sls. Prom. Mgr., Pub. Dir...James Coyle
Chief Engineer.....Paul W. Spargo

KXLA—Pasadena—1941

Frequency: 1110 Kc.....Power: 10,000 Watts
Owned-Operated By..Pacific Coast Bcstg. Co.
Business.....1401 So. Oak Knell Ave.
Phone: Ryan 1-6991.....Air Time: Full Time
News Service .....AP
Trans. Ser. .....World
Membership .....RAB
President-Gen. Sta. Mgr.....Loyal K. King

KPRL—Paso Robles—1946 MBS-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Oper. By.....D. J. & Bernard Schwartz
Business-Studio Address.....32nd & Oak Sts.
Phone: 204.....Air Time: Full Time
News Service .....AP
Representative.....W. S. Grant
Station Mgr.....Dale Schwartz
Merchandising Mgr.....Bernard Schwartz
Commercial Mgr.....Dorothy Schwartz

KAFP—Petaluma—1950

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Redwood Empire Bcstg. Co.
Address .....Box 590
Phone: 2-9787.....Air Time: Full Time
Transcription Service.....World
News Service .....UP
Representative.....Broadcast Time Sales
Pres., Gen., Sta. Mgr.....A. T. Shields
Comm. Mgr.....Gerald M. Hauser
Prog., Pub., Sales Prom. Dir....Corinne Shields
Chief Engineer.....Aubin Thomas

KECC—Pittsburg—1949

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By.....KECC, Inc.
Business.....235 Railroad Ave.
Phone: HEmpstead 2-2964..Air Time: Full Time
News Service.....UP
Representative.....W. S. Grant
General Mgr.....Mel D. Marshall
Prog. Dir.....W. McIntosh
Chief Engineer.....Merlin W. Haag

KWOW—Pomona—1947

Freq.: 1600 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Valley Bdcstg. Co.
Business-Studio Address.....1240 E. Holt St.
Phone: Lycoming 2-1293...Air Time: Daytime
News Service .....UP
General Mgr.....Dean H. Wickstrom
Comm. Mgr.....Jim Robinson
Prog. Dir.....F. E. Wickstrom
Chief Engineer.....R. H. Rogers

KTIP—Porterville—1947
ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph F. Miller
Business-Studio Address.....Box 1312
Phone: 1450.....Air Time: Full Time
News Service .....UP
Representative .....O'Connell
Gen. Mgr., Owner.....Ralph F. Miller
Local Sales Mgr.....Don Weldon
Chief Engineer.....Bill White

KBLF—Red Bluff—1947
ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Hal K. Shade
Address .....Tremont Hotel
Phone: 880.....Air Time: Full Time
News Service .....UP
Representative .....Moore
General Manager.....W. W. Boone
Station Mgr.....W. F. Baumgarten
Program Director.....L. Craig
Chief Engineer.....Harry Shelby

KSDA—Redding—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owner .....Valr, Inc.
Address .....Box 1400
Phone: 600.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Grant
Pres., Mgr.....R. H. Dow
Sta., Comm., Sls. Mgr., Eng.....P. Farrelle
Program Director.....D. Niles
Publicity Director.....Nick Chames

KVCV—Redding—1936
CBS

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By....Golden Empire Bcstg. Co.
Address .....Box 511
Phone: 1646.....Air Time: Full Time
News Service .....UP
Representative.....Avery Knodel
Membership .....NARTB
Pres., Gen. Mgr.....Mrs. Hugh McClung
Station Manager.....Fred M. Stuelpnagel

KCAL—Redlands—1954

Frequency: 1410 Kc.....Power: 1000 Watts
Owner.....Southwest Bcstg. Co., Inc.
Address.....223 E. State
Phone: 3-2359.....Air Time: Day
Representative .....Tracy Moore
Gen., Comm. Mgr.....R. C. Winkelman
Program Dir.....Ellen Winkelman
Sec'y. Treas.....A. M. Miller

KPRO—Riverside—1941

Frequency: 1440 Kc.....Power: 1000 Watts
Owned.....Bcstg. Co. of America
Business Address.....3401 Russell
Phone: OVerland 6-0260..Air Time: Full Time
News Service .....AP
Representative .....Pearson
Gen. Mgr.....D. R. Peterson

KCRA—Sacramento—1945
NBC

Freq.: 1320 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....KCRA, Inc.
Business Studio Address.....310 Tenth St.
Phone: HU 1-4631.....Air Time: Full Time
News Service .....UP
Representative .....Petry
Membership .....NARTB
President-General Mgr.....Ewing C. Kelly
Publicity Director.....Irma Davis
Sta., Sls. Mgr., Prog. Dir.....R. E. Kelly
Chief Engineer.....W. Herbert Hartman

KFBK—Sacramento—1922
ABC

Frequency: 1530 Kc.....Power: 50,000 Watts
Owned-Operated By...McClatchy Bcstg. Co.
Business Studio Address.....708 Eye St.
Phone: Gilbert 3-1745.....Air Time: Full Time
Newspaper Affiliation..McClatchy Newspapers
News Service.....UP, AP
Representative.....Paul H. Raymer
President .....Eleanor McClatchy
Station Manager.....Keith B. Collins
Sales Mgr.....A. C. Williams
Program Director.....Harry Warren
Chief Engineer.....Stam Sronce

KGMS—Sacramento—1952

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Capitol Radio Enterprises
Address .....Hotel Senator
Phone: Hudson 1-3133.....Air Time: Full Time
News Service .....AP
Transcription Service.....World, Langworth
Representative.....Broadcast Time Sales
Membership .....NARTB
General Manager.....Irving J. Schwartz
Program Director .....J. Matranga
Commercial Manager.....S. George
Chief Engineer.....Logan Z. Edwards

KROY—Sacramento—1937
CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KROY, Inc.
Business-Studio Address....Hotel Sacramento
Phone: Gilbert 3-2525.....Air Time: Full Time
Representative ....Hollingbery
Membership .....NARTB, RAB
Gen. Mgr.....Ralph Guild

KXOA—Sacramento—1945
MBS-DON LEE

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sacramento Bcstrs., Inc.
Business Address.....P. O. Box 94
Phone: WAbash 5-2717...Air Time: Full Time
News Service.....UP
Representative.....A. J. Young, McGavern
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Lincoln Dellar
Comm., Sales Prom. Mgr.....Howard Haman
Program Director.....Jack Lawson
Chief Engineer.....Ewald Berger

KDON—Salinas—1935

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By.....Frank Oxarart
Business Address.....Box 1490, Salinas
Phone: 2-6464.....Air Time: Full Time
News Service .....UP
Representative .....McGavren
Membership .....NARTB
President .....Frank Oxarart
Gen., Sta. Mgr.....Jack Feldmann, Jr.
Commercial Mgr.....Harold Knowlton
Sls. Prom. Mgr.....Ann Knowlton
Chief Engineer.....Omer Wright

KSBW—Salinas—1947—MBS

Frequency: 1380 Kc.....Power: 1,000 Watts
Owned-Oper. By..Salinas Valley Bcstg. Corp.
Business Address.....P.O. Box 1651
Phone: 8071.....Air Time: Full Time
News Service.....AP
Transcription Service.....Lang-Worth, World
Representative .....Forjoe
Membership .....NARTB, RAB
Pres., Gen. Mgr.....John C. Cohan
Commercial Manager.....L. L. Daggett
Sta. Mgr.....Fran Conrad
Sales Prom., Pub., Prog. Dir....Mike Morisoli
Chief Engineer.....Bill Hargan

KCSB—San Bernardino—1947

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Oper. By.....Fred P. D'Angelo
Business Address.....770 Mill St.
Phone: 8-2245.....Air Time: Full Time
News Service .....UP
Representative.....W. S. Grant
Pres., Gen., Sta., Comm. Mgr.....F. A'Angelo
Sls. Mgr., Prog. Dir.....Jim Lucas
Comm., Prom. Dir.....Orval Pond

For World-Wide News . . .
For Clear, Comprehensive Coverage . . .

AP

FOR
RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

KFXM—San Bernardino—1929
MBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By....Lee Bros. Bcstg. Corp.
Bus.-Studio Address.....California Hotel
Phone: 4761.....Air Time: Full Time
News Service.....UP
Membership .....NARTB
Transcription Service .....World
Representative .....John Blair
Pres., Gen., Sta. Mgr.....W. R. Hasbrook
Commercial Mgr.....George Nickson
Sales Promotion Mgr.....Bette Iglai
Program Dir.....Willard Hasbrook
Publicity Dir.....Howard Bailey
Chief Engineer.....George Ewing

KITO—San Bernardino—1947
ABC

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....KITO, Inc.
Address.....Box 889
Phone: 7807.....Air Time: Unlimited
News Service .....UP
Representative .....Hollingbery
Pres., Gen., Sta. Mgr.....J. J. Flanigan
Comm., Sls. Prom. Mgr.....Perry Carle
Publicity Dir.....Bob Van Roy
Prog. Dir., Ch. Eng.....Richard Klitzing

KRNO—San Bernardino—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Western Empire Bcstrs., Inc.
Address.....990 Colton Ave
Phone: 8-2771.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Broadcast Time Sales
Pres., Gen. Mgr.....Norman H. Rogers
Station Manager.....George W. Brock
Sls. Prom. Mgr., Prog. Dir.....John Staples
Program Director.....Chuck Palmer
Chief Engineer.....George W. Brock

KCBQ—San Diego—1946

Freq.: 1170 Kc.....Power: 5 Kw. d; 1 Kw. n.
Owned-Oper. By....Bartell Broadcasters, Inc.
Bus.-Studio Address.....P. O. Box 1629
Phone: Cypress 5-4103....Air Time: Unlimited
News Service.....UP
Representative .....Young
Membership .....NARTB
Pres. .....Gerald Bartell
Exec. V.P.....John F. Box, Jr.
Gen. Mgr.....Larry Buskett
Sls. Prom. Mgr.....John Caidenhead
Program Dir.....Ralph Nenard
Chief Engineer.....Robert L. Weeks

KFMB—San Diego—1941
CBS

Frequency: 540 Kc.....Power: 5 Kw.
Owned.....Wrather-Alvarez Bcstng Co.

TELEVISION CLICHES

This helps you in any of those new television movies . . . when the picture lags and you want to impress your friends use this cliche at our expense. It will fit practically any place in an airplane picture. It's just another friendly service of KFXM — San Bernardino, California.

"You're not going to send a kid like this up in a crate like that on a night like this?"

*Usually starring that magnetic newcomer Slim Summerville as a mechanic.

HELP STAMP OUT TV

Bus.-Studio Address.....1045 Fifth Ave.
Phone: BE 2-2114.....Air Time: Full Time
News Service .....AP
Representative .....Petry
Membership .....RAB, NARTB
President.....J. D. Wrather
Vice President.....Maria Helen Alvarez
General Manager.....George Whitney
Station Manager.....A. M. Mortensen
Comm. Mgr.....J. M. Miller
Sls. Prom. Mgr., Pub. Dir.....Dan Bellus
Program Director.....Jerry Lee Pecht
Chief Engineer.....Charles F. Abel

KFSD—San Diego—1925—NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....KFSD, Inc.
Business-Studio Address.....U. S. Grant Hotel
Phone: Belmont 3-6353....Air Time: Full Time
News Service.....AP
Transcription Service .....Standard
Representative .....Katz Agency
Membership .....NARTB
President.....James G. Rogers
General Manager.....William Goetze
Station Manager.....F. T. Boise Jr.
Program Director.....Edward Baltimore
Chief Engineer.....Leroy Bellwood

KGB—San Diego—1926—MBS

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Marion R. Harris
Address.....1017 First Ave.
Phone: BE 3-6151.....Air Time: Full Time
News Service .....UP
Representative .....H-R
Membership .....RAB, NARTB
President.....Marion R. Harris
Ass't Mgr.....Leonard W. Landmark
Program Director.....Robert S. Regan
Chief Engineer.....Norman Duncan

KSDO—San Diego—1947

Freq.: 1130 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By...San Diego Bcstg. Co.
Bus.-Studio Address....U. S. Natl. Bank Bldg.
Phone: BE 2-2041..... Air Time: Full Time
News Service .....UP
Rep.....Pearson, McGavren, Feltis, Cox
Vice-Pres., Gen. Mgr.....Wilson Edwards

KSON—San Diego—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Fred & Dorothy Rabell
Address.....630 F. St.
Phone: BE 3-5175.....Air Time: Full Time
News Service .....AP
Membership .....NARTB
Representative .....Forjoe
General Manager.....Fred Rabell

KGIL—San Fernando—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By..San Fernando Va. Bcstg. Co.
Business Address.....4919 Van Nuys Blvd.
Phone: State 4-6291.....Air Time: Full Time
News Service .....AP
Newspaper Affil.....Valley Times
Membership .....NARTB
Transcription.....Capitol, World, Lang-Worth
President.....E. P. Franklin
Gen., Comm., Sta. Mgr.....Howard P. Gray
Program Dir.....Allen McKee
Chief Engineer.....Jay Rice

KCBS—San Francisco—1912 CBS

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Operated By..... CBS
Address.....Sheraton Palace Hotel
Phone: YUkon 2-7000.....Air Time: Full Time
News Service.....AP, UP, INS
Representative .....CBS Radio Spot Sales
President (CBS).....Frank Stanton
Gen., Sta. Mgr.....Jules Dundes
Commercial Manager.....Roland Kay
Promotion Mgr.....Evelyn Clark
Program Director.....Pede Worth
Publicity Director.....William Cullenward
Chief Engineer.....Alan Cormack

KEAR—San Francisco—1947

Frequency: 1550 Kc.....Power: 10 Kw.
Owned-Oper. By.....Bay Radio Inc.
Address.....1550 California St.
Phone: Prospect 6-4526....Air Time: Full Time
News Service .....AP
Representative.....Burn Smith Co.
Pres., Gen. Mgr.....Stephen A. Cisler
Program Director.....Ward Glen
Chief Engineer.....D. F. Mariska

KFRC—San Francisco—1923 DON LEE

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....RKO Teleradio Pictures
Business-Studio Address..1000 Van Ness Ave.
Phone: Prospect 6-0500....Air Time: Full Time
News Service.....AP, UP, INS
Representative .....Pabst
Membership .....NARTB
Gen., Sta. Mgr.....William D. Pabst
Commercial Manager.....William E. Nichols
Sales Prom. Mgr.-Pub. Dir.....Dink Templeton
Program Director.....Mel Venter
Chief Engineer.....E. G. Underwood

KGO—San Francisco—1924 ABC

Frequency: 810 Kc.....Power: 50,000 Watts
Owned-Oper. By.....ABC-PT
Business Address....7 W. 66 St., N. Y., N. Y.
Phone: SU 7-5000.....Air Time: Full Time
News Service.....AP, INS
Representative .....Edward Petry
President (ABC)..... Robert E. Kintner
V.P., ABC; Sta. Mgr.....James H. Connolly

Commercial Mgr.....David Sacks
Sls. Prom. Mgr., Pub. Dir.....Victor P. Reed
Program Director.....Russ Baker
Chief Engineer.....Harry N. Jacobs

KJBS—San Francisco—1924

Frequency: 1100 Kc.....Power: 1000 Watts d
Owned-Operated By.....KJBS Bcstrs.
Business Studio Address.....1470 Pine St.
Phone: Ordway 3-4148.....Air Time: Daytime
News Service.....AP, INS
Transcription Service .....All
Representative .....Young
Membership .....NARTB, RAB
Gen. Mgr.-Sta. Mgr.....Edwin P. Franklin
Comm. Mgr.....Stanley G. Breyer
Pgm. Dir.-Prod.-Pub. Mgr...Charles F. Pendleton
Chief Engineer.....Roger Roberts

KNBC—San Francisco—1922 NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Operated By ...National Bcstg. Co.
Address.....420 Taylor St.
Phone: GRaystone 4-8700..Air Time: Full Time
News Service.....AP, INS, UP
Representative.....NBC Spot Sales
Membership .....NARTB, RAB
President (NBC).....Robert Sarnoff
Gen., Sta., Comm. Mgr.....W. K. McDaniel
Sales Promotion Mgr.....Dave Engles
Program Director.....Jack Wagner
Publicity Director.....Jane Morrison
Chief Engineer.....J. W. Baker

KSAN—San Francisco—1936

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Golden Gate Bcstg. Corp.
Business Address.....1355 Market St.
Phone: Market 1-8171.....Air Time: Full Time
News Service .....UP
Representative.....Stars National
President.....S. H. Patterson
Gen. Mgr.....N. J. Patterson
Sta., Comm., Sls. Mgr.....Richard P. Bott
Chief Engineer.....H. Wickersham

KSFO—San Francisco—1925

Freq.: 560 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned By.....San Francisco Bcstr's, Inc.
Bus.-Studio Address.....950 California St.
Phone: YUkon 2-5500.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NARTB, RAB
President.....Wesley I. Dumm
Gen. Mgr.....Roman W. Wassenberg
Com. Mgr.....Gary Garlund
Program Dir.....Robert Hansen
Publicity Dir.....Pat Sweet
Dir. of Engineering.....Charles Smith

KYA—San Francisco—1926

Freq.: 1260 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....KYA, Inc.
Business Studio Address.....Fairmont Hotel
Phone: DOuglas 2-2536....Air Time: Full Time
News Service.....UP
Representative .....AM Radio Sales
Membership ..... RAB
President.....J. Elroy McCaw
General Manager.....H. G. Fearnhead
Commercial Manager.....Irving C. Phillips
Chief Engineer.....Paul Beck

KBIF—San Francisco-Fresno 1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....John Poole Bdcstg. Co.
Business Address.....857 Van Ness Ave.
Phone: 6-0791.....Air Time: Daytime
News Service .....UP
Representative .....Broadcast Time Sales
Membership ..... RAB
Owner, President.....John H. Poole
Gen. Mgr.....Dave Maxwell

KEEN—San Jose—1947

Frequency 1370 Kc.....Power 1000 Watts
Owned-Operated By.....United Bcstg. Co.
Business Studio Address.....Hotel De Anza
Phone: Cypress 4-0344....Air Time. Full Time
News Service .....UP
Representative.....W. S. Grant
Membership .....NARTB
President.....George M. Mardikian
V.P., Gen. Mgr.....Floyd Farr
Sta. Mgr., Prog., Pub. Dir.....G. Snell
Chief Engineer.....E. Greer
Commercial Mgr.....Robert J. Blum

KLOK—San Jose—1946

Freq.: 1170 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Radio KLOK, Inc.
Business Address.....P. O. Box 967
Phone: CYpress 5-7313....Air Time: Full Time
News Service.....AP
Membership ..... RAB
Representative .....O'Connell; Pickens
President.....E. L. Barker
Gen. Mgr.....R. E. Ryan
Sls. Prom., Pub. Dir.....Lois Johnson
Program Director.....Ruth Poindexter
Chief Engineer.....Bill Cunningham

KSJO—San Jose—1946

Freq.: 1590 Kc.....Power: 1 Kw. d., 500 w. n.
Owned-Operated By...Santa Clara Bcstg. Co.
Business Address.....P. O. Box 995
Phone: Cypress 3-8030....Air Time: Unlimited
Paper Affil...Los Gatos Times, Gilroy Dispatch
News Service.....UP
Transcription Service.....Standard
Representative .....Hall; BTS
President.....Patrick H. Peabody
Gen. Mgr.....Norman Paul
Comm. Mgr.....Earle Russell
Publicity Director.....Gordon B. Greb

KXRX—San Jose—1948

Frequency: 1500 Kc.....Power: 1000 Watts

SUPPORT

THE

AMERICAN CANCER SOCIETY

Owned-Operated By.....San Jose Bcstg. Co.
Address .....Box 167
Phone: Cypress 2-5080....Air Time: Full Time
News Service .....UP
Representative..McGavren, Tracy Moore, BTS
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Joe E. Levitt
Sta. Mgr.....Gordon Graham
Program Director.....Frank G. Kilpatrick
Sls. Prom., Pub. Dir.....J. E. Levitt
Chief Engineer.....Bill Frost

KATY—San Luis Obispo—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KATY Inc.
Address.....P. O. Box 700
Phone: 3171.....Air Time: Full Time
News Service .....UP
Trans. Service.....World
Representative .....Meeker
Membership .....NARTB
Pres., Gen., Sta., Comm. Mgr....M. F. Marquardt
Sales Prom. Mgr.....Dale Kirk
Prog., Pub. Dir., Ch. Eng.....Clay Coldwell

KVEC—San Luis Obispo—1937 MBS-DON LEE-KBS

Frequency: 920 Kc..Power: 1 Kw. d., 500 w. n.
Owned-Oper. By.....Valley Electric Co.
Business Address.....787 Higuera St.
Phone: 1100.....Air Time: Full Time
News Service.....AP
Transcription Service.....Standard
Representative.....Broadcast Time Sales
Membership .....NARTB
Pres.-Owner.....Christina M. Jacobson
Gen. Mgr.....Les Hacker
Commercial Manager.....Si Darrah
Sls. Prom. Mgr.....James Dana
Pub. Dir.....Harlow Meyers
Program Director.....Arthur Hapgood
Chief Engineer.....James Cochrane

KVSM—San Mateo—1947

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KVSM, Inc.
Business Studio Address...279 Baldwin Ave.
Phone: Diamond 4-2541....Air Time: Daytime
News Service .....INS
Representative .....Rambeau, McGavren
President.....Les Malloy
General Manager.....Jack Grant
Program Dir.....Bob Byrne
Chief Engineer.....Carl Rolliff

KTIM—San Rafael—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
Owned-Operated By...Marin Bcstg. Co., Inc.
Business Address.....1117 Fifth St.
Phone: GLenwood 3-6880..Air Time: Daytime
Newspaper Affil....S. R. Independent Journal
News Service .....UP
President.....Roy A. Brown
V.P., Gen., Comm. Mgr., Ch. Eng...H. E. Turner

KWIZ—Santa Ana—1926

Frequency: 1480 Kc.....Power: 1000 Watts
Owned.....Voice of the Orange Empire Inc.
Business Address.....105 E. 5th St.
Phone: Kimberly 3-8321..Air Time: Unlimited
News Service .....UP
President.....Ernest L. Spencer
General Manager.....Hal Davis
Sta., Comm. Mgr.....Donner P. Spencer
Comm. Manager.....Dick Leader
Prog. Director.....Ed Nix
Publicity Director.....Bill Francks
Chief Engineer.....Roy Morris

KDB—Santa Barbara—1921 MBS-DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....F. Robert Bauer
Business-Studio-Transmitter .....Radio Square
Phone: 413.....Air Time: Unlimited
Membership .....NARTB, RAB
News Service .....UP
Representative .....Gill-Perna, McGavren
Transcription .....Standard
Owner.....F. Robert Bauer
Sales Manager.....W. Osborne
Program Director.....Lou Stumpo

KIST—Santa Barbara—1946 NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio KIST, Inc.
Business-Studio Address.....Balboa Bldg.
Phone: Woodland 3981....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
Pres., Gen., Sta. Mgr.....Harry C. Butcher
Vice President.....M. J. McKeogh
Commercial Manager.....James Blomfield
Program Director.....Claire Behan
Chief Engineer.....Robert Levinson

KTMS—Santa Barbara—1937 ABC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By..News-Press Publishing Co.
Business-Studio Address..de la Guerra Plaza
Phone: Woodland 3911..Air Time: Full Time
Newspaper Affil...Santa Barbara News-Press
News Service .....AP
Representative.....Paul H. Raymer
President.....Thomas M. Storke
V.P., Gen. Mgr.....Charles A. Storke
Sta., Comm. Mgr., Sls. Prom.....Jo Benes
Program Dir.....Gordon Phillips
Chief Engineer.....Leo De Connick

KSCO—Santa Cruz—1947

Frequency: 1080 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Radio Santa Cruz
Business Address.....P. O. Box 1080
Phone: GR 5-1080.....Air Time: Full Time
Representative .....BTS

Pres., Gen., Sta., Comm. Mgr.....C. V. Berlin
Prog. Dir.....D. C. Hartin

KCOY—Santa Maria—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Arenze B'casters
Business-Studio Address.....801 So. B'way
Phone: Walnut 5-2644.....Air Time: Full Time
Representative .....Paschall
News Service .....AP
Transcription Service .....World
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....James H. Ranger
Comm., Sls. Prom. Mgr.....Edmond L. Feely
Prom., Pub. Dir.....Ed L. Zuchelli
Chief Engineer.....Frank J. Nesmith

KSMA—Santa Maria—1945
KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....J. Hagerman, J. I. Groom
Address.....510 W. Morrison
Phone: 5-2582.....Air Time: Full Time
News Service .....UP
Sta. Rep.....Tracy Moore
Managers..James M. Hagerman, John I. Groom

KSPA—Santa Paula—1946
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Santa Paula Bcstrs. Inc.
Business-Studio Address.....110 Middle Rd.
Phone: 940.....Air Time: Full Time
Station Rep.....O'Connell, Ayres
Gen., Sta. Manager.....Juan G. Salas
Program Director.....Loretta Vela
Sales Prom. Manager.....Arturo Riley
Publicity Director.....Mark Marion
Chief Engineer.....Jack C. Feather

KSRO—Santa Rosa—1937

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By.....Finley Bcstg. Co.
Business-Studio Add....Fresno & Finley Aves.
Phone: 110.....Air Time: Full Time
Newspaper Affil.....Press-Democrat
News Service .....UP
Representative.....W. S. Grant
President.....Mrs. E. L. Finley
Gen.-Station Manager.....Frank McLaurin
Sls. Prom., Pub. Dir.....Greg Prichard
Chief Engineer.....Hilmar Cann

KROG—Sonora—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By .....Bruce E. Ferrel
Business Address.....P. O. Box 996
Phone: Jefferson 2-7426....Air Time: Full Time
News Service.....UP
Transcription Service.....Standard, SESAC
Owner, Gen. Mgr.....Bruce E. Ferrel
Sta., Sls. Prom., Comm. Mgr.....G. E. Manley
Prog. Dir.....L. E. Ferrel
Chief Engineer.....C. W. Mitchell

KGDM—Stockton—1926
CBS

Frequency: 1140 Kc.....Power: 5000 Watts
Owned-Oper. By....Golden Valley Bcstg. Co.
Business-Studio Address....519 E. Market St.
Phone: HO 4-4551.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....John Blair
President.....L. E. Chenault
V.P., Gen. Manager.....A. L. Torbet
Program Director.....Bob Brannan
Prom., Pub. Director.....Edie Smith
Gen. Sls. Manager.....Ted Carlsen
Chief Engineer.....J. Tyron Kelley

KSTN—Stockton—1949

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By...San Joaquin Bcstg. Co.
Business Address.....2171 Ralph Ave.
Phone: HO 4-9209.....Air Time: Full Time
News Service .....UP
Representative .....Hollingbery
Membership .....NARTB, RAB
President.....Knox La Rue
Program Director.....Ellis Lind
Publicity Director.....Ray Golden
Chief Engineer.....Carl McGee

KWG—Stockton—1921—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...McClatchy Bcstg. Co.
Business-Studio Address.....Hotel Wolf
Phone: HOward 5-5728....Air Time: Full Time
News Service .....AP
Representative.....Paul H. Raymer
Membership .....RAB
Pres., Gen., Sta. Mgr.....J. E. Longe
Comm. Manager.....Marian Hough
Sls. Promotion Mgr.....Howard Becker
Program Director.....E. R. Ferguson
Chief Engineer.....M. Bey Greene

KXOB—Stockton—1947—MBS

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....KXOB, Inc.
Business-Studio Address.....Hotel Stockton
Phone: Howard 4-7313....Air Time: Full Time
News Service .....UP
Representative .....McGavren
Membership ..... RAB
President.....J. E. Gamble
Gen., Sta., Comm. Mgr.....Ort Lofthus
Prog. Dir.....Mel Riddle
Chief Engineer.....James Tracewell

KSUE—Susanville—1948
KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....N. Hallowell, J. E. McKahan
Phone: 2020.....Air Time: Full Time
News Service .....UP
Representative .....Tracy Moore
Membership .....NARTB

Manager.....Nolan Hollowell
Traffic Manager.....G. W. Burr
Program Director.....Carlton Currie
Chief Engineer.....Harold C. Houston

KTKR—Taft—1948—KBS

Frequency: 1310 Kc.....Power: 500 Watts d.
Owned-Operated By.....Taft Bcstg. Co.
Business Address.....P.O. Box "WW"
Phone: 5-3101.....Air Time: Daytime
News Service.....UP
Pres., Gen., Sta. Mgr.....Kenneth Aitken
Sls. Prom., Comm. Mgr.....Jack Smith
Prog., Pub. Dir., Chief Engr....Kenneth Aitken

KCOK—Tulare—1945
MBS-DON LEE

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sheldon Anderson
Business Address.....P. O. Box 119
Phone: 6-2866.....Air Time: Full Time
News Service.....UP
Representative.....Forjoe
General Manager.....Sheldon Anderson
Station Manager.....J. Alan Rinehart

KTUR—Turlock—1949—KBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Turlock Bcstg. Corp.
Address.....P. O. Box 526
Phone: 45827.....Air Time: Full Time
News Service.....UP
Transcription Service.....SESAC
Representative.....O'Connell
Membership.....NARTB, RAB
President.....Wallace Lindskoog
Gen., Sta., Comm., Sls.....H. A. McMillen
Program Director.....B. McMillen
Chief Engineer.....Maxon Sayre

KUKI—Ukiah—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....M. E. Sims
Address.....P. O. Box 638
Phone: Homestead 2-4771..Air Time: Full Time
Representative.....Grant
Transcription Service.....Standard
News Service.....AP
Membership.....NARTB
Gen., Comm. Mgr.....John Franklin
Sls. Promotion Mgr.....Phil Trine
Program Dir.....Jack Hasling
Publicity Dir.....Dave King
Chief Engineer.....John Cheathan
Commercial Mgr.....Louis DuMoulin
Program Director.....John Oliveira
Chief Engineer.....Stanley Ryno

KGYW—Vallejo—1947

Frequency: 1190 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Vallejo Bcstg. Co.
Business-Studio Address....3267 Sonoma Blvd.
Phone: Vallejo 8-8944.....Air Time: Full Time
News Service.....UP
Transcription.....Capitol
Representative.....BTS
Co-Owners, Co-Mgrs.....E. Peck, A. J. Krisik
Comm. Mgr.....A. J. Krisik
Pub., Prog. Dir.....Ellsworth Peck
Sls. Prom. Mgr.....Robert Wade
Chief Engineer.....William Roberts

KVEN—Ventura—1948
MBS-DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Coast Ventura Co.
Address.....Box 1611
Phone: Miller 3-8675.....Air Time: Full Time
News Service.....UP
Representative.....McGavren, Webb
President.....Carroll Hauser
General Manager.....Sydney Held
Station Manager.....Fred Hall
Commercial Mgr.....Karl Rembe
Sls. Prom. Mgr.....Bob Godeck
Program Director.....Frank Haines
Pub. Dir.....Jerry Thomas
Chief Engineer.....Fred Hall

KUDU—Ventura—1947

Frequency: 1590 Kc.....Power 1000 Watts
Owned-Oper. By....Voice of Ventura County
Business Address.....South Mills Rd.
Phone: Miller 3-6185.....Air Time: Full Time
Representative.....Walker, Oakes
News Service.....AP
Membership.....NARTB
Transcription Service.....Langworth
Manager.....Bill E. Williams
Chief Engineer.....Tom Kindall

KONG—Visalia—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Radio KONG
Address.....Box 1429
Phone: REdwood 4-5811..Air Time: Full Time
News Service.....UP
Representative.....Hollingbery
General Manager.....L. E. Chenault
Station Manager.....Randall Kyle
Program Manager.....Dick Scudder
Chief Engineer.....Gorman Brown

KWSO—Wasco—1950

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By...Maple Leaf Bcstg. Co.
Address.....P. O. Box 366
Phone: PLateau 8-6425....Air Time: Daytime
Transcription Service....Broadcast Time Sales
News Service.....AP
President.....E. J. Peters
Gen. Mgr.....E. Franz
Station Mgr.....Theo. G. Heinrichs
Program Dir.....Bob Bann
Chief Engineer.....Norman Berg

KHUB—Watsonville—1937

Frequency: 1340 Kc.....Power: 250 Watts
Business Address.....P. O. Box 349
Phone: 4-5641.....Air Time: Full Time
News Service .....UP
Representative .....Rambeau
Membership .....NARTB
President.....Patrick H. Peabody
Gen., Comm. Mgr.....Vic Rugh
Program Director.....Tom Martin
Chief Engineer.....Merle Rossman

KSYC—Yreka—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.Siskiyou Cty. Bcstg. Co., Inc.
Address .....Lawrence Lane
Phone: 624.....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....T. Moore
Membership .....NARTB
Station Manager.....Jack A. Mitchell

KAGR—Yuba City—1953

Frequency: 1450 Kc.....Power: 100 Watts
Owner.....James E. Jaeger
Address .....Box 247
Phone: SHerwood 3-7343..Air Time: Full Time
News Service .....UP
Representative .....Best
President .....James E. Jaeger
Comm. Manager.....Louis DuMovlin
Program Director.....Dean Coll
Gen., Sta. Mgr., Ch. Eng.....James E. Walley

KUBA—Yuba City—1947

Freq.: 1600 Kc.....Power: 1Kw., d., 500 w. n.
Owned-Operated By..Peachbowl Bcstrs., Inc.
Bus. Add...Hotel Marysville, Marysville, Cal.
Phone: Sherwood 3-7309...Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Rep.....Ayers, O'Connell, Continental
President.....Chester V. Ullom
Gen. Manager.....Roger R. Hunt
Comm., Sls. Prom. Mgr.....Lloyd Klemp
Prog. Dir.....Ric Ryan
Pub. Dir.....Bob Fahey
Chief Engineer.....Carl W. Pendergraft

FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE
COVERAGE . . .

AP

FOR
RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

KGIW—Alamosa—1929—KBS MBS-IMN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....D. L. & Katholeen Allen
Address .....P. O. Box 179
Phone: 26.....Air Time: Full Time
News Service .....UP
General Manager.....D. L. Allen
Comm. Manager.....Katholeen Allen

KOSI—Aurora—1954

Frequency: 1430 Kc.....Power: 5 Kw.
Owned-Oper. By.....Mid-America Bcstg. Co.
Address.....9100 East Colfax
Phone: EMpire 6-2695.....Air Time: Full Time
News Service .....UP
Representative .....Forjoe
Membership .....NARTB
President.....David M. Segal
Gen., Sta. Mgr.....Edward M. Guss
Comm. Mgr.....James F. Brown
Sls. Prom. Mgr.....Samuel Blessing
Prog. Dir., Chief Eng.....Lonnie A. Licata
Publicity Dir.....Bobby Beers

KBOL—Boulder—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Boulder Radio KBOL, Inc.
Address .....Box 146
Phone: Hillcrest 2-2242....Air Time: Full Time
News Service .....AP
Transcription Service.....Standard, Thesaurus
Station Rep.....Holman
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Russel Shaffer
Commercial Manager.....Gene Palm
Program Dir.....John Wilcox
Chief Engineer.....Blair Dobbins

KRLN—Canon City—1946 KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Royal Gorge Bcstrs., Inc.
Business-Studio Address....1615 Central Ave.
Phone: 1400.....Air Time: Daytime
News Service .....UP
Transcription Service.....Keystone, Cole
Pres.-Gen.-Sta. Mgr.....Ray M. Beckner
Chief Engineer.....Ed Wood

KRDO—Colorado Springs 1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Pikes Peak Bcstg. Co.
Business-Studio Address.....399 S. 8th St.
Phone: Melrose 2-1515....Air Time: Full Time
News Service .....AP, UP
Transcription Service....Standard, Langworth, Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....Harry W. Hoth
Program Director .....John Finlayson
Comm. Mgr.....Darold Wilkinson
Publicity Dir.....Pat Kelly
Chief Engineer.....Herbert Schubarth

KVOR—Colorado Springs 1924—CBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Riggs & Greene, Inc.
Address.....512 So. Tejon
Phone: Melrose 2-3536.....Air Time: Full Time
News Service .....UP
Representative .....Hollingbery
Membership .....NARTB, RAB
President.....John S. Riggs
Station Mgr.....Verl Bratton
Prog. Dir.....Dave Scott
Chief Engineer .....Earl Leonard

KWBY—Colorado Springs 1955

Frequency: 740 Kc.....Power: 250 Watts
Owned-Oper. By....Music Broadcasting Corp.
Address .....Box 764
Phone: Melrose 4-5511.....Air Time: Daytime
News Service .....UP
Representative.....Radio-TV Reps., Inc.
Membership .....NARTB
Pres., Gen. Mgr.....John L. Buchanan
Sta. Mgr., Pub. Dir.....Russ Chapman
Comm. Mgr.....Ralph Petti
Prog. Dir.....John L. Buchanan
Chief Engineer.....Geo. Kaufman

KVFC—Cortez—1955—KBS

Frequency: 740 Kc.....Power: 1 Kw.
Owned-Oper. By.....J. Hawkins & B. Hubbs
Address .....KVFC Building
News Service .....UP
Transcription Service .....World
Representative .....Best
Gen. Mgr.....Jack Hawkins
Sta. Mgr.....Jack James
Comm. Mgr.....George Fender
Program Dir.....Jack James

KRAI—Craig—1947

Frequency: 550 Kc...Power: 1 Kw. d., 500 W. n
Owned-Oper. By.....Northwestern Bcstg. Co.
Phone: 707-8.....Air Time: Full Time
News Service .....UP
Representative .....Columbine
Transcription Service.....Thesaurus
Membership .....NARTB, RAB
President .....George Cory
General Manager.....Dale G. Moore
Sta., Sales Prom. Mgr.....Dick Bonderud
Comm. Manager.....George Prechtel
Prog., Pub. Director.....Dick Porter
Chief Engineer.....Tom Weir

KDTA—Delta—1955

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Monarch Broadcasting Co.
Address.....315 Main St.

Phone: 140.....Air Time: Full Time
News Service .....UP
Transcription .....SESAC
President, Gen. Mgr.....D. E. Towne

KFML—Denver—1955

Frequency: 1390 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Evert A. Bancker, Jr.
Address.....262 Fillmore St.

KFSC—Denver—1954

Frequency: 1220 Kc.....Power: 1 Kw.
Owned.....Francisco V. Sanchez
Address.....3340 Lafayette St.
Phone: AComa 2-8935.....Air Time: Daytime
News Service .....INS
Representative.....Oakes, Midwest Time
President .....F. V. Sanchez
Gen. Sta. Mgr.....Levi Beall
Comm. Mgr.....Joseph E. Flynn
Program Dir.....Joseph Lito
Chief Engineer.....Oran E. Kelly

KIMN—Denver—1923—MBS

Frequency: 950 kc.....Power: 5 kw.
Owned .....KIMN, Inc.
Address.....5350 W. 20th Ave.
Phone: BE 7-2734.....Air Time: Full Time
News Service .....UP
Station Representative.....Avery-Knodel, Inc.
Membership .....RAB
President .....A. L. Glasmann
Gen. Mgr.....Collin W. Lowder
Commercial Manager.....Kenneth E. Palmer
Prom. Mgr., Prog. Dir.....Ted Nelson
Chief Engineer.....Robert Blanchard

KLIR—Denver—1953—KBS

Frequency: 990 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....G. B. Anderson
Address.....6535 W. Jewell
Phone: WA-2-1189.....Airtime: Daytime
Transcription Service .....Lang-Worth
News Service .....INS
Representative.....Continental, Biddick
Owner-Gen.. Mgr.....G. B. Anderson
Commercial Mgr.....L. L. Tracy
Bus. Mgr. .....H. G. Kincaid
Prog. Dir.....G. B. Anderson

KLZ—Denver—1922—CBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....Aladdin Bcstg. Corp.
Business-Studio Address.....131 Speer Blvd.
Phone: MAin 3-4271.....Air Time: Full Time
News Service.....AP, INS.
Newspaper Affiliation .....Time, Inc.
Representative .....Katz
Membership .....NARTB, RAB
President.....Hugh B. Terry
Station Mgr. .....Phil Hoffman
Commercial Manager .....Lee Fondrew
Sales Prom. Mgr.....Harold Storm
Program Coordinator.....Charles Roberts
Pub. Dir.....Bill Day
Chief Engineer.....Harvey E. Wehrman

KMYR—Denver—1941

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KMYR Bcstg. Co.
Address.....Security Life Bldg.
Phone: MAin 3-4161.....Air Time: Full Time
Station Representative.....Sears & Ayer
General Manager.....F. W. Meyer
Station Manager.....A. G. Meyer
Sales Manager.....Ken Hildebrandt

KOA—Denver—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Oper. By.....KOA, Inc.
Business-Studio Address..1625 California St.
Phone: Main 3-6211.....Air Time: Full Time
News Service.....AP, INS
Transcription Service .....Thesaurus
Representative.....Edward Petry & Co.
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....William W. Grant
Sales Prom. Mgr.....Orville Rennie
Comm. Mgr.....Robert Hix
Program Director.....Jim Atkins
Exec. Asst.....Ralph Radetsley
Chief Engineer.....J. A. Slussea

KTLN—Denver—1948

Frequency: 1280 Kc.....Power: 5 Kw.
Owned-Oper. By.....Radio Station KTLN
Address.....431 W. Colfax
Phone: Acoma 2-4811.....Air Time: Full Time
News Service .....UP
Membership .....RAB

For World-Wide News . . .
For Clear, Comprehensive Coverage . . .

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FOR
RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Representative.....Radio-TV Reps., Inc.
Owner, Gen., Sta. Mgr.....Leonard Coe
Comm. Mgr.....Dean Jarvis
Pub. Dir.....Rich Froemke
Nat. Sales Mgr.....Lee Mehlig
Program Director.....Jack Helling
Chief Engineer.....Norman Petersen

KVOD—Denver—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated.....San Luis Valley Bcstg.
Business-Studio Add...Midland Savings Bldg.
Phone: TAbor 5-2291.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Free & Peters
Membership .....NARTB, RAB
President.....George O. Cory
General Manager.....Dale Moore
Station Manager.....Art Peterson
Commercial Manager.....Earle Ferguson
Program Director.....Bill Keane
Publicity Director.....Ben Stanton
Chief Engineer.....Ralph Heikkla

KIUP—Durango—1935 MBS-KBS

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....San Juan Bcstg. Co.
Address.....P. O. Box 641
Phone: 117.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus, World
Representative .....Holman Co.
President .....J. A. Segerberg
Gen., Sta. Mgr.....R. E. O'Brien
Comm. Mgr.....Al Gare
Program Director.....Herb Jobes
Sls. Prom. Mgr.....Lindsey Becker
Publicity Director.....Ralph T. Bennett
Chief Engineer.....Lou Shaw

KGMC—Englewood—1952

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned By.....G. F. Maples, R. B. McAlister
Address.....3355 S. Broadway
Phone: Sunset 1-4481.....Air Time: Daytime
News Service .....UP
Membership .....NARTB
Sta., Sls. Prom., Gen. Mgr...Grady F. Maples
Comm. Mgr.....J. Kenneth Brothers
Chief Engineer.....D. F. White, Jr.

KCOL—Ft. Collins—1947 IMN

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By....Northern Colo. Bcstg. Co.
Business-Studio Address..1600 La. Porte Ave.
Phone: 2600.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB, RAB
President .....Herb Hollister
Gen., Sta., Prom. Mgr., Pub. Dir...E. Atteberry
Commercial Manager.....Bob McClary
Program Director.....Hollis Hoff
Chief Engineer.....Dan Coltrane
News Editor.....Mona Atteberry

KFTM—Fort Morgan—1949

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned-Oper. By...Morgan County Bcstg. Co.
Address.....P. O. Box 431
Phone: 1000.....Air Time: Daytime
News Service .....UP
Transcription Service .....Capitol
Pres., Gen., Sta. Mgr.....R. H. Dolph
Comm., Sls. Prom. Mgr.....Lloyd Walker
Program Director.....Dawson Jelinick
Chief Engineer.....Richard Stemple

KGLN—Glenwood Springs 1950—MBS

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By.....KGLN, Inc.
Address.....P. O. Box C
Phone: 777.....Air Time: Daytime
Representative .....Holman
Membership ..... NARTB
President.....Rex Howell
Vice Pres., Sta. Manager.....Jerry Fitch

KEXO—Grand Junction—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Voice of Western Colo., Inc.
Address.....2508 North Ave.
Phone: 1230.....Air Time: Full Time
Transcription Service.....Capitol, Thesaurus
Representative.....Harlan Oakes
Membership .....NARTB, RAB
President.....D. Spencer Grow
Vice Pres., Gen. Manager....Abbott Tessman

KFXJ—Grand Junction—1926 MBS

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By....Western Slope Bcstg. Co.
Business-Studio Address.....Box 30
Phone: 1300.....Air Time: Full Time
Representative .....Hal Holman
Membership .....NARTB
Pres., Gen. Mgr.....Rex Howell
Sta., Comm., Prom. Mgr.....E. Anson Thomas
Pub., Prog. Director.....Gregg Chancellor
Chief Engineer.....Cecil Whitchurch

KFKA—Greeley—1921

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By....Mid-Western Radio Corp.
Business-Studio Address.....620—8th Ave.
Phone: 450.....Air Time: Full Time
Representative .....Hal Holman
News Service .....UP
Membership .....NARTB
Transcription Service.....Thesaurus
President.....H. E. Green
Sta., Gen. Mgr.....William G. Stewart
Comm. Mgr.....Virginia Sears
Pub. Dir., Sls. Prom.....Dick Frink
Program Director.....Jack Redus
Chief Engineer.....Harry Brewer

KYOU—Greeley—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Meroco Bcstg. Co.
Address .....2424 Sixth Ave.
Phone: 3275.....Air Time: Full Time
News Service .....AP
Representative .....McGillvra, Inc.
President.....Elwood H. Meyer
Gen. Mgr.....Everett Shupe

KBNZ—La Junta—1937 MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Otero Broadcasting Co.
Address .....Box 485
Phone: 42.....Air Time: Full Time
News Service .....AP
Representative .....Clark
Transcription .....Standard
President.....M. S. Morrison
Gen., Sta. Mgr., Chief Eng....R. D. McGregor
Comm., Sls. Prom. Mgr.....Jack Lee
Pub., Prog. Dir.....Robert Mahaffey

KLAK—Lakewood—1955

Frequency: 1580 Kc.....Power: 250 Watts
Owned-Oper....Lakewood Bcstg Service, Inc.
Address.....1315 Oak St.
Phone: BElmont 3-5525.....Air Time: Daytime
News Service .....UP
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Maurice J. DaVolt
Comm. Manager.....Julia W. DaVolt
Program Director.....Edythe G. Sweeney
Chief Engineer.....Lloyd Skillin

KLMR—Lamar—1948 KBS-IMN

Freq.: 920 Kc....Power: 1000 W. d., 500 W. n.
Owned-Oper. By.....SE Colorado Bcstg. Co.
Address .....P. O. Box 632
Phone: 804.....Air Time: Full Time
Newspaper Affil.....Daily News
News Service .....UP
Transcription Service .....World
Representative .....Continental
President.....Ralph Eaton
Gen., Sta. Mgr.....Dennis Behan
Comm., Prom. Mgr.....William Jack
Pub., Prog. Director.....William Adams
Chief Engineer.....Danny Peluso

KLVC—Leadville—1951—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Top of the Nation Station, Inc.
Address.....520 W. 6th St.
Phone: 70.....Air Time: Full Time
Membership .....NARTB
Representative .....Clark
President .....Arline S. Hodgins
General Manager.....David W. Hodgins

KLMO—Longmont—1949

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Station KLMO
Address .....Box 799
Phone: 1050.....Air Time: Daytime
News Service .....UP
Membership .....NARTB
Gen., Prom. Mgr., Prog., Pub. Dir...R. J. Cutting
Comm Manager.....Thomas B. White
Chief Engineer.....Walter Robinson

KLOV—Loveland—1955

Frequency: 1570 Kc.....Power: 250 Watts
Owned-Operated By...Loveland Broadcasters
Address.....1440 E. 6th St.
Phone: 1570.....Air Time: Daytime
News Service .....AP
President.....J. C. Grisham
General Manager.....John W. Ecklin

KSLV—Monte Vista—1954 KBS-IMN

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....San Luis Valley Bcstg. Co.
Address .....109 Adams St.
Phone: 553.....Air Time: Full Time
Trans. Service.....Thesaurus
Membership .....NARTB
President.....George O. Cory
General Manager.....Dale G. Moore
Station Manager.....William Merrick

KUBC—Montrose—1946—KBS

Freq.: 1260 Kc.....Power: 1 Kw., d., 500 W. n.
Owned-Operated By..Uncompaghre Bcstg. Co.
Business-Studio Address.....P. O. Box 279
Phone: 599.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus
Membership .....NARTB, RAB
President.....F. J. Hartman
Gen. Mgr.....Geo. Cory
Asst. Gen. Mgr.....Dale G. Moore
Station Director.....Robert Churney
Comm., Prom. Mgr.....Jim Richey
Pub., Prog. Director.....Ed DeJulio
Chief Engineer.....Tom Weir

KCSJ—Pueblo—1947 MBS-IMN

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Star Bcstg. Co., Inc.
Address.....2226 Big Hill Rd.
Phone: LI 4-5782.....Air Time: Full Time
Transcription Service .....Thesaurus
Representative.....Avery-Knodel, Inc.
Pres., Gen. Mgr.....Ray D. Williams
Sales Manager.....Ray Whitworth
Mgr., Prog. Director.....Cliff Hendrix
Chief Engineer.....Marion Cunningham

KDZA—Pueblo—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Pueblo Radio Co.
Address .....3011 Elizabeth
Phone: LI 4-5646.....Air Time: Full Time
News Service .....AP
Representative .....McGillvra
Pres., Sta., Sls. Mgr.....Dee B. Crouch

KGHF—Pueblo—1928—ABC

Frequency: 1350 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By..Colorado Bcstg. Co., Inc.
Address .....Box 293
Phone: LI 2-5570.....Air Time: Full Time
News Service .....UP
Transcription Service.....World, SESAC
Representative.....Gill-Perna, Inc.
Membership .....NARTB
President .....Gifford Phillips
General Manager.....Robert D. Ellis
Commercial Manager.....Bill Mahoney
Station Manager.....J. H. McGill
Chief Engineer.....Paul Hindes

KVRH—Salida—1948
KBS-MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Heart of the Rockies Bcstg. Co.
Phone: 30.....Air Time: Full Time
Mgr., Women's Prog. Dir.....Svea T. Ayers
Program Directors....Alan Wall, Glen Ayers
Chief Engineer.....Chas. Upp

KGEK—Sterling—1925

Frequency: 1230 Kc.....Power: 250 Watts d.
Owned-Operated By.....Elmer G. Beehler
Address .....Fleming Rd.
Phone: LA 2-1607.....Air Time: Full Time
News Service .....UP
Trans. Service..Lang-Worth, MacGregor, Cole
Membership ..... NARTB
Gen. Mgr.....Elmer G. Beehler
Pub. Dir., Sls., Comm. Mgr.....Al Ross
Chief Engr.....E. G. Beehler

KOLR—Sterling—1955
MBS-IMN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....High Plains Bcstg. Corp.
Address.....Booth Hill Rd.
Phone: 2-1740.....Air Time: Full Time
News Service .....AP
Transcription .....Thesaurus
General Manager.....John Gazdik

KCRT—Trindad—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KCRT, Inc.
Address .....Box 772
Phone: 338.....Air Time: Full Time
News Service .....UP
Membership .....NARTB
Transcription Service .....World
Representative .....Indie Sales
Pres., Gen. Mgr.....E. M. Cooper
Pub., Prog. Dir.....Pete Deluca
Sls. Prom. Mgr.....E. Griego
Comm. Mgr.....F. Hayes

CONNECTICUT

Pop. Feb. 1, 1956 (Est.) 2,235,000—Families 662,000
Radio Homes 639,000—TV Homes 609,033—Stations in State 25

WICC—Bridgeport—1926
MBS-YANKEE

Freq.: 600 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Bridgeport Bcstg. Co.
Address .....Box 9140
Phone: AM 8-1601.....Air Time: Full Time
News Service.....AP
Transcription Service.....Thesaurus
Representative .....Adam Young
Pres., Gen., Sta. Mgr.....Philip Merryman
Commercial Manager.....Manning Slater
Sales Promotion Manager.....Joan Fisher
Program Director.....Bob Crane
Publicity Director .....Leo Miller
Chief Engineer.....Pat Uliano

WNAB—Bridgeport—1941
ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WNAB, Inc.
Business-Studio Address.....991 Broad St.
Phone: Edison 3-3112....Air Time: Full Time
News Service .....UP
Representative .....Burke Stuart
President .....Harold Thomas
Gen., Sta., Comm. Mgr.....John Ellinger
Prog. Director.....Harry Luke
Sls. Prom. Manager.....Jack Kane
Publicity Director.....Vin. Lawford
Chief Engineer.....Norman Howard

WBIS—Bristol—1948

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Oper. By.....The Bristol Bcstg. Corp.
Business-Studio Address.....183 Main St.
Phone: LUdlow 3-9265....Air Time: Daytime
News Service .....UP
Representative .....Clark
Transcription Service.....Associated, World
President .....Eric Hatch
General Manager.....R. C. Kilbourn
Comm. Mgr.....Amleto Ciccarelli
Program Director.....James Parker
Chief Engineer.....Richard L. Ricci

WLAD—Danbury—1947

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By....Berkshire Bcstg. Corp.
Business-Studio Address.....207 Main St.
Phone: 8-3565.....Air Time: Daytime
News Service .....AP

WTIC...

by Every Measurement

A GREAT RADIO STATION

PS

PUBLIC SERVICE

WTIC has earned the loyalty and confidence of its listeners. Not only in times of emergency and disaster but every day the public welfare is our concern.

M

MANAGEMENT

WTIC is managed by people who pioneered many of radio's early developments.

F

FACILITIES

The highest in power and the best in equipment provide dominant coverage in its area.

P

PROGRAMMING

The finest in network programs plus skilled local talent make its programming tops in the field.

M

MARKET

Connecticut, the center of the great WTIC market, ranks first* in the U. S. in per family income. WTIC dominates this prosperous Southern New England Market . . .

Total Number of Families 810,600

* 1954 Effective Buying Income per family $6,094

* 1954 Effective Buying Income $4,939,775,000

* Copr. 1955, Sales Management Survey of Buying Power. further reproduction not licensed.

Measure of a Great Radio Station

REPRESENTED NATIONALLY BY

THE HENRY I. CHRISTAL CO., INC.

NEW YORK ★ BOSTON ★ CHICAGO
DETROIT ★ SAN FRANCISCO

Transcription Service.....World, SESAC
Representative .....Indie Sales
President.....John P. Previdi
Gen., Comm. Mgr., Pub. Dir.....Sol Robinson
Program Director.....Eleanor Kemble
Chief Engineer.....Rudi Cheak

WCCC—Hartford—1947

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Oper. By..Greater Hartford Bcstg Corp.
Address .....Hotel Bond
Phone: Jackson 5-6648.....Air Time: Daytime
News Service .....UP
Station Rep. .....Walker
President.....William M. Savitt
Sec't, Treas.....M. Savitt
Sta., Comm. Mgr.....R. H. Klein
Program Director.....B. LaCoe
Publicity Director.....William Hennesy
Chief Engineer.....Michael Cookish

WDRC—Hartford—1922—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By..The Connecticut Bcstg. Co.
Business-Studio Address..869 Blue Hills Ave.
Phone: Chapel 2-5596....Air Time: Full Time
News Service .....UP
Representative.....Paul H. Raymer
Membership .....NARTB
President.....Franklin M. Doolittle
General Manager.....Walter B. Haase
Comm., Sales Prom. Mgr.....William F. Malo
Program Dir.....Harvey H. Olson
Chief Engineer.....Henry M. Broderick, Jr.

WGTH—Hartford—1935 MBS-ABC

Frequency: 1410 Kc.....Power: 5,000 Watts
Owned-Oper. By..Gen. Times Television Corp.
Business-Studio Address.....54 Pratt St.
Phone: JA 7-9131.....Air Time: Full Time
News Service .....UP
Representative.....H-R Reps, Inc.
Membership .....RAB
President.....Thomas F. O'Neil
Gen., Comm. Mgr.....John Deme
Program Director.....Robert Andrews
Publicity Director.....William Reed
Chief Engineer.....Rogers Holt

WTIC—Hartford—1925—NBC

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Travelers Bcstg. Service
Business-Studio Address.....26 Grove St.
Phone: JA 5-0801.....Air Time: Full Time
News Service.....AP, INS
Transcription Service....Lang-Worth SESAC
Representative .....Christal
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Paul W. Morency
Asst. Gen. Mgr., Sls. Mgr.....Walter Johnson
Asst. Sales Mgr.....Irwin Cowper
Program Manager.....Leonard J. Patricelli
Public Rel. Dir.....Bernard Mullins
Chief Engr.....Herman D. Taylor

WMMW—Meriden—1947

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Operated By....Silver City Crystal Co.
Business-Studio Address.....8 W. Main St.
Phone: 5-5747.....Air Time: Daytime
News Service.....UP
Representative .....Rambeau
General Manager.....G. A. Kruttschnitt

WCNX—Middletown—1948

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Middlesex Bcstg. Co.
Business-Studio Address.....460 Main St.
Phone: 7-2565.....Air Time: Daytime
News Service .....UP
Transcription .....Thesaurus
Station Rep. .....Devney
President.....R. J. O'Brien
General Manager.....Wm. J. O'Brien, Jr.
Program Director.....Wm. J. Glynn
Chief Engineer.....Kenneth A. F. Bishop

WHAY—New Britain—1949

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By..Central Conn. Bcstg. Co.
Business Address.....22 Grove Hill
Phone: Baldwin 3-2721....Air Time: Unlimited
News Service.....UP
Representative.....Nona Kirby, R. O'Connell
Membership .....NARTB
President .....Patrick Goode
Exec. Vice-Pres.....Edward D. Taddei
General Mgr.....Aldo DeDominicis
Sta., Comm. Mgr.....Charles Bell
Program Director.....George Ehrlich
Chief Engineer.....Hillis W. Holt

WKNB—New Britain—1946

Frequency: 840 Kc....Power: 1000 Watts d.
Owned-Oper. By.....New Britain Bcstg. Co.
Address.....1422 New Britain Ave.
Phone: Baldwin 3-3603....Air Time: Daytime
News Service .....AP, INS
Representative .....Bolling
Membership .....NARTB
President .....Julian Gross
Gen., Sta. Manager.....Peter B. Kenney
Comm., Sls. Prom. Mgr.....Gustave Nathan
Program Director.....Ray Neilan
Publicity Director.....Frank Wooding
Chief Engineer.....John Shipley

WAVZ—New Haven—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WAVZ Bcstg. Corp.
Business-Studio Address.....152 Temple St.
Phone: SPruce 7-4761.....Air Time: Full Time
News Service .....AP
Representative.....Forjoe, Kettell, Carter
Membership .....NARTB
President.....Victor W. Knauth
Gen., Sta. Mgr.....Daniel W. Kops
Sls. Prom., Comm. Mgr....Richard J. Monahan
Program Director.....E. J. Markle
Publicity Director.....S. L. Barstein
Chief Engineer.....Ralph Carrano

WELI—New Haven—1935
ABC

Frequency: 960 Kc.....Power: 1000 Watts
Owned By.....Conn. Radio Foundation, Inc.
Business-Studio Address.....221 Orange St.
Phone: UNiversity 5-1133..Air Time: Full Time
News Service .....UP
Representative.....H. R. Reps., Rbt. Foster
Pres., Gen. Mgr.....Richard W. Davis
Commercial Mgr.....Edwin H. Schweitzer
Publicity Director.....Rudy Frank
Program Director.....Charles H. Wright
Chief Engineer.....Fred King

WNHC—New Haven—1944
NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Elm City Bcstg. Corp.
Business-Studio Address.....1110 Chapel St.
Phone: SP 7-3611.....Air Time: Full Time
News Service.....AP, INS
Representative.....Katz Agency
Membership .....NARTB
President.....Patrick J. Goode
General Manager.....Aldo DeDominicis
Exec. Vice-Pres.....Edward D. Taddei
Commercial Manager.....J. Vincent Callanan
Station Manager.....Edward C. Obrist
Prom. Mgr., Publ. Dir.....James W. Evans
Prog. Dir.....Lee Manson
Chief Engineer.....Vinnie DeLourentis

WNLC—New London—1936
MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..The Thames Bcstg. Corp.
Business-Studio Address.....281 State St.
Phone: GI 2-4365.....Air Time: Full Time
News Service.....UP
President-Gen. Sta. Mgr.....Gerald J. Morey
Comm.-Sales Prom. Mgr.....Leo B. Keegan
Prog., Publ. Dir.....Nelson Brown
Chief Engineer.....Randolph Barrett

WNLK—Norwalk—1948

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Operated By..Norwalk Bcstg. Co., Inc.
Business-Studio Address.....Shirley St.
Phone: Temple 8-5566....Air Time: Full Time
News Service .....UP
Representative .....McGillvra
Pres., Gen. Mgr.....James Stolcz
Program Director.....Dick Bounerba
Chief Engineer.....Clarence Burnham

WICH—Norwich—1946

Freq: 1310 Kc.....Power: 1 Kw.
Owned-Oper. By.....Eastern Conn. Bcstg. Co.
Business-Studio Address.....Cuprak Rd.
Phone: Turner 7-1613.....Air Time: Full Time
News Service .....INS, UP
Representative .....Grant Webb
Membership .....RAB

FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE COVERAGE . . .

AP

FOR RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Pres., Gen., Sta. Mgr.....D. Lasser
Sls. Prom., Pub. Dir.....Edward Adler
Comm. Mgr.....Richard Reed
Program Dir.....Mal Morse
Chief Engineer.....Alexander Dubenetsky

WPCT—Putnam—1953

Frequency: 1350 Kw.....Power: 1 Kw. d.
Owned-Oper. By.....Israel Putnam Bcstg. Co.
Address.....42 Main St.
Phone: Walnut 8-2721.....Air Time: Daytime
Representative .....Kirby
President.....Roland A. Gayette
Station Manager.....Ralph F. D'Andrea
Chief Engineer.....James Bonney

WSTC—Stamford—1941—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....W. Conn. Bcstg. Co.
Business-Studio Address.....270 Atlantic St.
Phone: DAvis 4-7575.....Air Time: Full Time
Newspaper Affiliation.....Stamford Advocate
Representative .....Everett-McKinney
President .....Kingsley Gillespie
Gen. Manager .....Julian Schwartz
Program Director.....Edwin Coles
Chief Engineer.....Robert A. Reynolds

WLCR—Torrington—1947

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Litchfield Cty. Radio Corp.
Business-Studio Address.....23 Main St
Phone: Hunter 9-4173-74....Air Time: Daytime
Transcription Service .....SESAC
Representative.....Bogner & Martin
Pres., Gen. Mgr.....Charles O. Scott
Station Mgr. .....Joe Trent
Comm. Mgr.....Alex Pernal
Prog. Dir., Sls. Prom. Mgr.....Joe Storm
Chief Engineer.....Gordon Zuchegna

WTOR—Torrington—1948 ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Torrington Bcstg. Co., Inc.
Business-Studio Address.....93 Perkins St.
Phone: Hunter 9-4181....Air Time: Full Time
Representative .....Rambeau
Pres., Gen., Sta. Mgr.....Edmund Waller
Comm., Sls. Prom. Mgr.....Al Ayre
Prog., Pub. Dir.....David Eller
Chief Engineer.....Edwin Michalski

WATR—Waterbury—1934 ABC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....WATR, Inc.
Business-Studio Address.....440 Medow St.
Phone: Plaza 5-1121.....Air Time: Full Time
News Service .....UP
Representative .....Burke-Stuart
Membership .....NARTB
President .....Harold Thomas
Gen., Sta., Mgr.....Sam Elman
Comm. Mgr.....Wallace Gordon
Prog., Pub. Director.....Wally King
Chief Engineer.....Andre Toross

WBRY—Waterbury—1934 CBS

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Oper. By...American-Republican, Inc.
Business-Studio Address.....P. O. Box 1627
Phone: Plaza 3-1125.....Air Time: Full Time
News Service .....AP
Rep. .....Avery-Knodel, Kettel-Carter
Membership .....NARTB
President.....William J. Pape
Commercial Manager.....Harry A. DeVorken
Manager.....J. Maxim Ryder
Pub. Dir., Sls. Prom. Mgr.....Robert Holczer
Program Director.....Walter O. Howard
Chief Engineer.....Frank B. Hales

WWCO—Waterbury—1946 MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper.....New England Bcstg. Co., Inc.
Business-Studio Address....119 W. Main St.
Phone: Plaza 4-5141.....Air Time: Full Time
News Service .....AP
Representative .....McGillvra
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Lawrence Brandon
Comm. Mgr.....Howard Mendel
Pub. Dir.....Phyllis Rawal
Program Director.....Robert C. Crager
Chief Engineer.....Frank Granger

Buying Connecticut?

Then be sure you know the WBRY story in Waterbury.

1st All Day Long
—*Pulse*

Ask the Avery-Knodel man

WBRY

CBS—5,000 Watts

WDOV—Dover—1947

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned.....Del. State Capitol Bcstg. Corp.
Business Address.....Denny's Rd.
Phone: 5816.....Air Time: Daytime
News Service .....AP
Transcription Service .....RCA
Representative .....Rambeau
Membership .....RAB, NARTB
President.....William S. Freed
General Manager.....Cliff Goodman
Program Director.....Virginia Bracken
Chief Engineer.....Perley Tribout

WJWL—Georgetown—1951

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Rollins Bcstg., Inc.
Address .....DuPont Highway
Phone: 2567.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Zimmer
President.....O. Wayne Rollins
Gen., Sta., Comm., Sls. Mgr..Norman M. Glenn
Program Director.....Bill Jaeger
Chief Engineer.....Edward Marzoa

WKSB—Milford—1953

Frequency: 930 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Kent-Sussex Bcstg. Co.
Address .....Box 444
Phone: Milford 8881.....Air Time: Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Co-owner, Comm. Mgr.....H. M. Griffith Jr.
Co-owner, Operations Mgr....C. V. Lundstedt
Program Director.....Borden E. Smith
Sports Director.....Ross W. Dunbar

WSUX—Seaford—1955

Frequency: 1280 Kc.....Power: 500 Watts d.
Owned-Oper. By.....E. Evans, W. C. Evans
Address.....Dual Hwy. 13
Representative .....Clark
Gen. Mgr.....Elizabeth Evans

WAMS—Wilmington—1947

Frequency: 1380 Kc.....Power: 1000 Watts
Owned.....Rollins Broadcasting Co.
Address.....414 French St.
Phone: 4-8881.....Air Time: Full Time
News Service .....AP
Transcription Service .....Associated
Representative .....Rollins, Inc., N. Y. C.
President.....O. Wayne Rollins
General Manager.....Byron Millison
Program Director.....Tim Crow
Chief Engineer.....Fitzgerald McDaniel

WDEL—Wilmington—1922 NBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By....Delmarva Bcstg. Co., Inc.
Business-Studio Address....10th & King Sts.
Phone: Olympia 8-7268...Air Time: Full Time
News Service.....UP, AP
Transcription Service .....Thesaurus
Representative .....Robert Meeker
Membership ..... NARTB
Station Executive.....Clair R. McCollough
Station Manager.....Harvey C. Smith
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....R. V. Aydelotte
Technical Director.....J. E. Mathiot

WILM—Wilmington—1922 ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Delaware Bcstg. Co.
Business-Studio Address.....920 King St.
Phone: Olympia 4-7771...Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Bolling Co.
Membership ..... RAB
President.....Ewing B. Hawkins
V.P., Comm. Mgr.....Jackson F. Lee
Program Director.....Warren Keyser
News Director.....Harry F. Themal
Chief Engineer.....H. Edwin Kennedy

WTUX—Wilmington—1947

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Oper. By....Port Frere Bcstg. Co., Inc.
Business-Studio Address.....1400 Market St.
Phone: 5-8821.....Air Time: Daytime
News Service .....AP
Membership .....NARTB
Representative .....Best
Pres.-Sta. Mgr.....Gordon K. MacIntosh
Comm., Sls. Prom. Mgr.....William S. Ewing
General Mgr.....Howard Robinson
Program Director.....James L. Termine
Publicity Director.....Justina Spagnolo
Chief Engineer.....Seymour Toberisky

WGMS—Washington, D. C.
1947

Frequency: 570 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..The Good Music Station, Inc.
Address .....Hotel Harrington
Phone: Executive 3-8676...Air Time: Full Time
News Service .....AP
Representative..Good Music, Thomas F. Clark
Pres., Gen. Mgr.....M. Robert Rogers
Comm., Sales Prom. Mgr.....Dan R. Cavalier
Station Mgr.....Teresa Rogers
Program Director.....Pierson Underwood
Chief Engineer .....Nicholas J. Chaconas

WMAL—Washington, D. C.
1925—ABC

Freq.: 630 Kc.....Power: 5,000 Watts
Owned.....Evening Star Bcstg. Co., Inc.
Address.....4461 Connecticut Ave., N.W.
Phone: Kellogg 7-1100....Air Time: Full Time
Representative .....Katz
Newspaper Affiliation.....The Evening Star
Membership .....NARTB, RAB
President.....John W. Thompson, Jr.
General Manager.....Fred S. Houwink
Sta., Comm. Mgr.....Robert W. Jonscher
Sales Prom. Mgr.....Arnold Katinsky
Program Director.....Martin Pinsker
Chief Engineer.....Allan Powley

WOL—Washington, D. C.—1924

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Wash. Bcstg. Corp.
Address.....2000 P. St.
Phone: HObart 2-3900.....Air Time: Full Time
Pres., Gen. Mgr.....Henry Rau
Vice-Pres.....Charles Dillon
Station Mgr.....Maxwell Marvin
Chief Engineer .....Lloyd Smith

WOOK—Washington, D. C.
1940

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio.....8th & I Sts., N.W.
Phone: Republic 7-8000...Air Time: Full Time
Station Rep.....United Bcstg., Harlan Oakes
News Service .....WNS
Pres., Gen. Mgr.....Richard Eaton
Program Director.....Cliff Holland
Comm., Sta. Mgr.....Arthur A. Snowberger

WPGC—Washington, D. C.

(SEE MORNINGSIDE, MD.)

WRC—Washington, D. C.—1923
NBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address..Sheraton Park Hotel
Phone: Adams 4-5400....Air Time: Full Time
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative.....NBC Spot Sales
Membership .....NARTB, RAB
President (NBC).....Robert Sarnoff
Vice-Pres. (Wash.) .....Frank Russell
Vice-Pres., Gen., Sta. Mgr....Carlton D. Smith
Program Director.....James E. Kovach
Sales Prom. Mgr.....Mrs. Joan Phillips
Director of Sales.....Joseph W. Goodfellow
Commercial Mgr.....Harry A. Karr, Jr.
Publicity Director.....Jay Royen
Chief Engineer.....John Rogers

WTOP—Washington, D. C.
1927—CBS

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned-Operated By .....WTOP Inc.
Address.....40th & Brandywine, N.W.
Phone: Emerson 2-9300...Air Time: Full Time
News Service.....AP, UP, INS
Representative.....CBS Radio Spot Sales
President .....John S. Hayes
V.P., Sta. Mgr.....Lloyd Dennis
Comm. Mgr.....R. W. Schellenberg
Sls. Prom. Mgr., Pub. Dir.....W. J. Wiggins
Prog. Dir. .....P. A. Searight
Chief Engineer.....Donald Saunders

WUST—Washington, D. C.
1951

Frequency: 1120 Kc.....Power: 250 Watts d.
Owned-Oper. By..Broadcast Management, Inc.
Address.....1343 U St.
Phone: HO 2-0011.....Air Time: Daytime
Representative .....Forjoe
Pres., Gen. Mgr.....Harold E. Sheffers
Comm., Prom. Mgr.....Jackson Lowe
Program Mgr.....Georgette Leighton
Chief Engineer.....Tom Blanks

WWDC—Washington, D. C.
1941—MBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By.....WWDC, Inc.
Business-Studio Address.....1627 K St., N.W.
Phone: TUckerman 2-7600..Air Time: Full Time
Trans...Stand., Thesaurus, Lang-Worth, World
Representative .....Blair
Membership .....NARTB, RAB
President .....Joseph Katz
General Manager.....Ben Strouse
Comm. Manager.....Herman Paris
Program Director.....Norman Reed
Sls. Prom., Pub. Dir.....Irving Lichtenstein
Chief Engineer.....Ross H. Beville

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WAPG—Arcadia—1955

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned.....Arcadia-Punta Gorda Bcstg. Co.
Address .....Box 676
Owner.....H. F. McKee
Gen. Mgr., Prog. Dir., Engr...Martin Begley, Jr.

WBAR—Bartow—1953

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WBAR, Inc.
Address.....Box 820, Lakeland Hwy.
Phone Number 3-5111.....Air Time: Day
News Service.....AP
President.....W. A. Wynne
General Manager.....John Burgeen

WSWN—Belle Glade—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Seminole Bcstg. Co.
Address .....Scarborough Bldg.
Phone: 2064.....Air Time: Daytime
News Service .....UP
Transcription Service.....Thesaurus
Chrm. of Bd.....E. D. Rivers, Jr.
President .....Hubert E. Ulmer
General Manager.....Garnett L. Merck
Comm. Manager .....Marvin Smith
Program Director.....Robert Prather

WTRL—Bradentown—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Trail Bcstg. Co.
Address.....Memorial Pier, P. O. Box 1060
Phone: 3-1531.....Air Time: Full Time
News Service .....AP
Representative .....Hil Best
Transcription Service .....Standard
President.....Howard A. Donahoe
Gen. Mgr.....William McD. Herson
Sales Prom. Dir.....Ken McKendree
Dir. of Operations.....Charles A. Blake
Chief Engineer.....Gerald McGougan

WTAN—Clearwater—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WTAN, Inc.
Business Address.....200 Pierce Blvd.
Phone: 33084.....Air Time: Full Time
News Service.....UP
Representative .....McGillvra
Membership .....NARTB, RAB
President .....Wm. G. Wells
General, Station Manager.....H. D. Parker
Commercial Manager.....F. L. Parker
Prog. Dir., Eng.....G. A. Robinson

WKKO—Cocoa—1953—KBS

Frequency: 860 Kc.....Power: 1 Kw. d.
Owned-Operated By.....Brevard Bcstg. Co.
Address .....Box 1308
Phone: 1020.....Air Time: Daytime
News Service .....UP
Transcription.....Standard, SESAC, Keystone
Representative.....Hil F. Best
Gen., Sta., Comm. Mgr.....Carl G. Collins, Jr.
Chief Engineer.....Davis E. Wilson

WVCG—Coral Gables—1948

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Operated By....Peninsular Bcstg. Corp.
Business Address .....Box 1315
Phone: HI 8-7411.....Air Time: Daytime
News Service.....AP
Transcription Service.....Associated, SESAC
Representative .....Clark
Membership .....RAB, NARTB
President-General Mgr.....George W. Thorpe
Program Director.....Robert Hildreth
Chief Engineer.....Thomas Middleton

WCNU—Crestview—1948 KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By....Gulfshores Bcstg. Co.
Business-Studio Address.....Box 518
Phone: 3511.....Air Time: Daytime
News Service .....AP
Transcription Service.....World, SESAC
Membership .....NARTB
General Manager.....S. F. Townsend

WJSB—Crestview—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Crestview Bcstg. Co.
Address .....Box 267
Phone: 7701.....Air Time: Full
News Service.....UP
Transcription ..... Thesaurus
General Manager.....Vernon C. Cooper
Comm. Manager.....James T. Whitaker
Prom. Manager.....Betty Whitaker

WDCF—Dade City—1954 KBS

Frequency: 1350 Kc.....Power: 1 Kw. d.
Owned.....Pasco Bcstg. Co.
Address.....P. O. Box 952
Phone: 670.....Air Time: Day
News Service .....AP
Mgr., Prog. Dir.....Chaz Roye
News Dir.....Bill Bailey
Traffic Dept.....B. J. Roye

WMFJ—Daytona Beach—1935 ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WMFJ, Inc.
Business-Studio Address.....444 N. Beach St.
Phone: CLinton 2-6491....Air Time: Full Time
News Service .....UP
Membership .....NARTB
Representative....Joseph Hershey McGillvra
President.....Harold Kaye
Gen., Sta. Mgr.....Joseph B. Matthews
Comm. Mgr.....William G. Hall
Prog. Dir.....Harry T. Brown
Chief Engineer.....Jack Siegel

WNDB—Daytona Beach—1948 MBS

Frequency: 1150 Kc.....Power: 1,000 Watts
Owned-Operated By.....News-Journal Corp.
Business-Studio Address....128 Orange Ave.
Phone: Clinton 2-1511....Air Time: Full Time
News Service .....AP
Representative.....John H. Perry
Newspaper Affil.....News-Journal Corp.
Membership .....NARTB
President .....Julius Davidson
Gen., Sta., Sls. Prom. Mgr.....R. Y. Huffman
Comm. Mgr.....W. A. Smith
Publicity Dir.....M. E. Hagman
Prog. Dir.....Elizabeth J. Weed
Chief Engineer.....F. A. Scott

WROD—Daytona Beach—1947 NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Daytona Beach Bcstg. Corp.
Business Address.....Box 991
Phone: Clinton 2-4626....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Membership .....RAB
Representative .....Rambeau
Pres.-Gen. Sta. Mgr.....E. J. Sperry
Comm. Mgr. .....A. N. Sims
Prog. Dir. .....Myrna L. Monahan
Chief Eng. .....Robert R. Andrews

WFNM—De Funiak Springs 1955

Frequency: 1460 Kc.....Power: 1 Kw. d.
Owned-Operated By....Clayton W. Mapoles
Address .....Box 387
Air Time .....Days
News Service .....UP
Manager .....Vernon Cooper
Program Director.....James Heath

WJBS—Deland—1948—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....John B. Stetson Univ.
Address.....220 East Hubbard Ave.
Phone: 1490.....Air Time: Full Time
News Service .....AP
Stations Rep.....Donald Cooke
Membership .....NARTB
Gen. Mgr., Prog. Dir.....C. L. Menser

WDBF—Delray Beach—1954

Frequency: 1420 Kc.....Power: 500 Kw.
Owned.....Delray Bcstg. Corp.
Address.....Bon Air Hotel
Phone: 7311.....Air Time: Day
News Service.....UP
Transcription .....Lang-Worth
General Mgr. .....Jackson Lee
Program Dir. .....Jean Larkin

WLCO—Eustis—1955

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Lake County Bcstg. Co.
Address ..... Eustis

WFBF—Fernandina Beach 1955—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By....Fernandina Beach Bcstrs.
Address.....118 Atlantic Ave.
Co-Owner, Gen. Mgr....Marshall W. Rowland

WWIL—Ft. Lauderdale—1950 KBS

Frequency: 1580 Kc.....Power: 1 Kw.
Owned-Operated By....Missouri Bcstg. Corp.
Address.....P. O. Box 78
Phone: 3-7639.....Air Time: Full
News Service .....AP
Representative .....Grant Webb
Pres., Gen. Mgr.....L. A. Benson
V.P., Ass't Gen. Mgr.....N. Pagliara
Station Dir.....Jack Barry

WFTL—Fort Lauderdale—1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Gore Publishing Co.
Bus.-Studio Address.....1785 S. E. 15th St.
Phone: JA 2-3711.....Air Time: Full Time
Newspaper Aff.....Ft. Lauderdale Daily News
News Service .....AP
Membership .....RAB
Transcription Service.....World
Representative.....Sears & Ayers
President.....J. W. Dickey
Gen., Sta., Comm. Mgr.....R. L. Bowles
Program Director.....Jack W. Swart
Chief Engineer.....Richard P. Northey

WINK—Ft. Myers—1940 CBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Ft. Myers Bcstg. Co., Inc.
Address .....WINK Bldg.
News Service .....AP
Representative .....Donald-Cooke
Membership ..... NARTB
Air Time ..... Full
General Manager.....A. J. Bauer

WMYR—Ft. Myers—1952

Freq.: 1410 Kc.....Power: 1 kw. d., 500 w. n.
Owned-Operated By.....Robert Hecksher
Address .....Box 1486
Phone: 5-1175.....Air Time: Full Time
News Service .....UP
Membership .....RAB
Owner-Gen. Mgr.....Robert Hecksher

WARN—Fort Pierce—1952 KBS

Frequency: 1330 Kw.....Power: 1000 Watts d.
Owned-Oper. By..Hurricane Bcstg. Service, Inc.
Address .....Angle Rd.

Phone: 1330.....Air Time: Daytime
News Service .....AP
Transcription Service .....Standard
Representative ..... Continental
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Murray C. Tillman
Sls. Prom. Mgr.....C. C. Tillman
Prog., Pub. Dir.....Willis M. Shawver Jr.
Chief Engineer.....John E. Palmer

WIRA—Fort Pierce—1946 NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Indian River Bcstg. Co.
Business Address.....Melody Lane
Phone: 1400.....Air Time: Full Time
News Service .....UP
Membership .....NARTB
Transcription Service .....World
Pres., Gen. Mgr.....James L. Howe
Program Director.....Anne Wilder
Commercial Manager.....J. Kingsley Butt
Chief Engineer.....Edward Murdoch

WFTW—Ft. Walton Beach 1953

Frequency: 1260 Kc.....Power: 1000 Watts
Owner.....Vacationland Bcstg. Co.
Address.....39 Main St., Box 687
Phone Number.....CH 3-3123
News Service .....AP
Transcription .....Thesaurus, Lang-Worth
Membership ..... NARTB
President.....Wilbur R. Powell
Gen. Mgr.....Milford A. Reynolds

WDVH—Gainsville—1954

Frequency: 980 Kc.....Power: 5 Kw. d.
Owned-Operated By.....Decatur Bcstg. Co.
Address ..... Box 289
Phone: 2-2582.....Air Time: Days
News Service .....UP
Representative ..... Clark
General Manager.....Thomas R. Hanssen
Commercial Manager .....Jimmy Hales
Program Director .....Bill Marr

WGGG—Gainesville—1948 ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Alachus County Bcstg. Co., Inc.
Business-Studio .....1230 Waldo Rd.
Phone: Franklin 6-5791...Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Best
Pres., Gen. Mgr.....R. M. Chamberlin
Commercial Manager.....Leon E. Mims
Program Director.....Pierre A. Bejano

WRUF—Gainesville—1928 MBS

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....Univ. of Fla.
Business-Studio Address.....Gainesville, Fla.
Phone Number.....FR 6-3261, Ext. 468-7-8
Air Time.....Full Time
News Service .....AP
Trans. Service.....Lang-Worth, Thesaurus
Representative .....Burn-Smith
Membership .....NARTB
General Manager.....Garland Powell
Commercial Manager.....John Dunnavant
Sls. Prom. Dir.....R. Smith
Prog. Dir.....Bob Leach
Program Director.....Jim Camp
Chief Engineer.....Bertram McNamara

WGTO—Haines City—1955

Frequency: 540 Kc.....10 Kw.
Owned-Operated By.....KWK, Inc.
Address.....8th and Hinson Sts.
Phone: 6-2621.....Air Time: Day
Newspaper Affil.....St. Louis Globe Democrat
News Service.....UP
Representative .....Weed
President .....Robert Convey
Gen., Sta. Comm. Mgr.....E. D. Hill
Chief Engineer .....Dave Shick

WGMA—Hollywood-Miami 1953

Freq.: 1320 Kc.....Power: 500 Watts
Owned ..... WGMA
Address ..... Box 539
Phone: 2-2903.....Air Time: Daytime
News Service .....AP
Station Representative.....Hil F. Best
Manager.....C. C. Castle

WIVY—Jacksonville—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Edward J. Oberle
Address .....Box 228-A
News Service .....UP
Representative .....Stuart, Brown
Pres., Gen. Mgr.....Edward J. Oberle
Publicity Dir.....Tom Harper
Commercial Manager.....Fred H. Schilling
Sta. Mgr., Prog. Dir.....Lawrence Picus
Chief Engineer.....James Stephens

WJAX—Jacksonville—1925 NBC

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Operated By..City of Jacksonville, Fla.
Business-Studio Address.....1 Broadcast Pl.
Phone: ELgin 4-1681.....Air Time: Full Time
Representative.John Blair; Harry E. Cummings
News Service .....AP
Commissioner in Charge.....J. D. Kennedy
Gen., Sta. Mgr.....W. R. Terry
Comm., Sls., Pub. Dir.....J. W. Douglass
Chief Engineer.....K. G. Brock

WJHP—Jacksonville—1940 MBS

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By..Jacksonville Journal Co.

Bus.-Studio Address....4038 Phillips Highway
Phone: EX 8-9751.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Newspaper Aff.....J. H. Perry Newspapers
Representative.....John H. Perry Associates
President.....John H. Perry, Jr.
General Manager.....T. S. Gilchrist, Jr.
Sta. Mgr.....Ted Chapeau
Gen. Sls. Mgr.....Bill Fraker
Commercial Mgr.....Bill Goodwin
Sales Prom. Mgr.....Charles Ost
Program Director.....Larry Bodkin
Publicity Director.....Martha Thomas
Chief Engineer.....Beecher Hayford

WOBS—Jacksonville—1948
1948

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Rounsaville of Charlotte
Business-Studio Address.....1036 Mary St.
Phone: 98-3411.....Air Time: Daytime
Station Representative .....Stars
President.....E. D. Rivers, Sr.
General Manager.....Jim Macri
Chief Engineer.....W. F. Askew

WMBR—Jacksonville—1933
CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By.....Washington Post Co.
Address.....Broadcast House, Jacksonville 7
Phone: Ex 8-0501.....Air Time: Full Time
News Service .....UP
Newspaper Aff.....Wash. Post-Times Herald
Representative.....CBS Radio Spot Sales
Membership .....RAB
President.....Glenn Marshall Jr.
Vice-President .....Dave Booher
Sls. Prom. Mgr.....Roger Langston
Program Director.....Gerald White
Chief Engineer.....Ernest B. Vordermark

WPDQ—Jacksonville—1942
ABC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By..Jacksonville Bcstg. Corp.
Studio Address.....Gulf Life Bldg.
Phone: ELgin 4-4421.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Rep.....Vernard, Rintoul & McConnell, Ayers
President.....James R. Stockton
Gen., Sta., Comm., Sls. Mgr...Robert R. Feagin
Operations Mgr.....Richard C. Fellows
Chief Engineer.....James R. Donavan

WQIK—Jacksonville—1955

Frequency: 1280 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....Radio Jax
Address ..... Box 5791
Phone: Exbrook 8-8651.....Air Time: Days
Pres., Gen. Mgr.....John A. Boling

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WRHC—Jacksonville—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRHC, Inc.
Address.....247 Margaret St.
Phone: ELgin 6-0461.....Air Time: Full Time
Membership.....NARTB, RAB
Representative.....Forjoe & Co.
President .....Harold S. Cohn
General Manager.....Harold Cohn, II
Chief Engineer.....William Johnson

WJVB—Jacksonville Beach 1947

Frequency: 1010 Kc....Power: 1000 Watts d.
Owned-Oper. By.Jacksonville Beach Bcstg. Co.
Address.....12th Ave., N., Box 428
Phone: 5-5674.....Air Time: Daytime
Representative.....Hil F. Best
News Service .....AP
Pres., Gen. Mgr.....J. Lyle Williams, Jr.
General Manager .....Pat Shannon
Gen. Sls. Mgr.....Leslie Cordona

WKWF—Key West—1945 MBS

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By.....John M. Spottswood
Address.....P. O. Box 891
Phone: 6-2222.....Air Time: Full Time
News Service .....UP
General Manager.....John M. Spottswood

WRWB—Kissimmee—1954

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned.....Emerson W. Browne
Address.....Arcade Theater Bldg.
Phone: 2111.....Air Time: Daytime
News Service .....UP
Transcription Service .....Standard
Gen., Comm. Mgr.....Emerson W. Browne

WDSR—Lake City—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Deep South Radioways
Business-Studio Address..126 No. Marion St.
Phone: 525.....Air Time: Full Time
News Service .....UP
Transcription Service.....Associated
Gen., Sta., Comm. Mgr.....Alfred H. Temple
Chief Engineer.....Richard L. Cook

WLAK—Lakeland—1936 NBC

Freq.: 1430 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By...Lakeland Bcstg. Corp.
Business Address.....P. O. Box 1211
Phone: MU 2-1271.....Air Time: Full Time
News Service.....UP
Transcription Service..Associated, World, Std.
Station Representative.....John E. Pearson
Membership .....RAB, NARTB
Pres., Gen. Mgr.....S. O. Ward
Sta. Mgr., Chief Engr.....William P. Lee
Sales & Prom. Mgr.....S. O. Ward
Commercial Manager.....Powell Adams
Program Director.....Garland Burt

WONN—Lakeland—1949 MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Coastal Bcstg. Co.
Business Address.....Lake Hunter Drive
Phone: MU 5-1171.....Air Time: Full Time
News Service .....AP
Transcription Service .....Capitol
Representative.....Donald Cooke, Inc.
Pres., Gen., Sta. Mgr.....Robert S. Taylor
Commercial Mgr.....Tom Barber
Program Dir.....Ted Covington
Sls. Prom. Mgr., Pub. Dir.....R. S. Taylor
Chief Engineer.....Duane McConnell

WIPC—Lake Wales—1951 KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned.....Imperial Polk Bcstg. Corp
Address.....P. O. Box 712
Phone: 2-9831.....Air Time: Daytime
News Service .....AP
Transcription Service .....SESAC
Membership .....RAB, NARTB
President.....K. H. Berkeley
Gen., Sta. Mgr.....W. W. Van Steenburgh
Program Director.....Shirley Tucker
Chief Engineer.....William Johnson

WLBE—Leesburg—1949 MBS-KBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....WLBE, Inc.
Address .....Box 297
Phone: Leesburg 552.....Air Time: Full Time
News Service .....UP
Station Representative .....Best
Transcription Service .....World
President.....Paul A. Husebo
General Manager.....Wendel F. Husebo
Program Director.....Richard R. Coleman
Chief Engineer.....Martin Kirkland

WNER—Live Oak—1949—KBS

Frequency: 1250 Kc.....Power: 1 Kw. d.
Owned.....Suwanne Bcstg. Co.
Business Address.....P. O. Box 655
Phone: 1390.....Air Time: Day
News Service .....UP
Transcription ..... Standard
Representative ..... Best
Owner, Gen. Mgr.....Norman O. Protsman
Program Director.....Faith Protsman
Chief Engineer.....C. S. Parker

WTYS—Marianna—1948 MBS

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Oper. By..John H. Phipps Radio Stas.
Address .....Box 777
Phone: 650.....Air Time: Full Time
News Service .....AP
Representative .....Cummings
Owner .....John H. Phipps
General Manager.....L. H. Graves
Station Manager.....Guy Hamilton

WMMB—Melbourne—1948 MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Melbourne Bcstg. Corp.
Business-Studio Address.....WMMB Bldg.
Phone: 575.....Air Time: Full Time
News Service.....UP
Transcription Service .....World
President.....Louis G. Bessler
Vice-President .....Vern L. Bessler
Station Manager .....Gene Bueckman
Comm. Manager.....Richard Bate
Sales Prom. Mgr.....Louis G. Bessler
Program Director.....Karl Meier
Chief Engineer.....Robert Bones

WFEC—Miami—1949

Frequency: 1220 Kc.....Power: 250 Watts
Owned-Oper. By.....Fla. East Coast Bcstg.
Address.....350 N.E. 71st St.
Phone: 89-7534.....Air Time: Daytime
Representative .....Rambeau Ayers
Gen., Sta. Mgr.....Herbert Schorr
Program Director.....Patricia Mason
Comm. Mgr.....Arnold Schorr
Chief Engineer.....William Reeder

WGBS—Miami—1944—CBS

Freq.: 710 Kc.....Power: 50 Kw. d., 10 Kw. n.
Owned.....Storer Bcstg. Co.
Address.....1177 Kane Conc., Miami Beach
Phone: Union 6-0211.....Air Time: Full Time
Newspaper Affiliation.....Miami Beach Sun
News Service .....UP
Transcription Service .....Lang-Worth
Station Representative.....Katz Agency, Inc.
Membership .....NARTB, RAB
President.....George B. Storer
Gen., Sta. Mgr.....Miller N. Babcock
Commercial Manager.....C. Bud Dailey
Sales Promotion Mgr.....James Storer
Program Director.....Donald E. Fischer
Chief Engineer.....Edward C. Lockwood

WINZ—Miami—1946

Freq.: 940 Kc.....Power: 50 Kw. d., 10 Kw. n.
Owned-Operated By....Hollywood Bcstg. Co.
Business Address.....Biccavne Terrace Hotel
Phone: 82-6641.....Air Time: Full Time
News Service .....INS, AP
Trans. Service.....Standard, Associated
Representative .....Paul Raymer
Pres., Gen. Mgr.....Rex Rand
Sta., Sls. Prom. Mgr.....B. E. Neary
Chief Engineer.....Stanley Brown

WIOD—Miami—1926—NBC

Frequency: 610 Kc.....Power: 5,000 Watts
Owned-Oper. By..Isle of Dreams Bcstg. Corp.
Business-Studio Address...600 Biscayne Blvd.
Phone: Franklin 3-6444....Air Time: Full Time
Newspaper Affiliation.....Miami Daily News
News Service .....AP, INS, UP
Transcription Service .....Thesaurus
Representative .....Hollingbery
President.....Daniel J. Mahoney
General Manager.....James M. LeGate
Commercial Manager.....Robert L. Fidlar
Program Director.....Scott Bishop
Chief Engineer.....M. C. Scott

WMIE—Miami—1948

Freq.: 1140 Kc...Power: 10 Kw. d., 5 Kw. n.
Owned-Operated By...Sun Coast Bcstg. Corp.
Address.....139 N.E. 1st St.
Phone: Franklin 3-5556....Air Time: Full Time
News Service .....INS
Representative.....Stars Natl., Inc.
Membership ..... NARTB
President.....E. D. Rivers, Sr.
Gen., Sta. Mgr.....Kurt Meer
Commercial Manager.....Stan Beaton
Sales Promotion Director.....Sidney Robbins
Program Director.....Jack Nobles
Publicity Director.....Miss S. J. Spiegel
Chief Engineer.....Russell Bennett

WQAM—Miami—1921—ABC

Frequency: 560 Kc...Power: 5 Kw.d., 1 Kw. n.
Owned-Operated By.....Miami Bcstg. Co.
Business-Studio Address...1723 duPont Bldg.
Phone: FR 4-6121.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative.....John Blair, Cummings
Membership .....NARTB, RAB
President.....John S. Knight
Gen., Comm. Mgr.....Owen F. Uridge
Sales Prom., Pub. Dir.....Ruth Tanksley
Program Dir.....Walt Svehla
Chief Engineer.....Gene Rider

WWPB—Miami—1947 KEYSTONE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Paul Brake
Business-Studio Address....414 S.W. 2nd Ave.
Phone: 3-7405.....Air Time: Full Time
News Service .....AP
Representative .....Walker
Pres., Gen. Mgr., Eng.....Paul Brake
Sta. Mgr.....Paul Keefe
Program Director.....Ed. Davenport
Comm., Sls. Prom. Mgr.....Bert Y. Johnson

WAHR—Miami Beach—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Alan H. Rosenson
Address .....Box 1740
Pres., Chief Engineer.....Alan Rosenson
Phone: Jefferson 8-0411....Air Time: Full Time

News Service .....UP
Transcription Service.....World, Standard
Representative .....Indie Sales
General Manager.....Marshall Simmons

WKAT—Miami Beach—1937 MBS

Freq.: 1360 Kc.....5 Kw. d., 1 Kw. n.
Owned-Operated By.....WKAT, Inc.
Trans.-Address.....1759 Bay Road
Phone: JE 1-5711.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Membership .....RAB
Representative .....Headley-Reed
President.....A. Frank Katzentine
General Manager.....John I. Prosser
Busineess Mgr.....C. A. Wampler
Chief Engineer.....Arthur P. Smith, Jr.

WMBM—Miami Beach—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned.....Rounsaville of Miami Beach, Inc.
Address .....MacArthur Causeway
Phone: Jefferson 1-5586....Air Time: Daytime
News Service .....UP
Representatives..Gill-Perna, Dora-Clayton, Inc.
President .....R. W. Rounsaville
Managing Dir.....John Fulton
Comm., Sls. Prom., Prog. Dir.....Milt Oshins
Station Manager.....Arnold Kaufman
Chief Engineer.....E. H. Wilbur

WEBY—Milton—1954 MBS

Frequency: 1330 Kc.....Power: 1 Kw.
Owned.....C. W. Mapoles
Address.....Ward Basin Rd.
Air Time..... Daytime
News Service .....UP
Trans. Service .....World
Owner.....C. W. Mapole

WNOG—Naples—1954

Frequency .....1270 Kc.
Owned Oper- By.....George D. Polley
Address .....Naples
Phone: 3-1501.....Air Time: Daytime
News Service .....UP
President .....G. Polley
Station Mgr.....A. C. Pottberg
Comm. Mgr.....Richard Goodlette
Program Dir.....Tad Pottberg
Chief Engineer.....Dave Traer

WSBB—New Smyrna Beach 1951—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Broadcaster's Inc.
Address.....P. O. Box 125
Phone: 1230-1.....Air Time: Full Time
News Service .....UP
Owner.....A. V. Tidmore
General Manager.....Thomas C. Holston
Sales Mgr.....E. H. Holston

WMOP—Ocala—1953

Frequency: 900 Kc.....Power: 1000 Watts
Owner.....A. B. Letson
Address .....311 Robertson Bldg.
Phone: Marion 2-4118.....Air Time: Daytime
Representative ..... Dora-Clayton
Membership .....NARTB
Pres., Gen. Mgr.....A. B. Letsom
Station Mgr.....James E. Kirk
Comm., Sls. Mgr.....Vernon Arnett
Program Director.....A. E. Turner
Chief Engineer.....Lloyd Lutz

WTMC—Ocala—1939 NBC-KBS

Frequency: 1290 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By...Ocala Bcstng. Co. Inc
Address .....14 S. Magnolia
Phone: MA 2-4127.....Air Time: Full Time
Newspaper Affiliation.....Perry Newspapers
President.....John H. Perry, Jr.
Gen. Mgr.....Thomas S. Gilchrist, Jr.

WDBO—Orlando—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By...Orlando Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 3707
Phone: 5-0541.....Air Time: Full Time
News Service .....AP, UI
Transcription Service.....World, Thesauru
Representative....John Blair, Harry Cumming
Membership .....NARTI
Pres., Gen., Sta. Mgr.....Harold P. Danforth
Comm. Mgr.....W. G. McBride
Program Director.....Rosalind Bogg
Chief Engineer.....J. E. Yarbroug

WHOO—Orlando—1947—ABC

Freq.: 980 Kc. ...Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.....WHOO, Inc.
Address.....Fort Gatlin Hotel
Phone: 5-3591.....Air Time: Full Time
News Service .....AP
Transcription Service.....Standard, World
Representative .....Forjoe
President .....Edward Lamb
Gen., Sta., Comm. Mgr.....N. Stockmeier
Program Director.....Walter Mitchell
Chief Engineer.....Don Compton

WLOF—Orlando—1940

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By....Mid-Fla. Radio Corp.
Business-Studio Address.....Box 5275
Phone: 2-8163.....Air Time: Full Time
News Service .....UP
Station Representative.....Gill-Perna
Membership .....NARTB
President.....J. L. Brechner
General Manager.....Donn R. Collee
Program Director.....Ernest Legge
Chief Engineer..... W. Dodd Daniel

WORZ—Orlando—1947 NBC-MBS

Frequency: 740 Kc.....Power: 5 Kw.
Owned-Oper. By....Central Florida Bcstg. Co.
Address.....P. O. Box 1353
Phone: 2-2451.....Air Time: Full Time
Representatives .....Pearson, Brown
Pres., Gen., Sta. Mgr.....Naomi Murrell
Comm., Sls. Prom. Mgr.....M. S. Wetzel
Publicity Dir.....W. O. Murrell
Program Director.....S. W. Ison
Chief Engineer.....W. R. Miller

WWPF—Palatka—1947 KBS-MBS

Frequency: 1260 Kc.....Power: 500 Watts
Owned-Operated By.....Palatka Bcstg. Co.
Address .....Box 86
Phone: EA 54555.....Air Time: Full Time
Gen. Mgr., Chief Engr.....L. C. McCall
Publicity Dir.....Claude White
Commercial Manager.....Herb Young

WWPG—Palm Beach 1941—ABC

Frequency: 1340 Kc.....Power 250 Watts
Owned.....Palm Beach Radio Corp.
Address.....3000 Ocean Blvd.
Phone: 2-1515.....Air Time: Full
Transcription .....Thesaurus
News Service .....UP
Sta. Rep.....John H. Perry
Pres., Gen. Mgr.....K. A. Meer
Sta., Gen. Mgr.....Robert L. Davis
Program Director.....Rosalind Calkins
Publicity Dir. .....Marion Tappe
Chief Engineer.....Clyde Walkden

WDLP—Panama City—1940 NBC

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By..Panama City Bcstg. Co., Inc.
Business-Studio Address.....W. Beach Dr.
Phone: Poplar 3-1777.....Air Time: Full Time
Representative.....Perry Associates
General Manager.....Don Brookins

WPCF—Panama City—1949 ABC-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Bay County Bcstg. Co.
Address.....300 E. 15th St.
Phone: SU 5-6176.....Air Time: Full Time
Representative.....Devney, Dora-Clayton
Membership .....NARTB
Pres., Gen., Sta. Mgr.....E. L. DuKate
Program Director.....Martha Ann Heath
Sls. Prom. Mgr.....G. T. Dukate
Chief Engineer.....J. Frank Haynes

WBSR—Pensacola—1946 CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WBSR, Inc.
Business Address.....Box 1351
News Service .....AP
Representative...Vernard, Rintoul, McConnell
Pres., Gen. Mgr.....Don J. Lynch

WCOA—Pensacola—1925 NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....WCOA, Inc.
Address .....118 E. Intendencia St.
Phone: HE 2-4111.....Air Time: Full
Newspaper Affiliation.....News-Journal
Transcription Service.....Lang-Worth
Representative.....John H. Perry Associates
President.....John H. Perry, Jr.
General Manager.....J. Holliday Veal

WEAR—Pensacola—1947 ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper By.....Gulfport Bcstg. Co.
Address.....P. O. Box 1188
Sta. Rep. .....Hollingbery
Pres., Gen. Mgr.....Mel Wheeler
Nat'l Sls. Mgr.....Milt de Reyna
News Editor .....Dave Fulton
Program Dir.....Bill Anderson
Chief Engineer.....Jim Smith

WPFA—Pensacola—1955

Frequency: 790 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....WPFA Bcstg. Co.
Address .....Box 27
Phone: HE 3-1141.....Air Time: Days
Representative .....McGillvra
General Manager.....Kevin Reilly
Station Manager.....John Hoag
Program Director .....Taris Savell
Chief Engineer.....Lee Caput

WPRY—Perry—1954—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Taylor Co. Bcstg. Co.
Address .....Perry
Phone: 540.....Air Time: Full Time
Representative .....W. E. Owens
President.....E. P. Martin
General Manager.....Alpha Martin
Station Manager.....William Owens
Comm. Manager.....Edward Lockwood
Sales Prom. Manager.....James Underwood
Program Director.....Norma Nabinger
Publicity Dir.....Hyman Wolfe
Chief Engineer .....Irie Brown

WPLA—Plant City—1949

Frequency: 1570 Kc.....Power: 1 Kw.
Owned-Operated By.....W. A. Smith
Address.....P. O. Box 1588
Phone: 2-1551.....Air Time: Day
Station Representative .....Best
News Service .....UP
Membership .....NARTB, RAB
President .....W. A. Smith
Gen., Sta., Comm. Mgr.....George Friend
Sls. Prom. Mgr., Pub. Dir.....Joseph J. Wilson
Program Director.....Mary Snapp
Chief Engineer.....James L. Derrick

WCNH—Quincy—1948—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Quincy Bcstg. Corp.
Address .....Shelfer Hgts., Quincy
Phone: MA 7-6700.....Air Time: Full
News Service .....UP
Transcription .....Thesaurus
Membership .....NARTB
Pres., Gen. Mgr.....A. B. Letson
Comm., Sls. Prom. Mgr.....W. J. Taylor
Program Director .....Larry Draper
Chief Engineer.....A. B. Letson

WFOY—St. Augustine—1936 CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Fountain of Youth Bcstg. Co.
Address .....Fountain of Youth Gardens
Phone: Valley 9-3416.....Air Time: Full
Transcription Service .....World
Station Rep.....W. S. Grant
Membership .....NARTB
General Manager.....John E. Bernhard, Jr.

WSTN—St. Augustine—1954

Frequency: 1420 Kc.....Power 1 Kw.
Owned.....St. Augustine Bcstg. Co.
Address.....66 Treasury St.
Phone: Valley 9-9094.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Station Rep. .....Indie
Gen., Comm. Mgr.....James D. Sinyard

WPIN—St. Petersburg—1947

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Oper. By..Fla. W. Coast Bcstrs., Inc
Address.....Royal Palm Hotel
Phone: 7-0511.....Air Time: Daytime
News Service .....AP
Station Representative.....Walker
Membership .....RAB
President.....Dr. Charles Farrington
General Manager .....Arthur Mundorff
Sta., Comm. Mgr.....Richard Marsh
Publicity Dir.....Bob Clayton
Program Director.....James Carley
Sls. Prom. Mgr.....Larry Rhodes
Chief Engineer.....Manly St. Jean

WSUN—St. Petersburg—1928 ABC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By....City of St. Petersburg
Business Address.....Municipal Pier
Phone: 5-4121.....Air Time: Full Time
News Service .....UP
Transcription Service.....Associated, World
Representative...Vernard, Rintoul, McConnell
Membership .....NARTB
General Manager.....Charles L. Kelly
Commercial Manager.....Vera New
Program Director.....Dayton Saltsman

WTSP—St. Petersburg—1940 MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....Pinellas Bcstg. Co.
Business-Studio Address.....1440 1st Ave. So.
Phone: 7-8108.....Air Time: Full Time
News Service .....UP
Newspaper Aff.....St. Petersburg Times
Transcription Service .....Standard
Representative .....Forjoe
Membership .....NARTB, RAB
President .....Nelson Poynter
General Manager.....Richard L. Crago
Vice-President.....John B. Olsen
News Dir.....Rob Allen
Prom., Prog. Dir.....Louis Brewer
Chief Engineer.....William D. Mangold

WTRR—Sanford—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Myron A. Reck
Phone: 999.....Air Time: Full Time
Business Address.....Box 1541
News Service .....UP
Pres., Gen., Sta. Mgr.....Myron A. Reck
Commercial Manager.....Roy D. Green
Program Director.....Edna Reck
Chief Engineer.....James S. Williamson, Jr.

WKXY—Sarasota—1949—KBS

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Sarasota Bcstg. Co.
Address.....P. O. Box 2431
Phone: Ringling 6-6651.....Air Time: Day
Representative .....Clark
Membership ..... NARTB
News Service .....AP
Transcription Service.....Lang-Worth, World
General Manager.....A. G. Fernandez

WSPB—Sarasota—1939—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WSPB, Inc.
Business Address.....Box 1110, City Island
Phone: Ringling 8-1811..Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative.....John E. Pearson

Membership .....NARTB, BAB
President.....Robert C. Jones, Jr.
Gen., Sta. Mgr.....John B. Browning
Program Director.....David Hale
Chief Engineer.....James E. Grant

WJCM—Sebring—1950
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Clearfield Bcstrs., Inc.
Business Address.....Clearfield, Pa.
Air Time.....Full Time
Transcription Service.....Lang-Worth
Newspaper Aff.....The Progess C'Field, Pa.
News Service .....UP
President.....W. K. Ulerich
Gen. Mgr.....William J. Thomas
Sta., Comm. Mgr.....Al Frank
Program Director.....Betty Frank
Chief Engineer.....Robert Goshorn

WSTU—Stuart—1954
MBS-KBS

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Oper. By.....Bluewater Bcstg. Co.
Address .....Box 518
Phone: 1080.....Air Time: Full Time
Pres., Gen. Mgr.....Lester M. Combs
Sls. Prom. Mgr., Prog. Dir.....Jim Mullins
Chief Engineer.....Jack McElfresh

WMEN—Tallahassee—1954
KBS

Frequency: 1330 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....WMEN, Inc.
Address .....Hotel Floridan
Phone: 3-2550.....Air Time: Days
News Service.....UP
Representative .....Dora-Clayton
President.....B. F. J. Timm
General Manager.....Don C. Price

WTAL—Tallahassee—1935
CBS

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By.....John H. Phipps
Business Address.....Box 989
Phone: 3-3666.....Air Time: Full Time
News Service .....AP
Representative .....Meeker, Cummings
Owner.....John H. Phipps
General Manager.....L. Herschel Graves
Station Manager.....J. L. Brownell

WTNT—Tallahassee—1946
ABC-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Tallahassee Appli. Corp.
Business-Studio Address.....Duval Hotel
Phone: 2-1450.....Air Time: Full
Representative .....McGillvra
Pres., Gen. Mgr.....Frank W. Hazelton
Vice-Pres. .....Emanuel Joanos

WALT—Tampa—1946

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tampa Bcstg. Co.
Address.....401 W. Tyler St.
Phone: 2-7921.....Air Time: Day
Station Representative.....Stars National Inc.
President .....Harold Kaye
Gen. Mgr. .....C. G. Baskerville
Station Mgr. .....Charles Geer

WDAE—Tampa—1922—CBS

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....Tampa Times Co.
Business Address .....114 N. Franklin St.
Representative .....Katz
President.....David E. Smiley
General Manager.....L. Spencer Mitchell

WEBK—Tampa—1950—KBS

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Hillsboro Bcstg. Co.
Address.....1521 E. Broadway
Phone: 4-4177.....Air Time: Day
News Service ..... AP
Station Rep. ....Interstate United Newspapers
President.....E. P. Martin
Gen. Mgr.....Alpha Martin
Prog. Dir. .....Gladys Easter
Chief Engineer.....Elmo B. Kitts

WFLA—Tampa—1925—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....Tribune Co.
Business Address.....P. O. Box 1410
Phone: 2-0131.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
Representative .....John Blair
Membership .....NARTB, RAB
Newspaper Aff. .....Tribune
President.....John C. Council
Gen. Mgr.....George W. Harvey
Sales Prom. Mgr., Pub. Dir.....Tom Matthews
Prog. Director.....Edward C. Walker
Chief Engineer.....Joseph Mitchell

WHBO—Tampa—1948

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned By.....Sulphur Springs Bcstrs., Inc.
Business Address.....11,011 Florida Ave.
Phone: 9-11711.....Air Time: Daytime
Membership .....RAB
News Service .....AP
President.....Harold A. Dunlap
Gen., Comm. Mgr., Eng.....G. Kimbrel
Program Director.....Ellen Sauls
Sls. Prom. Mgr.....Bob Ross

WIOK—Tampa—1954

Frequency: 1150 Kw.....Power: 1000 Watts d.
Owned By.....WIOK
Address .....Box 1101
Phone: 4-1109.....Air Time: Days
News Service .....AP
Membership .....NARTB
Representative.....McGillvra, Dora-Clayton
General Mgr. .....H. C. Young, Jr.

WDCL—Tarpon Springs—1955

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....Freede-Miller Bcstg. Co.
Address .....Box 1470
Phone: Clearwater 81-5411.Air Time: Daytime
Pres., Sta. Mgr.....Hal Freede
Gen. Mgr., Sls. Mgr.....J. McMiller, Jr.
Commercial Mgr.....Wm. Emard
Program Director.....Clair Linn
Publicity Director.....Robert Jones
Chief Engineer.....John H. Walker

WNTM—Vero Beach—1954 MBS

Frequency: 1370 Kc.....Power: 1 Kw.
Owned.....Cen. Fla. Bcstg. Co.
Address.....P. O. Box 397
Phone: 5405.....Air Time: Day
Pres., Gen. Mgr.....(Mrs.) Naomi T. Murrell
Station Manager.....Gene Stuart
Comm. Mgr. .....Joan Stuart
Sls. Prom. Mgr.....Fred Marshall
Prog. Dir. .....Joan Smith
Publicity Dir. .....Marshall Wolff
Chief Eng. .....Jim Sowinski

WTTB—Vero Beach—1954 ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Tropics, Inc.
Address.....15-36 20th Ave.
Phone: 5454.....Air Time: Full Time
Newspaper Affiliation.....Press-Journal
President.....Merrill P. Barber
Gen., Sta. Mgr.....Dale F. Knisely
Sls. Prom. Mgr., Prog. Dir.....John Schiavone
Chief Engineer.....Stanley Wood

WEAT—West Palm Beach 1948—NBC

Frequency: 850 Kc.....Power: 1 Kw. d. n.
Owned.....RKO Teleradio Pictures
Address.....P. O. Box 70
Phone: 3-9668.....Air Time: Full Time
Station Rep. .....H-R
President.....Thomas F. O'Neil
Gen. Mgr.....Gordon R. Kerr
Sta., Comm. Mgr.....C. H. Glick
Sls. Prom. Mgr., Pub. Dir.....C. W. Curtin
National Sls. Mgr.....P. D. Porterfield
Prog. Dir.....Don James
Chief Engineer.....Ross McPherson

WJNO—West Palm Beach 1936—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WJNO, Inc.
Business-Studio Address..1500 N. Flagler Dr.
Phone: 2-3638.....Air Time: Full Time
News Service .....AP
Transcription Service.....World, Lang-Worth
Representative.....Robert Meeker, Ayres
Membership .....NARTB, RAB
President.....S. K. Russell
Gen. Mgr.....H. V. McMillan
Sales Mgr.....Robert Monroe
Chief Eng.....Curtis Brinson

WIRK—West Palm Beach 1947—MBS

Freq.: 1290 Kc.....Power: 1 Kw. d., 5 Kw. n.
Owned-Operated By.....Ken-Sell, Inc.
Business Address.....715 S. Flagler Drive
Phone: 3-1711.....Air Time: Full Time
Representative .....Cooke
Pres., Gen. Mgr. .....Joseph S. Field, Jr.
Sales & Operations Mgr.....Rome Hartman
Chief Engineer.....William P. Heitzman

EST. 1936

WJNO

CBS RADIO NETWORK

"The Most Influential Voice of the Palm Beaches" FIRST by PULSE survey October, 1955

3rd LARGEST CITY
On the Famous Florida Gold Coast

TRADING AREA—246,000 PLUS
— a Big Bonus Tourist Population
Year Around

WJNO EASILY LEADS
in Total Morning, Afternoon and Evening Radio

QUALITY OF MARKET INDEX
102*

- EFFECTIVE BUYING INCOME $199,131,000.00
- RETAIL SALES $187,913,000.00
- BUILDING PERMITS SHOW INCREASE EACH YEAR

WJNO IS A HABIT IN
THE PALM BEACHES

WEST PALM BEACH, FLORIDA

National Representative:
Robert Meeker Associates, Inc.
Southeastern: James S. Ayres Co.

WSIR—Winter Haven—1947 MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Hundred Lakes Bcstg.
Bus. Address..665 W. Lake Howard Dr., S.W.
Phone: 32-561.....Air Time: Full Time
News Service .....UP
Membership .....RAB
Representative.....Devney & Co.
President .....Tom Moore
Gen. Mgr.....Larry Rollins
Commercial Manager.....Earl Sturgeon
Program Director.....Richard Eyrich
Chief Engineer.....L. Orden Craig

WABR—Winter Park—1954

Frequency: 1440 Kc.....Power: 1 Kw.
Owned.....Orange County Bcstrs. Inc.
Address.....P. O. Box 7547
Phone: 5-6631.....Air Time: Daytime
Sta. Rep. .....Rambeau, Dora-Clayton
News Service .....UP
General Mgr.....R. H. Gunckel, Jr.
Sales Manager .....Tom Sawyer
Chief Engineer .....Jim Macri

GEORGIA

Pop. Feb. 1, 1956 (Est.) 3,650,000—Families 972,000
Radio Homes 936,000—TV Homes 650,636—Stations in State 101

WAAG—Adel—1955—KBS

Frequency: 1470 Kc.....Power: 1,000 Watts
Owned-Oper. By.....Cook County Bcstg. Co.
News Service .....UP
Membership .....NARTB
President .....W. M. Forshee
Gen., Sta. Mgr., Chief Eng....Robert A. Davis
Prom. Mgr., Prog. Dir.....Don H. Wingate
Publicity Director.....Calvin Key

WALB—Albany—1941—ABC

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By....Herald Publishing Co.
Address ..... Stuart Ave.
Phone: Hemlock 5-8386...Air Time: Full Time
News Service .....AP
Representative .....Burn-Smith, Ayers
Owner .....James H. Gray
General Manager.....Tom Stillwagon
Program Director.....Jack Mayer

WGPC—Albany—1933—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Albany Bdcstg. Co.
Business-Studio Address....New Albany Hotel
Phone: Hemlock 21277.... Air Time: Full Time
News Service .....UP
Representative.....George P. Hollingbery
Transcription Service .....Thesaurus
Membership .....NARTB, RAB
President.....J. W. Woodruff
Executive Manager.....J. W. Woodruff, Jr.
Sta., Comm., Sls., Prom., Pub. Dir..L. M. George
Program Director.....Walter H. Flint
Chief Engineer.....Redus Carlton

WJAZ—Albany—1952

Frequency: 1050 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....James S. Rivers, Inc.
Address .....Box 611
Phone: HEmlock 2-7447.....Air Time: Daytime
Representative .....Forjoe
News Service .....UP
President.....James S. Rivers
General Manager.....Richard B. Smith
Station Mgr. .....R. V. Rogers
Comm. Mgr.....J. K. Willis
Sls. Prom. Mgr.....Bill Shadburn
Prog. Dir.....Emery Evans
Publicity Dir.....Billy Berry
Chief Eng.....Bruce Smith

WDEC—Americus—1947 MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Americus Bdcstg. Co.
Business-Studio Address.....Rembert Bldg.
Phone: 3681.....Air Time: Full Time
News Service.....AP
Membership .....RAB
Representative.....Dora-Clayton, Indie Sales
Vice-Pres., Gen., Sta. Mgr....Charles C. Smith
Chief Engineer.....Raymond C. LaPrade

WGAU—Athens—1938 CBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..J. K. Patrick Bcstg. Co.
Business-Studio Address.....Bobbin Mill Rd.
Phone: LIberty 6-6575....Air Time: Full Time
Representative .....Brown
Gen., Sta. Mgr.....Burl Womack
Comm. Mgr.....John McNeil

WRFC—Athens—1948

Freq.: 960 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Radio Athens, Inc.
Business-Studio Add.....279½ N. Lumpkin St.
Phone: Liberty 3-3411.....Air Time: Full Time
Sta. Rep. .....Forjoe
Pres., Gen., Sta. Mgr.....L. H. Christian
Commercial Mgr.....J. T. Lloyd
Sls. Prom. Mgr.....E. A. Thilenius
Program Director.....Ned Martin
Publicity Director.....Ed Thilenius
Chief Engineer.....Lucius D. Drewry

WAGA—Atlanta—1937—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Storer Bcstg. Co.
Bus.-Studio Address....1018 W. Peachtree St.
Phone: Vernon 3553.....Air Time: Full Time
News Service .....AP
Transcription Service.....Standard
Representative .....Katz
Membership .....NARTB, RAB
President.....George B. Storer, Sr.
Southern District V.P.....Geo. Storer, Jr.
Managing Dir. .....Claude H. Frazier
Comm. Mgr. .....Lewis Reynolds
Pub. Dir., Prom. Mgr.....R. David Mayo

Program Director.....J. Les Henrikson
Chief Engineer.....Hugo Bondy

WAOK—Atlanta—1954

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.....WAOK Bcstg. Co., Inc.
Business Address.....70 Houston St., N.E.
Phone: AL 1515.....Air Time: Full Time
Representative .....Forjoe
Pres., Gen. Mgr.....L. M. George

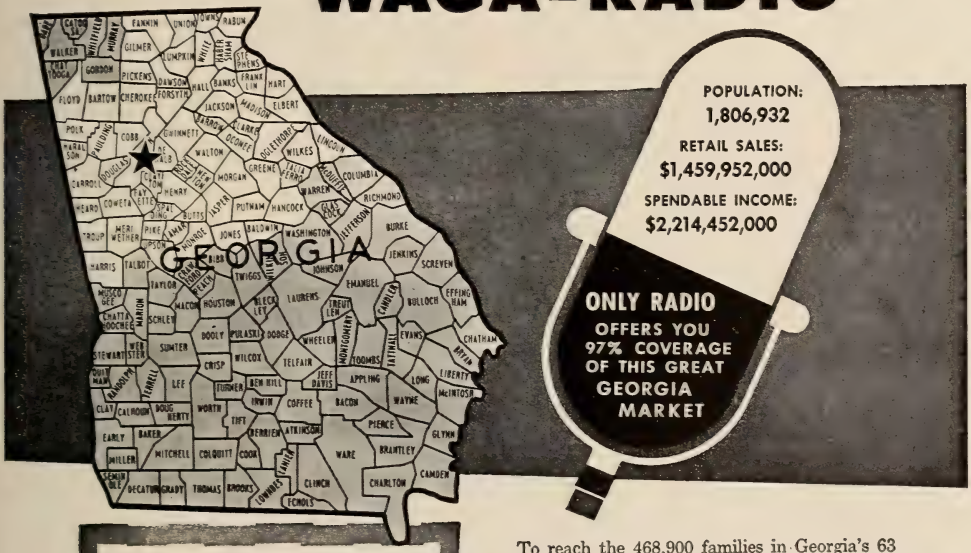
Station Mgr.....Dorothy Lester
Comm., Prom. Mgr.....Stan Raymond
Prog. Dir. .....Zenas Sears
Pub. Dir. .....Mary O'Shields
Chief Engineer.....Eathel Holley

WAKE—Atlanta—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Bartell Broadcasters, Inc.
Bus.-Studio Address...Georgian Terrace Hotel

to reach GEORGIA'S 63 GOLDEN COUNTIES*

you need WAGA-RADIO



*THESE 63 COUNTIES...
(39.6% of the state's total of 159) account for 49.6% of Georgia's population, 53.6% of the state's total retail sales, and 53.9% of the total spendable income in Georgia.

To reach the 468,900 families in Georgia's 63 golden counties, you need WAGA-Radio.

Live, wide-awake programming to capture the largest possible audience, backed by aggressive merchandising and a staff of sales-minded people, will help you get maximum results for your advertising dollar.

Let our reps give you complete facts about the expanding Atlanta market and how WAGA-Radio can best be put to work for you.

A STORER STATION

waga radio
590 on the dial
5,000 watts
—CBS-radio in Atlanta

Represented Nationally by the
KATZ AGENCY, Inc.
STORER BROADCASTING COMPANY SALES OFFICES:
New York—118 E. 57th St.
Chicago—230 N. Michigan Ave.
San Francisco—111 Sutter St.

Tom Harker, National Sales Director; Bob Wood, National Sales Manager

Don't send a boy to do a **MAN'S** work

Apparently, it is recognized that a multiple number of smaller Georgia radio stations are indicated if one hopes to approach the effectiveness and economy of WSB Radio. This is a protective concept which has prevailed, ineffectively, for the past 20 years.

No other Georgia radio station, or combination of Georgia stations, gives you as many listeners per dollar as you can get on WSB Radio. Ask your Petry man to show you the facts.

WSB Radio
ATLANTA

NBC affiliate. Represented by Petry. Affiliated with The Atlanta Journal and Constitution

President.....G. A. Bartell
Managing Dir.....L. B. Bartell
Comm. Mgr.....Joseph Wolfman
Program Dir.....L. Gruenwald
Chief Engineer.....Charles Hoge

WERD—Atlanta—1948

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Atlanta, Inc.
Studio Address.....330 Auburn Ave., N.E.
Phone Number.....Lamar 0666
Representative.....Interstate, Dora-Clayton
Station Mgr. .....J. B. Blayton, Jr.
Commercial Mgr.....Albert H. Saddler

WGKA—Atlanta—1955

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Glenkaren Associates, Inc.
Address.....1140 Peachtree St., N.E.
Chairman of Board.....Locke E. Glenn
Gen. Mgr., Chief Eng.....David L. Lyndon

WGST—Atlanta—1923—ABC

Frequency: 920 Kc...Power: 5 Kw. d.; 1 Kw. n.
Owned.....Bd. of Regents, Univ. Sys. of Ga.
Bus.-Studio Address.....900 Forsyth Bldg.
Phone: Walnut 8441.....Air Time: Full Time
News Service.....AP
Representative .....Avery-Knodel
Membership .....NARTB, RAB
Gen., Sta. Manager.....Ben Akerman
Commercial Mgr.....Don Mitchell
Prom., Pub. Dir.....Mrs. M. Lunt
Program Director.....Jack Kelly
Chief Engineer.....Ivan Miles

WSB—Atlanta—1922—NBC

Frequency: 750 Kc.....Power: 50,000 Watts
Owned-Oper. By....Atlanta Newspapers, Inc.
Address .....Biltmore Hotel
Phone: ELgin 6711.....Air Time: Full Time
Newspaper Affiliation....Journal, Constitution
News Service .....AP, UP
Representative .....Edward Petry
Membership .....NARTB, RAB
General Manager.....John M. Outler, Jr.
Station Manager.....Frank Gaither
Sales Promotion Mgr.....Walter Paschall
Program Director.....Elmo Ellis
Chief Eng.....R. A. Holbrook

WQXI—Atlanta—1948—MBS

Frequency: 790 Kc...Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By ...Rounsaville of Atlanta, Inc.
Bus.-Studio Address..3165 Mathieson Dr., N.E.
Phone .....CHerokee 2196
News Service .....UP
Station Rep. .....Gill-Perna, Inc.
Membership .....NARTB
President .....R. W. Rounsaville
Station Manager.....John Fulton
Prom., Comm. Mgr.....Frank Erwin
Program Dir.....Robert Watson
Chief Engineer.....Elton B. Chick
Technical Director.....Paul Cram

WAUG—Augusta—1952

Frequency: 1050 Kc.....Power: 1,000 Watts
Owned.....Garden City Bcstg.
Phone: 3-4441.....Air Time: Daytime
Address.....Bon Air Hotel
Sta. Rep.....Interstate United Newspapers
Transcription Service .....Capitol
News Service .....AP
Gen., Sta. Mgr.....Geo. C. Nicholson
Comm., Sls., Prom. Mgr.....J. Louis Solomon
Program Dir.....Reese J. Vaughn
Chief Engineer.....J. C. Atkinson

WBBQ—Augusta—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owner.....Savannah Valley Network
Address .....515 15th St.
Representative.....McKinney, Inc., Forjoe
President.....John W. Weiss
Gen., Sta., Comm. Mgr.....Edward H. Dunbar
Prom. Mgr.....Patrick R. Mulhern
Publicity Dir.....Thurston Bennett
Program Director.....George W. Fisher
Chief Engineer.....Marvin Tarpley

WGAC—Augusta—1940—ABC

Frequency: 580 Kc...Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By....The Twin States Bcstg. Co.
Business-Studio Address.....664 Broad St.
Phone: 2-2692.....Air Time: Full Time
News Service.....UP
Transcription Service.....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, BAB
Pres., Gen. Mgr.....A. D. Willard, Jr.
Station Mgr.....Donald MacDonald
Commercial Mgr.....Martin E. White
Program Dir.....Stanley Carey
Chief Engineer .....James Clegg

WBIA—Augusta—1946—NBC

Frequency: 1230 Kc.....Power: 250 Kw.
Owned .....Media, Inc.
Address.....15 8th St.
Station Rep. .....John Pearson Co.
Vice Pres., Gen. Mgr.....J. T. Snowden, Jr.
Sales Director.....Archie Grinalds, Jr.

WRDW—Augusta—1930—CBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By..Southeas'n Newspapers, Inc.
Address .....Masonic Bldg.
Phone: 2-8805.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....RAB, NARTB
President.....Grover C. Maxwell
General Manager.....W. R. Ringson
Station Manager.....J. R. Owens, Jr.
Program Director.....Richard Warner
Chief Engineer.....Rabun F. Bobo

WMGR—Bainbridge—1946

Frequency: 930 Kc.....Power: 5 Kc.
Owned-Operated By.....Decatur Bcstg. Co.
Address .....Box 375
Representative .....Grant Webb
News Service .....AP
General Manager.....Charles W. Dowdy
Asst. Manager.....R. A. Vaughn

WHAB—Baxley—1954

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By.....Tri-City Bcstg. Sys.
Address .....Box 265
Phone: 3000.....Air Time: Daytime
News Seervice .....UP
Gen., Sta. Mgr.....Farnell O'Quinn
Comm. Mgr.....Marvin Massey
Sls. Prom. Mgr.....Dane Bruce
Publicity Dir. .....Jo Moody
Chief Engineer.....Delmas Nichols

WGIG—Brunswick—1949
ABC

Frequency: 1440 Kc.....Power: 1,000 Watts
Owned-Operated By...Brunswick Bcstg. Corp.
Business-Studio Address.....1514 Union St.
Phone: 2714.....Air Time: Full Time
News Service .....AP
Transcription .....Standard, Capitol
Representative .....McGillvra
President.....E. M. Champion
Sta., Gen. Mgr.....Hugh K. Tollison
Commercial Manager.....John Lane
Sls. Prom., Pub. Dir.....Sammy Middleton
Program Director.....Jack Lenz
Chief Engineer.....Herman Lange

WMOG—Brunswick—1940
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Brunswick Inc.
Address .....Box 572
Phone: 1500.....Air Time: Full Time
Representative .....Indie Sales
General Manager.....E. J. Turk
Comm. Mgr. .....Lew Carter

WGRA—Cairo—1950
ABC-KBS

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Grady Mitchell Bcstg. Co.
Address .....Bainbridge Rd.
Phone: 2-4392.....Air Time: Daytime
Station Rep. .....Indie
News Service .....UP
Gen. Mgr. .....Lowell E. Takles
Prom. Mgr. .....Bernice Porter

WCGA—Calhoun—1953

Frequency: 900 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Gordon Cty. Bcstg. Co.
Address.....112½ Court Street
Phone: 2111 .....Air Time: Day Time
General Manager.....R. R. Magill
Sales Manager .....Judy Magill
Program Director.....Richard Bowman

WCLB—Camilla—1954—KBS

Frequency: 1220 Kc.....Power: 1000 Watts
Owned.....Capel Bcstg. Co.
Address.....P. O. Box 205
Phone: 2776.....Air Time: Daytime
Transcription Service .....Standard
Sta. Mgr.....Russell A. Browne
Commercial Mgr.....Charlie Browne
Chief Engineer.....Wayne R. Foster

WLBB—Carrollton—1947
KBS

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Carroll Bcstg. Co., Inc.
Business-Studio Address.....Box 569
Phone: TErrace 2-7041.....Air Time: Daytime
Representative .....Indie Sales
Pres., Gen., Sta. Mgr.....Thomas K. Vassy
Comm. Mgr. .....J. D. Norton, Jr.
Prom. Mgr., Prog., Pub. Dir.....Hiram Bray
Chief Engineer .....Bill Shell

WBHF—Cartersville—1946
MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. R. Frier
Phone: 1200.....Air Time: Full Time
Station Manager.....W. Ryan Frier

WGAA—Cedartown—1941
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Business-Studio Address.....P. O. Box 807
Phone: 777.....Air Time: Full Time
News Service.....AP
Representative .....Dora-Clayton
Sta. Mgr. .....Frank Proctor

WCLS—Columbus—1955

Frequency: 1580 Kc.....Power: 1,000 Watts
Owned-Oper. By.....Muscogee Bcsgt. Co.
Address .....1028½ Broadway
Phone: 7-3648.....Air Time: Daytime
Representative .....Thomas F. Clark Co.
News Service .....UP
Pres., Gen. Mgr.....Charles H. Parish, Jr.
Commercicl Manager.....Jack H. Robinson

WDAK—Columbus—1943
NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Radio Columbus, Inc.
Business-Studio Address.....Martin Bldg.
Phone: 5447.....Air Time: Full Time
News Service.....AP
Transcription Service.....World
Station Representative.....Headley Reed
Membership .....NARTB, RAB
President.....Allen M. Woodall
Station Mgr.....Miles H. Ferguson
Commercial Manager.....William Massie
Program Director.....Mrs. Pat Lynn
Publicity Dir.....Lamar Lyn
Chief Engineer.....Max F. Harper

WGBA—Columbus—1947

Frequency: 1270 Kc....Power: 5000 Watts d.
Owned-Oper. By.....WGBA, Inc.
Business-Studio Address....1213½ Broadway
Phone: 3-3603.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Forjoe
Membership .....NARTB, RAB
Pres., Gen. Mgr.....C. A. McClure
Station Mgr.....R. H. Ruppel
Comm., Sls. Prom. Mgr.....F. Floyd Jr.
Prog., Pub. Dir.....W. L. Bowick Jr.
Chief Engineer.....F. Keith Brown

WPNX—Columbus—1952

(See listing in Phenix City, Ala.)

WRBL—Columbus—1928
CBS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Columbus Bdcstg. Co.
Business-Studio Address.....1350 - 13th Ave.
Phone: 2-0601.....Air Time: Full Time
News Service .....UP
Sta. Rep. .....Hollingbery
Membership .....NARTB, RAB
Pres., Gen. Mgr.....J. W. Woodruff Jr.
Sta., Comm. Mgr.....Walter Graham
Prog. Dir. .....Eleanor Whitelaw
Pub. Dir. .....Boyd Hinton

WMJM—Cordele—1940
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Southeastern Bcstg. System
Business-Studio Address....20th Ave. & B St.
Representative.....T. F. Clark
President.....James S. Rivers
General Mgr.....William E. Blizzard, Jr.
Comm. Manager.....Willard Belote

WCON—Cornelia—1953

Frequency: 1450 Kw.....Power: 250 Watts
Owned-Oper. By.....Habersham Bcstg. Co.
Address.....1 Burrell St.
Phone: 1450.....Air Time: Full Time
Station Rep. .....Indie
Pres., Gen. Mgr.....Jack Bradley
Sta. Mgr. .....Jim Marlow
Chief Engineer.....Bobby Wilkes

WGFS—Covington—1953
KBS

Frequency: 1430 Kc.....Power: 1 Kw.
Owned.....Georgia Bcstg. Ser.
Address.....615 Monticello St.
Phone: 2337.....Air Time: Daytime
Station Representative.....Sears & Ayers
General Manager.....Otis Parker

WBLJ—Dalton—1940
MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Dalton Bdcstg. Corp.
Business-Studio Address..111 South Pentz St.
Phone: 1180.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB, RAB
President.....H. C. Kenemer
General Manager.....William B. Davies
Program Dir.....Marthel Acree
Chief Engineer.....John S. Andrews

WRCD—Dalton—1954

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Whitefield Bcstg. Co.
Address .....104 Pentz Street
Phone: 1892.....Air Time: Daytime
Representative .....Dora-Clayton Agency
News Service .....UP
General Manager .....Jim Honey
Comm. Manager.....Ed Jordan
Program Director.....Mike Dodd

WDWD—Dawson—1948
KBS-MBS

Frequency: 990 Kc.....Power: 1000 Watts D.
Owned-Operated By.....Dawson Bdcstg. Co.
Trans.-Bus.-Studio Address.....Box 390
Phone: 416.....Air Time: Daytime
News Service .....UP
Representative .....Indie Sales
General Manager.....W. C. Woodall, Jr.
Program Director.....Barney Parnacott

WEAS—Decatur—1947

Frequency: 1010 Kc.....Power: 50 Kw.
Owned .....WEAS, Inc.
Phone: DE 2521.....Air Time: Daytime
News Service .....UP
Station Representative.....Stars National
President .....William H. Keller, Jr.
Station Manager .....Warren Roberts
Comm., Prom. Mgr.....William Packham
Chief Engineer .....William Loudermilk

WGLS—Decatur—1949—KBS

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....DeKalb Bcstg. Co.
Business-Studio Address.....526 Church St.
Phone: Crescent 6471.....Air Time: Day Time
Newspaper Affiliation .....New Era
News Service .....UP
Transcription Service .....Standard
President.....Guy W. Rutland, Sr.
Gen., Sta. Mgr.....Sam W. Kane
Comm. Mgr., Prog., Pub. Dir.....Al Ciraldo
Chief Engineer.....Lawson Leaks

WDMG—Douglas—1946

Frequency: 860 Kc.....Power 1000 Watts D.
Owned-Operated By.....WDMG, Inc.

Address .....620 E. Ward St.
Phone: 564.....Air Time: Daytime
Membership ..... NARTB
Representative .....Dora-Clayton
President.....B. F. J. Timm
General Mgr.....Mary Jarrard

WMLT—Dublin—1945
MBS-KBS

Frequency: 1330 Kc.....Power: 1 Kw.
Owned-Operated By.....Dublin Bdcstg. Co.
Business Address .....Frankilin St.
Phone: 871.....Air Time: Day Time
News Service .....UP
Transcription Service .....World
Membership .....NARTB, RAB
President.....George T. Morris
General Manager.....W. Newton Morris
Sta. Mgr.....W. C. Courson

WTJH—East Point—1949

Frequency: 1260 Kc.....Power: 5000 Watts d.
Owned-Oper. By....Southeastern Bcstg. Sys.
Address .....Cordele, Ga.
Phone: 666.....Air Time: Daytime
News Service .....UP
President.....James S. Rivers
Gen., Sta., Comm. Mgr.....J. D. Davenport
Sales Prom. Mgr.....Edward L. Smith
Program Director.....Claude V. Jones
Publicity Director.....Frances Sheffield
Chief Engineer.....William J. Hill

WSGC—Elberton—1946
KBS-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elberton Bcstg. Co.
Address .....Elberton
Representative .....Continental
News Service .....AP
Manager.....Melvin C. Gorman

WBHB—Fitzgerald—1946
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ben Hill Bdcstg. Corp.
Address .....Box 472
Phone: 2077.....Air Time: Full Time
News Service.....AP
Transcription Service .....World
President.....H. C. Vaughn
Vice-President.....Paul E. Reid
Publicity Director.....Tony Carter
Chief Engineer.....Mike Pelton

WFPM—Fort Valley—1951
KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Peach Belt Bcstg. Co.
Address ..... Roberts Rd.
News Service .....UP
Representative .....Indie Sales
Gen., Comm. Manager.....Hugh Birdsong
Program Director.....Lowell Register

WDUN—Gainesville—1949

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....N.E. Ga. Bcstg. Co.
Address.....1140 Thompson Bridge Rd.
Phone: LEnox 4-7331.....Air Time: Full Time
News Service.....AP
Representative .....Indie Sales
Pres., Gen. Manager.....John W. Jacobs, Jr.
Sta. Mgr., Prog. Dir.....Gene Blaine
Comm. Mgr.....Claire Palmour
Chief Engineer.....J. D. Matthews

WGGA—Gainesville—1941
MBS-KBS

Frequency: 550 Kc..Power: 5 Kw. d.; 500 W. n.
Owned-Operated By....Blue Ridge Bdcstg. Co.
Business Address.....Press-Radio Center
Phone: LE 2-6211.....Air Time: Full Time
News Service .....UP
Newspaper Affil.....Daily Times
Membership ..... RAB
Representative.....Dora Clayton Agency
President.....Charles A. Smithgall
Exec. V.P., Gen., Sta. Mgr....Edmond F. Jared
Commercial Manager.....Robert Schwab
Prod. Dir. .....James A. Hartley
Chief Engineer .....Wilbert Darracott

WKEU—Griffin—1934
MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WKEU
Address .....Macon Rd.
Phone: 5507.....Air Time: Full Time
General Manager.....A. W. Marshall, Jr.

WHIE—Griffin—1952

Frequency: 1320 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Griffin Bcstg. System
Address .....Box 971
Phone: 9451.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Representative .....Dora-Clayton
Membership .....NARTB
President .....Virginia Price Bowen
General Manager .....Bernice Merrill
Station Manager, Chief Eng.....Jay H. Lamb
Commercial Manager .....Johnny Williams
Program Director .....Lew Banks

WKLY—Hartwell—1947

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Louie L. Morris Estate
Business Address.....Box 189, Hartwell
Phone: 71.....Air Time: Daytime
News Service.....UP
Newspaper Affil. .....Hartwell Sun
Transcription Service.....World
Membership .....NARTB
Pres., Gen. Mgr.....Max G. Pfaender
Comm., Sales Mgr.....Burch Griffin
Program Director.....Joseph Grammer
Chief Engineer.....Broadus McLane

WCEH—Hawkinsville—1952 KBS

Frequency: 610 Kc.....Power: 500 Watts
Owned.....Tri-County Bcstg. Co., Inc.
Address .....Box 184
Phone: TWilight 3-3381....Air Time: Day Time
News Service .....UP
Trans. Service .....World
President .....R. T. Ragan
Vice President.....Henry Griffin
Sec'y.-Treas. .....D. R. Jackson, Sr.
Gen., Sta., Prom. Mgr., Pub. Dir...J. D. Popwell
Comm. Mgr., Chief Eng.....Hugh Birdsong
Program Director.....Bob Banks

WBGR—Jessup—1949—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Altamaha Bcstg. Co.
Address.....P. O. Box 147
Phone: 2444.....Air Time: Daytime
News Service .....AP
Transcription Service .....Capitol
Representative .....Dora-Clayton
Pres., Gen. Mgr.....W. G. Thomas, Sr.
Sta., Comm. Mgr.....Edward Lynch
Prog. Dir.....James Miller
Chief Engineer.....Art Manning

WLFA—Lafayette—1954 KBS

Frequency: 1590 Kc.....Power: 5 Kc.
Owned-Oper. By.....Radio Dixie, Inc.
Address .....Box 393
Phone: 4-7676.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Representative.....Hil F. Best Co.
Membership .....NARTB, RAB
President .....J. A. Gallimore
Gen., Sta. Mgr.....C. W. Gwyn
Chief Engineer .....Leon Lloyd

WLAG—La Grange—1941 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....LaGrange Bdcstg. Co.
Business-Studio Address....305-307 Broome St.
Phone: 2-3505.....Air Time: Full Time
News Service.....UP
Transcription Service .....World
Representative.....Indie Sales, Dora-Clayton
President.....Roy C. Swank
Gen., Comm. Mgr.....Edwin Mullinax
Program Director.....John Boggess
Publicity Director.....Patricia Smith
Chief Engineer.....James McKay

WTRP—LaGrange—1953

Frequency: 620 Kw.....Power: 1000 Watts
Owned.....Chattahoochee Bcstg. Co., Ltd.
Address .....Hammett Bldg.
Phone: 9877.....Air Time: Daytime
Transcription Service .....Thesaurus
News Service.....AP
Representative .....McGillvra
Membership .....NARTB
Partner, Gen. Mgr.....Byron H. Hurst, Jr.
Pub. Dir. .....Weyman Brooks
Program Director.....Jim Martin
Comm. Mgr. .....George Pettett
Sls. Prom. Mgr.....Frank E. Hurst
Chief Engineer.....Ray Relihan

WBML—Macon—1940—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Middle Georgia Bdcstg. Co.
Business-Studio Address.....230 Second St.
Phone: 3-5454.....Air Time: Full Time
News Service.....AP
Transcription Service.....World
Representative .....Forjoe, Dora-Clayton
President.....C. R. Rader
Comm., Gen. Mgr.....George W. Patton
Chief Engineer.....C. L. Wilder

WIBB—Macon—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Peach State Bcstg. Co., Inc.
Business-Studio Address....Professional Bldg.
Phone: 2-2505.....Air Time: Daytime
News Service .....AP
Representative .....Walker
Membership .....NARTB
Pres., Gen. Mgr.....Thomas H. Maxwell
Commercial Manager.....Donald C. Frost
Program Director.....Gordon Price

WMAZ—Macon—1922—CBS

Frequency: 940 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Southeastern Bcstg. Co.
Address.....Bankers Insurance Bldg.
Phone: 2-7373.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Chief Engineer.....George P. Rankin
General Manager.....Wilton E. Cobb
Commercial Mgr.....Frank Crowther
Publicity Director.....Ed Pendleton
Chief Engineer.....George P. Rankin

WNEX—Macon—1945 MBS-ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Macon Bcstg. Co.
Business-Studio Address.....Bibb Bldg.
Phone: 5-3301.....Air Time: Full Time
News Service .....AP
Newspaper Affil...Macon Telegraph Pub. Co.
Transcription Service .....Thesaurus
Representative .....Branham
President .....Ed Lowe
General Manager.....Alfred Lowe
Sta. Manager.....Emory G. Stroberg
Commercial Manager..... Marion Bragg
Program Director.....Agnes Burdett
Chief Engineer.....Emanuel Farber

WMGE—Madison—1955

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....David L. Hitchcock
Address .....Beacon Heights

WBIE—Marietta—1955

Frequency: 1050 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Marietta Bcstg. Co.
Address.....112½ Atlanta St.
Co-Owner, Gen. Mgr.....James Wilder
Co-Owner, Comm. Mgr...Dudley D. McCaskill

WFOM—Marietta—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....F. Wilson & A. Jones
Address.....S. Cobb Dr.
Phone: 8-3396.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
General Manager.....Albert L. Jones
Sales Mgr.....Bill Cooper
Program Dir.....Don Kordecki
Chief Engineer.....Chuck Strauss

WMVG—Milledgeville—1946 MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Jere N. Moore
Business-Studio Address .....Box 476
Phone: 250.....Air Time: Full Time
Newspaper Affiliation.....Union Recorder
Representative .....Hazel Griffith
Membership .....NARTB
General Manager.....Michael T. Landy
Program Director .....Josephine Ragsdale
Chief Engineer.....Joseph S. Boone

WMRE—Monroe—1954—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Walton Bcstg. Co.
Address .....Box 191
Phone: 8-1711.....Air Time: Full Time
News Service .....AP
Pres., Gen. Mgr.....Warren G. Gilpin
Sta. Mgr.....Deral Morris
Pub. Dir.....Dorothy B. Gilpin
Chief Engineer.....Hamilton Masters

WMGA—Moultrie—1939 ABC-KBS-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....WMGA
Business-Studio Address .....Moultrie
Phone: 999.....Air Time: Full Time
News Service .....UP
Representative.....Everett-McKinney, Ayres
Gen. Mgr.....John F. Pidcock
Station Mgr.....Roy F. Zess
Sls. Prom. Mgr.....Everett Griner
Prog. Dir.....Jack Shiver
Comm. Mgr.....Robert Lenihan
Chief Engineer.....Homer Sloan

WMTM—Moultrie—1953

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Colquitt Bcstg. Co.
Address .....Moultrie
Phone: 1300.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Representative .....Clarke
Membership .....NARTB
Gen., Comm. Mgr.....N. B. Mills
Sta., Mgr., Prog. Dir.....Hugh J. McDonald
Chief Engineer.....Marion Everett

WCOH—Newnan—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Newnan Bcstg. Co.
Address.....P. O. Box 581
Phone: 1400.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
Pres., Gen., Sta., Comm. Mgr...J. O. Hardin, Jr.
Chief Engineer.....William E. Davis, Jr.

WSFB—Quitman—1955

Frequency: 1490 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Quitman Bcstg. Co.
Address.....Citizens Natl. Bank Bldg.
President, Chief Eng.....Emerson W. Browne
Gen., Comm. Mgr.....Grady Cooper, Jr.

WLAQ—Rome—1947—ABC

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....News Publishing Co.
Address.....209 Broad St.
Phone Number 7767
Newspaper Affiliation.....News Tribune
News Service.....AP, INS
Transcription Service.....SESAC
President.....Mrs. Jane F. Mooney
General Manager.....J. F. Mann
Station Manager.....Roy Underwood
Commercial Manager.....Martha Daniel
Program Director.....Jean Wadsworth
Chief Engineer.....Dan Scott

WRGA—Rome—1929 MBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By.....Rome Bcstg. Corp.
Bus.-Studio Address.....501 Broad St.
Phone: 2-2411.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Representative.....Walker, Dora-Clayton
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Mather Payne
Secretary-treasurer .....Charles Smithgall
Commercial Manager.....Clarence Salmon
Sales Prom. Mgr.....Lou Fockele
Program Director.....Jim Roberts
Publicity Dir.....Cap Hicks
Chief Engineer.....R. A. Starr

WROM—Rome—1946

Frequency: 710 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Coosa Valley Radio Co.
Business-Studio Address.....121½ Broad St.
Phone: 9075.....Air Time: Daytime
Representative .....McGillvra
Comm. Mgr. .....Dean Covington
Gen. Mgr.....Edward N. McKay
Program Director.....Charlie Doss

WCCP—Savannah—1946 MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Carter C. Peterson
Bus.-Studio Address..Georgia State Bank Bldg.
Representative .....Walker
Membership .....NARTB
Pres., Gen. Mgr.....Carter C. Peterson
Comm. Mgr. .....Weldon Herrin

WDAR—Savannah—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WDAR, Inc.
Business-Studio Address.....34 E. Bryan St.
Phone: 3-8807.....Air Time: Full Time
Transcription Service .....Lang-Worth
Membership .....NARTB
Pres., Gen., Sta. Mgr.....H. Blair Minick
Commercial Manager.....O. Huthson
Prog., Pub. Dir.....Stella G. Minick
Chief Engineer.....Joseph Testo

WFRP—Savannah—1946 ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Georgia Bcstg. Co.
Business-Studio Address....219 E. Charlton St.
Phone: 3-9642.....Air Time: Full Time
News Service .....AP
Representative .....Everett-McKinney, Ayers
President .....John F. Pidcock
V.P., Gen., Sta., Comm. Mgr....John Williams
Publicity Dir. .....Shirley Brogdon
Chief Engineer.....B. M. McKnight

WJIV—Savannah—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WJIV, Inc.
Bus. Address .....Box 737
Phone: 4-7264.....Air Time: Daytime
News Service .....AP
Representative .....Stars' Natl.
Chrmn. of Bd.....E. D. Rivers, Jr.
President.....W. H. Keller, Jr.
General Manager.....J. L. Woods

WSAV—Savannah—1939 NBC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....WSAV, Inc.
Bus.-Studio Address...Liberty Natl. Bank Bldg.
Phone: 3-0234.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Blair
Pres., Gen. Mgr.....Harben Daniel
Comm., Sta. Mgr.....Don Jones
Program Director.....Duane A. Hatch
Sls. Prom. Mgr.....R. W. Ward
Publicity Director.....Susan Perry
Chief Engineer.....Byron Strong

WTOC—Savannah—1929 CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Savannah Bcstg. Co.
Business-Studio Address.....516 Abercorn St.
Phone: 2-0127.....Air Time: Full Time
News Service .....UP
Representative .....Katz
Membership .....NARTB
Pres., Gen. Mgr.....William T. Knight, Jr.
Commercial Manager.....Ben Williams
Program Director.....Dwight J. Bruce
Sales Prom. Mgr.....Frank S. Bryson, Jr.
Publicity Director.....Joan Purcell
Chief Engineer.....Kyle E. Goodman

WWNS—Statesboro—1946 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Statesboro Bcstg. System
News Service .....UP
Gen. Mgr.....R. H. Thompson, Sr.
Station Manager.....Jack V. LoPresti

WGTA—Summerville—1950

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-State Bcstg. Co.
Address .....Holland Rd.
Phone: 295.....Air Time: Daytime
News Service .....UP
Transcription Service .....Capitol
Station Rep.....Stars Natl.
General Manager.....William B. Farrar
Prom. Mgr. .....Hoyt Raimey

WJAT—Swainsboro—1950

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Jack & Nancy M. Thompson
Address .....Covena Rd., Box 371
Phone: 2011.....Air Time: Daytime
Trans. Service .....World
News Service .....UP
Membership .....NARTB
General Manager.....Jack A. Thompson
Sta. Mgr. .....John H. (Jack) Wiseley

WSYL—Sylvania—1955 KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Sylvania Bcstg. System
News Service .....UP
Transcription Service .....SESAC
General Manager.....R. H. Thompson, Sr.
Station Manager.....Edwin H. Bass

WSFT—Thomaston—1947 MBS-KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Thomaston Bcstg. Co.
Business-Studio Address.....WSFT Bldg.
Phone: 2187.....Air Time: Daytime
Transcription Service .....World
News Service .....AP
Membership .....NARTB, RAB
Gen. Mgr. .....S. J. Carswell

WKTG—Thomasville—1946

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By....John H. Phipps Bcstg. Sta.
Address.....Bank of Thomas County Bldg.
Phone: 1501.....Air Time: Daytime
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Clark, Dora-Clayton
Gen. Mgr. .....Herschel L. Graves
Sta. Manager.....L. T. Porter
Program Director.....Ed Bray
Pub. Dir. .....Nan P. Flowers
Chief Engineer.....Bruce E. Singleton

WPAX—Thomasville—1934

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....H. Wimpy
Business-Studio Addres...117 Remington Ave.
Phone: 909.....Air Time: Full Time
News Service .....UP
Trans. Service.....Capitol Thesaurus
Owner .....H. Wimpy
Commercial Manager.....Al Feinberg

WTWA—Thomson—1947 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Hickory Hill Bcstg. Co., Inc.
Business Address.....127 Journal St.
Phone: 777.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus
Membership .....NARTB, RAB
President.....Edgar H. Kobak
General Manager.....Frank F. Hash

WWGS—Tifton—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Tifton Bcstg. Corp.
Address.....800 So. Main
Phone: 921.....Air Time: Full
News Service .....UP
Membership .....NARTB
Transcription Service.....World
Representative.....Thomas F. Clark
Pres., Gen. Mgr.....Ralph N. Edwards
Chief Engineer.....J. A. Brimaer

WLET—Toccoa—1941 MBS-KBS

Frequency: 1420 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....R. G. LeTourneau
Address.....423 Prather Bridge Rd.
Phone: TUcker 6-4567.....Air Time: Daytime
News Service .....UP
Representative.....Thomas F. Clark
President.....R. G. LeTourneau
Sta. Mgr.....Virgle E. Craig
Comm., Sls., Prom. Mgr.....J. Marquardt
Prog., Pub. Dir.....Gene Bollinger
Chief Engineer.....C. H. Sutton

WGAF—Valdosta—1951—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By.....Valdosta Bcstg. Co.
Address.....116 W. Hill Ave.
Phone: 910.....Air Time: Full Time
News Service .....AP
Representative.....John E. Pearson
Membership .....NARTB
President .....George B. Cook

WGOV—Valdosta—1940—MBS

Frequency: 950 Kc....Power: 5 Kc. d., 1 Kc. n.
Owned-Operated By.....WGOV, Inc.
Address.....Daniel Ashley Hotel
Phone: 1420.....Air Time: Full Time
News Service .....UP
Representative .....Stars Nat'l.
Chairman of Board.....E. D. Rivers
President.....Wm. H. Keller, Jr.
Sta. Mgr.....A. B. Smith

WJEM—Valdosta—1955

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By..Lowndes County Br'dcasters
Address.....Hwy. 84, Box 368
Phone: 3070.....Air Time: Daytime
News Service .....UP
Transcription Service .....Lang-Worth
General Manager.....James E. Massey
Sales Manager.....Julian G. Tucker
Promotion Manager.....Vincent L. Randolph

WVOP—Vidalia—1946—MBS

Frequency: 970 Kc.....Power: 5 Kw.
Owned-Operated By.....Vidalia Bcstg. Co.
Address .....Box 391
Phone: 3029.....Air Time: Daytime
Newspaper Aff. .....Advance
News Service .....UP
Transcription Service.....Cole, Standard
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Howard C. Gilreath
Pub. Dir. .....R. E. Leoford
Program Director.....Joe Doggan
Chief Engineer.....Loren Dorough

WRPB—Warner Robbins 1954

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Oper...Warner Robbins Bcstg. Co., Inc.
Address .....Box 727
Phone: 1350.....Air Time: Daytime
News Service .....AP
Representative .....Clarke

Membership .....NARTB
President .....D. L. Fountain
Bus., Comm. Mgr., Chief Eng.....E. Nobles
Sta., Prog. Mgr.....G. Weber

WKLE—Washington—1955

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By.....Max G. Plaender
Address .....Berkshire Dr.
Phone: 4801.....Air Time: Daytime
News Service .....UP
Transcription Service.....Thesaurus
Pres., Owner .....Max G. Plaender
General Manager.....Grady Berry, Jr.
Commercial Manager.....Burch Griffin

WACL—Waycross—1951

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Teletronics Inc.
Address .....528 Carswell Dr.
News Service .....AP
Representative .....Thomas Clark
President.....James S. Rivers
General Manager .....William B. Hill

WAYX—Waycross—1936 MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jack Williams
Business-Studio Address...1600 Carswell Ave.
Phone: 965.....Air Time: Full Time
News Service .....UP
Newspaper Affil...Waycross Journal American
Transcription Service .....World
Membership .....NARTB
Representative .....Hal Holman
President .....Jack Williams
Sta., Comm. Mgr.....John J. Tobola
Sales Prom. Mgr.....Charles R. Witt
Program Director.....Raymond Williamson
Publicity Director.....Charles Witt
Chief Engineer.....Curtis Frazier

WBRO—Waynesboro—1954 KBS

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned.....Burke County Broadcasting Co.
Address .....Box 151
Phone: 2139.....Air Time: Daytime
News Service .....UP
Pres., Gen., Sta. Mgr., Eng.....C. Pugh
Comm. Mgr.....J. Kennon McNutt

WRLD—West Point—1941 ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Valley Bcstg. Co., Inc.
Business Address.....P. O. Box 312
Phone: 2-2771.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Clarke
Membership .....RAB, NARTB
President.....J. C. Henderson
Sales Promotion Mgr.....Dorothy Forrester
Gen., Sta., Comm. Mgr.....Jim Murphy
Prog. Pub. Director.....Aileen Love
Chief Engineer.....Al Stancel

WIMO—Winder—1952—KBS

Frequency: 1300 Kc....Power: 1000 Watts d.
Owned-Operated By ...Winder-Monroe Bcstg.
Business Address.....P. O. Box 526
Phone: 4831.....Air Time: Daytime
News Service .....UP
Representative .....Indie
President.....W. C. Woodall, Jr.
Gen., Comm., Sta., Sls. Mgr.....C. H. Grider
Program Director.....O. G. Swindle
Publicity Director.....R. A. Jones
Chief Engineer.....D. E. Stafford

IDAHO

Pop. Feb. 1, 1956 (Est.) 622,000—Families 182,000
Radio Homes 175,000—TV Homes 100,074—Stations in State 17

KBLI—Blackfoot—1951

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Blackfoot Bcstg. Co.
Address.....P. O. Box 192
Phone: 780.....Air Time: Full Time
Membership .....NARTB
Gen., Sta. Mgr.....T. L. Morrison
Prom. Mgr. .....Don Nilsson

KBOI—Boise—1947—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By..Boise Valley Bcstrs., Inc.
Business-Studio Address.....311 N. 10th St.
Phone: 3-2511.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative.....Free & Peters
Membership .....RAB
Pres., Gen. Mgr.....H. Westerman Whillock
Sta., Comm. Mgr., Prog. Dir....Earl Glade, Jr.
Local Sales Mgr.....George Ganz
Publicity Dir.....Dave Johnson
Chief Engineer.....James Jontz, Jr.

KGEM—Boise—1946 ABC-KBS

Frequency: 1140 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Idaho Bcstg. & Telev. Co.
Business-Studio Address.....5601 Cassia
Phone: 4-3511.....Air Time: Full Time
News Service .....UP
Representative .....Avery-Knodel
President.....Frank C. Carman
Comm., Gen. Mgr., Prog. Dir.....M. L. Skinner
Chief Engineer.....Howard McDonald

KIDO—Boise—1928—NBC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....KIDO, Inc.
Address.....709 Idaho St.
Phone: 2-4611.....Air Time: Full Time
News Service .....UP
Representative.....Blair-TV, Inc.
Membership .....NARTB, RAB
President.....Georgia M. Davidson
General Mgr.....Walter E. Wagstaff
Commercial Mgr.....John Young
Program Director.....George Walton
Chief Engineer.....Harold W. Toedtemeir

KYME—Boise—1955

Frequency: 740 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Radio Boise, Inc.
Address .....Hotel Boise
Pres., Gen. Mgr.....Roger L. Hagadone

KBAR—Burley—1946
ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By .....KBIO, Inc.
Business-Studio Address.....P. O. Box 461
Phone: 10.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Station Rep.....McKinney, O'Connell, Ayres
General Manager.....K. Clark
Comm. Mgr. .....G. D. Carter

KCID—Caldwell—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Caldwell Bcstg. Co.
Address .....520 S. Kimball Ave.
Air Time.....Full Time
Transcription Service .....Capitol
Station Rep.....Harlan G. Oakes
Commercial Mgr. .....Clair B. Hull

KVNI—Coeur D'Alene—1946
MBS-DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Coeur d'Alene Bcstg. Co.
Business-Studio Address.....Blackwell Island
Phone: 4-2522.....Air Time: Full Time
Membership .....NARTB
Transcription .....Capitol
Pres., Gen. Mgr.....Burl C. Hagadone
Sta., Comm. Mgr.....Wayne E. Olsen
Ass't Mgr. .....Bernard V. Merriman

KORT—Grangeville—1954

Frequency: 1230 Kc.....Power: 250 Watts
Owner.....Far West Radio Inc.
Address .....Box 28
Phone: 51.....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
President .....Hub Warner
Comm. Mgr.....Helen Warner
Chief Engineer.....Don Manning

KID—Idaho Falls—1928—CBS

Freq.: 590 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Idaho Radio Corp.
Address .....Box 701
Phone: 4.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Gill-Perna
Membership .....NARTB
President.....A. W. Schneider
General-Station Manager.....C. N. Layne
Commercial Manager.....Leonard Wasden
Prog., Pub. Dir.....Leo Higham
Chief Engineer.....Carroll Secrist

KIFI—Idaho Falls—1946
ABC-MBS-IMN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....E. Idaho Bcstg. & TV Co.
Business-Studio Address.....Box 581
Phone: 1054.....Air Time: Full Time
Newspaper Affil. .....Post-Register
News Service .....AP
Transcription Service .....Standard
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Gen. Sta. Mgr. .....J. M. Brady
Comm., Sls. Prom. Mgr.....J. L. Thomas
Program Director .....Keith Clark
Publicity Director .....Loraine Brown
Chief Engineer.....Cecil Criddle

KLER—Lewiston—1953

Frequency: 1300 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Cole E. Wylie
Address.....2829 Country Club Dr.
Phone: 3-5558.....Air Time: Daytime
News Service .....AP
Representative .....McGillvra
Membership .....RAB
Owner .....Cole E. Wylie
Station Manager.....William C. Rhodes

KOZE—Lewiston—1955

Frequency: 950 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Lewis-Clark Bcstg. Co.
Address.....924 Main St., Portland, Oreg.
Owner.....Harold C. Singleton
Manager.....A. Thomas Decker

KRLC—Lewiston—1935
MBS-DON LEE

Frenq.: 1350 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....H. E. Studebaker
Business-Studio Address....Lewis-Clark Hotel
Phone: 3-1551.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Forjoe, Moore-Lund
Membership .....NARTB, RAB
Sta., Gen. Mgr.....Donald Thomas
Commercial Manager.....Edward Agnew
Program Director.....Alben Nelson
Publicity Dir.....Jack Clifford
Chief Engineer.....William Neuman

KRPL—Moscow—1947—KBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....KRPL, Inc.
Address .....Box 396
Phone: 2283.....Air Time: Full Time
News Service .....AP
Representative.....Moore & Lund
Owner .....Roy Anderson
Manager.....Gale L. Mix

KFXD—Nampa—1930 MBS-ITM

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....Frank E. Hurt & Son
Business Address.....Box 891
Phone: 6-4611.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....RAB, NARTB
Pres., Gen. Mgr.....Edward P. Hurt
Sta., Comm. Sls. Prom. Mgr.....Doyle Cain
Prog., Pub. Dir.....Shirl Black
Chief Engineer.....G. M. Rose

KSEI—Pocatello—1926 NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Service Corp.
Business-Studio Address.....Box 31
Phone: 4000.....Air Time: Full Time
News Service .....UP
Transcription Service...Standard, Lang-Worth
Representative .....Weed, Feltis
Membership .....NARTB, RAB
Pres., Gen., Comm. Mgr.....Henry H. Fletcher
Publicity Dir.....Olive L. Greene
Program Director.....Ruthe A. Fletcher
Chief Engineer.....Ellis W. Call

KWIK—Pocatello—1946 ABC-MBS-KBS-IMN

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Pocatello TV Corp.
Address.....1140 Yellowstone Ave.
Phone: 3400.....Air Time: Full Time
Newspaper Aff.....Idaho State Jour.
Transcription Service .....World
Station Representative .....Avery-Knodel
Membership .....NARTB
President .....Robert S. Howard
General Manager.....John R. Taylor
Commercial Mgr.....James H. Schoonover
Program Director.....Allan Helpern
Chief Engineer.....Dean McCurdy

KPST—Preston—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Voice of The Rockies, Inc.
Address .....Preston
Phone: 600.....Air Time: Full
Representative .....Continental
News Service .....UP
Transcription Service .....Associated
President .....Leo Hawks
Gen., Sta. Mgr.....Rulon Dunn
Commercial Mgr.....M. S. Stocking
Chief Engineer.....D. A. Nash, Jr.

KRXK—Rexburg—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Snake River Radio & TV Co., Inc.
Address.....445 S. 2nd East
Phone: 700, 701.....Air Time: Full Time
News Service .....AP
Reps.....Bcst. Time Sls., West Coast Sales
Pres., Gen. Mgr.....Gene Shumate
Sls. Mgr. .....Wes Lawrence

KAYT—Rupert—1955

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Inland Bcstg. Co.
Address .....Rupert
Phone: 149-R.....Air Time: Day
News Service.....UP
Pres., Gen. Mgr.....Mervin V. Ling
Sta. Comm. Mgr.....George McDonald

KSPT—Sandpoint—1949 KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bauer Bcstg. Co.
Address.....P. O. 431
Phone: 555.....Air Time: Full Time
News Service .....AP
Station Rep.....Continental, Moore & Lund
Transcription Service....Standard, Langworth
Membership .....NARTB, RAB
General Mgr. .....Norman Bauer

KEEP—Twin Falls—1946 CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Radio Sales Corp.
Address.....P. O. Box 511
Phone: 3002.....Air Time: Full Time
News Service .....UP
Station Rep.....Gill-Perna, McGavren
President.....Spencer D. Grow
Gen., Sta., Comm. Mg .....E. Sullivan
Program Director.....Dick Ryall
Pub., Sls. Prom. Mgr.....Bill Taylor
Chief Engineer.....Walt Snow

KLIX—Twin Falls—1946 MBS-ABC

Frequency: 1310 Kc.....Power: 1000 Watts
Owned.....Southern Idaho Bcstg. & TV Co.
Business-Studio Address.....Elizabeth Blvd.
Phone: 2820.....Air Time: Full Time
News Service .....AP
Transcription..Capitol, MacGregor, Associated
Rep.....Avery-Knodel, Moore-Lund, N. W.
Membership .....NARTB
V.P., Gen. Mgr.....Frank C. McIntyre

Commercial Mgr.....Juneau H. Shinn
Station Mgr.....Joe Clements
Program Director.....Don Allen
Chief Engineer.....Don Cedarstrom

KTFI—Twin Falls—1928
NBC

Frequency: 1270 Kc...Power: 5000 d., 1000 n.
Owned-Operated By.....Radio Bcstg. Corp.
Address.....241 Main Ave. W.
Phone: 2400.....Air Time: Full Time
News Service .....UP
Transcription Service...Lang-Worth, Standard
Representative .....Weed
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....F. M. Gardner
Commercial Mgr.....D. Silvester
Pub., Prog. Dir., Sales Prom. Mgr.....L. Parker
Chief Engineer.....Marvin Hartley

KWAL—Wallace—1938
MBS-DON LEE

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Oper. By.....Metals Bcstg. Co.
Business-Studio Address.....Wallace
Phone: 8-2111.....Air Time: Full Time
Transcription Service.....World
Representative.....Holman, Moore & Lund
Pres., Gen. Mgr.....R. Lee Black

KWEI—Weiser—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Bcst. Co.
Business-Studio Address.....Box 791
Phone: 700.....Air Time: Full Time
News Service .....UP
Transcription Service .....Capitol
Membership .....RAB, NARTB
Pres., Gen. Mgr.....M. V. Ling
Sta., Comm., Sls. Mgr., Prog. Dir....D. Quigley
Chief Engineer.....Edwin C. Miller

FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE
COVERAGE . . .

AP

FOR
RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

WOKZ—Alton—1948—KBS

Frequency: 1570 Kc. .....Power 1000 Watts
Owned-Oper. By.....Palen Bcstg. Corp.
Address .....Hotel Stratford
Phone: 5-5506.....Air Time: Daytime
News Service .....UP
Pres., Gen. Sta. Mgr.....Edward N. Palen
Comm. Mgr.....W. Eccles Huff
Sales Prom. Mgr.....Lloyd Smith
Program Director.....Tom Allen
Chief Engineer.....Nicholas Bono

WMRO—Aurora—1938

Frequency: 1280 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Martin R. O'Brien
Business-Studio Address.....184 S. River
Phone: 7-4215.....Air Time: Day
News Service.....UP
Transcription Service.....SESAC
Owner, Manager.....Martin R. O'Brien
Comm., Sales Prom. Mgr.....Vincent G. Cofey
Program Dir.....Jeanne M. Doran
Chief Engineer.....John Kitner

WIBV—Belleville—1947

Frequency: 1260 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Belleville Bcstg. Co.
Bus.-Studio-Transmitter Address..2100 W. Main
Phone: AD 3-5000.....Air Time: Daytime
News Service .....AP
Representative .....Indie Sales
Membership .....NARTB
President.....John W. Lewis
Commercial Mgr.....Clarence Keller

WJBC—Bloomington—1924 ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Bloomington Bcstg. Corp.
Address.....209 E. Washington
Phone: 5-2078.....Air Time: Full Time
Newspaper Affil.....Daily Pantagraph
News Service .....UP
Transcription Service.....Thesaurus, World
Representative.....Sears & Ayers
Membership .....NARTB, RAB
President.....Loring C. Merwin
General Manager.....Warner C. Tidemann
Comm. Mgr.....John McDermott
Program Dir.....Fred Muxfeld
Chief Engineer.....Fred L. Bailey

WKRO—Cairo—1942—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Business Address.....Box 311
Phone: 1490.....Air Time: Full Time
News Service .....UP
Representative .....John E. Pearson
Membership .....NARTB, RAB
Owner-Chief Engr.....Oscar C. Hirsch
Gen.-Station-Comm. Mgr.....Merrill C. Currier
Publicity Director.....E. S. Myers

WBYS—Canton—1947—KBS

Frequency: 1560 Kc.....Power: 250 Watts, d.
Owned-Operated By...Fulton Co. Bcstg. Co.
Business-Studio-Transmitter...East Linn Limits
Phone: 1877.....Air Time: Day
News Service .....AP
Transcription Service.....SESAC, Thesaurus
Membership .....RAB
President.....H. B. Winsor
Gen., Comm. Mgr.....Charles E. Wright
Program Director.....Jerry Bidle
Sls. Prom. Mgr., Pub. Dir.....E. Sawyer
Chief Engineer.....Howard Elliott

WCIL—Carbondale—1946

Frequency: 1020 Kc....Power: 1000 Watts, d.
Owned-Operated By...Southern Illinois Bcstg.
Business-Studio Address.....218 W. Main St.
Phone: 167.....Air Time: Daytime
News Service .....AP
Membership .....NARTB
General, Comm. Mgr.....Paul F. McRoy

WROY—Carmi—1948 Keystone

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....Carmi Bdcstg Co.
Address .....Box 31
Phone: 4161.....Air Time: Day
News Service .....UP
Transcription Service.....Thesaurus
Representative .....Sears & Ayer, Inc.
President .....Roy Clippinger
Gen. Sta. Mgr.....S. A. Hassan
Commercial Manager.....Jack Dill
Program Director.....Bill Baker
Chief Engineer.....John Greenwood

WCAZ—Carthage—1921

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Superior Bcstg. Service, Inc.
Address.....502 Wabash Ave.
Phone: 520.....Air Time: Daytime
Station Rep.....Sears & Ayer
Manager .....John Palmer

WCNT—Centralia—1946

Frequency: 1210 Kc....Power: 1000 Watts, d.
Owned.....Southern Illinois Bcstg. Co.
Address.....Hiway 51
Phone: 5151.....Air Time: Daytime
News Service .....UP
Transcription Service...Standard, Lang-Worth
President.....C. W. Rodgers
Station Mgr.....Ben Shore
Commercial Mgr.....D. Cummings

WDWS—Champaign—1937 CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owner....The Champaign News Gazette, Inc.
Business Address .....48 Main St.
Phone: 6-1855.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Newspaper Aff. .....News-Gazette

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WGN Radio

. . . WGN reaches more homes than any other Chicago advertising medium.*

And — WGN's Complete Market Saturation Plan has proven it can sell your products to these homes.

* Nielsen Coverage Service

WGN

720 on your radio

WGN-TV

Chicago's Television's Top Morning Children's Program — "Romper Room"

Chicago Television's Top Teenage Program — "Bandstand Matinee"

Chicago Television's Highest Rated Feature Film Programs

Chicago Television's Highest Rated Sports Features

Telecasting at Maximum Power From Chicago's Highest Tower

WGN-TV

Channel 9

441 N. Michigan Avenue
Chicago 11, Illinois

Eastern Advertising Solicitation Office—220 East 42nd St., New York 17
Representatives — George P. Hollingbery Co.

Representative...Robert Meeker & Associates
Membership .....NARTB
President.....Mrs. Helen M. Stevick
Gen., Sta. Mgr.....Larry Stewart
Chief Engineer.....Robert Brown

WEIC—Charleston—1954
KBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owner.....The Friendly City Bcstrs.
Address .....Box 107
Phone: 2990.....Air Time: Day
News Service.....INS
Transcription .....Lang-Worth
Gen., Sta., Comm. Mgr.....Lloyd McFee
Chief Engineer.....William Setliffe

WAAF—Chicago—1922

Frequency: 950 Kc....Power: 1000 Watts, d.
Owned-Operated By.....Corn Belt Pub., Inc.
Business Address.....221 N. LaSalle St.
Phone: Randolph 6-1932...Air Time: Daytime
Newspaper Affil.....Drovers Journal
News Service .....UP
Transcription Service .....Standard
Representative .....Young
President .....Ward A. Neff
Gen., Sta. Mgr.....Thomas L. Davis
Sales Prom. Mgr.....Fred R. Randazzo
Commercial Mgr.....T. L. Davis
Publicity Dir.....Jack McGuire
Program Director.....Bill Bauer
Chief Engineer.....Carl W. Ulrich

WAIT—Chicago—1936

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Station WAIT
Bus.-Studio Address.....Daily News Plaza
Phone: Franklin 2-0660....Air Time: Daytime
News Service .....UP
Transcription....Thesaurus, SESAC, Standard
Representative .....Forjoe
Gen. Mgr., Prog. Dir.....Robert O. Miller
Sales Prom. Mgr.....L. Webb
Chief Engineer.....Harry Berg

WGN—Chicago—1924—MBS

Frequency: 720 Kc.....Power: 50,000 Watts
Owned-Operated By.....WGN, Inc.
Bus.-Studio Address...441 N. Michigan Ave.
Phone: MIchigan 2-7600..Air Time: Full Time
Newspaper Affiliation...The Chicago Tribune
News Service .....AP, INS, UP
Transcription Service .....Standard
Representative .....Hollingberry
Membership .....NARTB, RAB
President.....J. Howard Wood
V. P., Gen., Sta. Mgr.....Frank P. Schreiber
Commercial Manager..William A. McGuineas
Sales Promotion Manager ..Charles A. Wilson
Program Director.....Bruce Dennis
Publicity Director.....James Hanlon
Dir. of Engineering.....Carl J. Meyers

WBBM—Chicago—1923—CBS

Frequency: 780 Kc. .....Power: 50,000 Watts
Owned By.....CBS, Inc.
Operated By.....CBS Radio Division
Address .....410 N. Michigan Ave.
News Service.....AP, UP, INS
Sta. Rep.....CBS Spot Sls.
Membership .....RAB
General Manager.....H. Leslie Atlass
Asst. Gen. Mgr.....E. H. Shomo
Executive Ass't.....C. W. Doebler
Sales Mgr.....James P. Hensley
Promotion Mgr.....Alfred N. Greenberg
Program Director.....Al Bland

WCFL—Chicago—1926

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned.....Chicago Federation of Labor
Business-Studio Address..666 Lake Shore Dr.
Phone: MOhawk 4-2400.....Air Time: Full
Transcription Service.....Standard, World
Membership .....RAB
Representative.....Burke Stuart
General Manager.....Martin F. Hogan
Commercial Mgr.....Thomas E. Haviland

WCRW—Chicago—1926

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....C. R., J. A. White
Address.....2756 Pine Grove Ave.
Phone: EAstgate 7-6860...Air Time: Full Time
General Manager.....J. A. White
Chief Engineer.....C. R. White

WEDC—Chicago—1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Emil Denemark, Inc.
Address.....3860 W. Ogden Ave.
Phone: CRawford 7-4100..Air Time: Full Time
News Service .....UP
President .....Emil Denemark
Gen.-Station-Comm. Mgr.....Frank J. Kotnour
Program, Publicity Director.....Bill Mack
Chief Engineer.....A. W. Smith

WGES—Chicago—1924

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By....Radio Station WGES
Address.....2708 Wash. Blvd.
Phone: SA 2-1700.....Air Time: Full Time
News Service.....UP
Transcription Service .....Associated
General, Station Manager.....John A. Dyer
Commercial Mgr.....Elizabeth M. Hinzman
Sales Promotion Maager.....K. P. Freda
Program Director.....Herbert Rudolph
Chief Engineer.....William Shunk

WHFC—Chicago—1925

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....WHFC, Inc.
Address.....3350 S. Kedzie Ave.
Phone: Townhall 3-6305..Air Time: Full Time
General Manager.....Richard W. Hoffman

WIND—Chicago—1926

Frequency: 560 Kc.....Power: 5000 Watts

Owned-Oper. By.....WIND, Inc.
Bus.-Studio Address.....400 N. Michigan Blvd.
Transcription Service .....Standard
Representative.....AM Radio Sales
Transcription .....Standard
Membership .....RAB
President, General Manager...Ralph L. Atlass
Commercial Manager.....John T. Carey
Program Director.....H. Leslie Atlass, Jr.
Sls. Prom. Mgr., Pub. Dir.....Robert D. Peel
Chief Engineer.....Kenneth C. Shirk

WJJD—Chicago—1924

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Plough Bcstg. Co.
Bus.-Studio Address...230 N. Michigan Ave.
Phone: STate 2-5466.....Air Time: Daytime
News Service .....UP
Trans....Standard, Capitol, World, Thesaurus
Representative..Radio-TV Representatives, Inc.
V. P., Gen. Mgr., Prog. Dir..Frederick G. Harm
Commercial Mgr.....James A. Jordan

WLS—Chicago—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WLS, Inc.
Business Address....1230 Washington Blvd.
Phone: MO 6-9700.....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....Standard
Representative .....John Blair
Membership .....NARTB
President.....James E. Edwards
Gen., Sta. Mgr.....Glenn Snyder
Commercial Manager....Charles M. Freeman
Sls. Prom. Mgr., Pub. Dir.....W. Nelson
Asst. To Gen. Mgr.....Harold Safford
Program Director.....Herb Howard
Chief Engineer.....Thomas Rowe

WMAQ—Chicago—1922—NBC

Frequency: 670 Kc.....Power: 50,000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address....Merchandise Mart
Phone: SUperior 7-8300..Air Time: Full Time
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative.....National Spot Sales
Membership .....NARTB
President.....Robert Sarnoff
General Manager.....Jules Herbuveaux
Director of Sales.....John Keys
Comm. Manager.....Rudi Neubauer
Sales Promotion Manager....Howard Coleman
Program Director.....George Heineman
Publicity Director.....Chet Campbell
Chief Engineer.....Howard Luttgens

WSBC—Chicago—1925

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....WSBC Bcstg. Co., Inc.
Business-Studio Address..2400 W. Madison St.
Phone: Monroe 6-9060.....Air Time: Part
Transcription Service .....SESAC
Representative.....Stars Nat'l, Inc.
Manager.....Louis B. Lee

WHOW—Clinton—1947

Frequency: 1520 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornbelt Bcstg. Co.
Business Address.....401½ S. Side Sq.
Phone: 305.....Air Time: Day
Representative .....Holman
Transcription Service .....SESAC
News Service .....AP
President .....J. R. Livesay
V.P., Gen., Sta. Mgr.....Rolland O. Looper
Comm. Manager.....James Williams
Program Director.....Frank C. Jennings

WDAN—Danville—1938 CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Northwestern Pub. Co.
Address.....1500 N. Washington
Phone: 1700.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Everett-McKinney, Inc.
Membership .....NARTB, RAB
General Manager.....Robert J. Burow
Sta., Comm., Sls. Prom. Mgr.....Max Shaffer
Program Dir.....Honore Ronan
Chief Engineer.....Orville Neely

WITY—Danville—1953

Frequency: 980 Kc.....Power: 1 Kw.
Owned.....Vermilion Bcstg. Corp.
Address .....P. O. Box 142
Phone: 1312.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Burns Smith
Membership .....RAB
President.....Gilbert E. Metzger
General Mgr.....Francis A. Higgins
Sales Prom. Mgr.....F. W. Parsons
Program Dir.....Catherine Scheurich
Chief Engineer.....Taylor Clowson

WDZ—Decatur—1921

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WDZ Bcstg. Co.
Business-Studio Address.....265 S. Park St
Phone: 3-9744.....Air Time: Daytime
News Service .....UP
Transcription Service.....Thesaurus
Representative.....Free & Peters
Membership .....NARTB, RAB
President.....Charles C. Caley
Gen., Sta. Mgr.....Frank C. Schroeder, Jr.
Commercial Mgr.....Robert B. King
Program Director.....E. James Seaney
Chief Engineer.....L. E. Mayfield

WSOY—Decatur—1925—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Illinois Bcstg. Co.
Address.....1100 N. Pershing Road
Phone: 5371.....Air Time: Full Time
News Service .....AP
Newspaper Aff. .....Herald

Transcription Service..World, Standard, Cole
Representative .....Weed
Membership .....NARTB, RAB
President.....Frederick W. Schaub
Gen., Comm. Mgr.....Merrill Lindsay
Sta. Mgr.....M. H. Stuckwish
Prog., Pub. Dir.....Eugene Dorsey
Chief Engineer.....Allan Doyle

WLBK—De Kalb—1947

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By..DeKalb Radio Studios, Inc.
Business-Studio Address.....711 N. First St.
Phone: 6-3485.....Air Time: Daytime
News Service .....AP
Representative.....Sears & Ayer
Membership.....NARTB, RAB
Pres., Gen. Sta. Mgr.....George C. Biggar
Commercial Manager.....Richard Meier
Program Director.....R. C. Brown
Publicity Dir.....Ron Losee
Chief Engineer.....W. Dean Clayton

WDQN—Du Quion—1951

Frequency: 1580 Kc.....Power: 250 Watts
Owned-Oper. By.....M. R. Lankford
Address.....Main & Walnut
Phone: LI 2-3894.....Air Time: Daytime
News Service .....UP
Representative .....McGillvra
General Manager .....M. R. Lankford
Station Manager.....Phil Richardson
Commercial Manager.....Walt Schafer
Program Director.....Ralph Stevens
Chief Engineer.....Tom Hart

WTMV—East St. Louis—1935

Frequency: 1490 Kc.....Power: 250 Watts
Owned By-Operated By.....On the Air, Inc.
Business-Studio Address.....Broadview Hotel
Phone: Upton 4-4390.....Air Time: Full Time
Transcription Service .....SESAC
Representative.....Bogner & Martin
General Manager.....Frank J. Prendergast
Traffic Manager.....Joe Prendergast
Program Director.....D. Dellamano

WCRA—Effingham—1947 KBS

Frequency: 1090 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Effingham Bcstg. Co.
Address.....110 N. Banker St.
News Service .....UP
Gen., Nat. Sls. Mgr.....J. E. Armel

WRMN—Elgin—1949

Frequency: 1410 Kc. .....Power: 500 Watts
Owned-Oper. By .....The Elgin Bdcstg Co.
Address.....156 Division St.
Phone: SH 7700-1.....Air Time: Daytime
Newspaper Affil..Effingham News, Pekin Times
News Service .....UP
Representative ....Joseph Hershey MvGillvra
Pres., Gen., Sta., Comm. Mgr..J. Richard Sutter
Prog. Dir., Chf. Engr.....George J. Merker

WEAW—Evanston—1953

Frequency: 1330 Kc.....Power: 500 Watts
Owned.....No. Shore Bcstg. Co., Inc.
Address .....2425 Main
News Service.....UP
Transcription Service .....World
Representative.....Boyner & Martin
Membership .....NARTB, RAB
Pres., Gen. Sta. Mgr.....Edward A. Wheeler
Commercial Manager.....James Bacon
Sales Prom. Mgr.....Don Springgate
Program Director.....Jim Herrington
Publicity Director.....Virginia McGowan
Chief Engr.....Fred Dennison

WNMP—Evanston—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Angus D. Pfaff
Business-Studio-Transmitter...2201 Oakton St.
Phone: GR 5-1590.....Air Time: Day
Transcription .....Capitol, SESAC
News Service.....INS
Membership .....NARTB, RAB
Pres., Comm., Sls. Prom. Mgr...Angus D. Pfaff
Gen., Sta. Mgr., Prog. Dir.....L. H. Lamar
Publicity Dir.....Larry Attebery
Chief Engineer.....Richard Moser

WFIW—Fairfield—1953—KBS

Frequency: 1390 Kw.....Power: 500 Watts d.
Owned-Oper. By...Wayne County Bcstg. Co.
Address .....Box 72
Phone: Fairfield 2159....Air Time: Daytime
News Service .....AP
Transcription Service .....SESAC
Representative .....Grant Webb
Membership .....NARTB
Co-Owner, Gen. Mgr.....Thomas S. Land
Co-Owner, Prog. Dir., C. Eng..Bryan Davidson
Commercial Mgr.....Garnet Williams

WFRL—Freeport—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By..Freeport Bcstg. Co., Inc.
Business-Studio Address....9 N. Chicago Ave.
Phone: State 436.....Air Time: Daytime
Representative.....Sears & Ayer
Membership .....NARTB
General Manager.....Vincent S. Barker

WGIL—Galesburg—1938

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Galesburg Bcstg. Co., Inc.
Business Address.....312 Hill Arcade
Phone: 4626.....Air Time: Full Time
Newspaper Affiliation..."Daily Register Mail"
News Service .....AP
Membership .....RAB
Representative .....Wm. G. Rambeau
President .....Mrs. O. N. Custer
Gen., Sta. Mgr.....P. A. Wilson
Prog. Dir.....Max D. Lindberg
Publicity Director.....David Loring
Chief Engineer.....R. L. Baughman

WEBQ—Harrisburg—1923 KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Harrisburg Bcstg. Co.
Business-Studio-Transmitter....100 E. Poplar St.
Phone: 28.....Air Time: Full Time
Gen.-Station-Comm. Mgr.....Inglis M. Taylor
Sales Prom. Mgr.....Ken Hamilton
Program Director.....Dorice Turner
Publicity Director.....Eddie Wise
Chief Engineer.....Elmer L. Gladson

WMCW—Harvard—1954

Frequency: 1600 Kc.....Power: 500 Watts
Owner .....Esther Blodget
Address.....205 E. Brainard

WBEE—S. Chicago—1955

Frequency: 1570.....Power: 250 Watts
Owner.....Rollins Bcstg. Co., Inc.
Address.....6201 S. Cottage Rd. Ave.
Phone: Normal 7-4124.....Air Time: Days
Representative.....Rollins Bcstg. Co.
General Mgr.....Richard Scheele

WJPF—Herrin—1940 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Egyptian Bcstg. Co.
Business-Studio Address.....P. O. Box 179
Phone: 382.....Air Time: Full Time
News Service .....UP
Representative.....John E. Pearson
Membership .....NARTB
President.....Orville W. Lyerla
Gen., Sta., Comm. Mgr.....Charles R. Cook
Sls. Prom. Mgr.....Fred Simmons
Prog. Dir.....Louise Piantanida
Chief Engineer.....Ben Orf

WLDS—Jacksonville—1941

Frequency: 1180 Kc.....Power: 1000 Watts d.
Owned..Jacksonville Radio & TV Bcstg. Corp.
Address.....Fox Theatre Building
Phone: CH 5-7171.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Newspaper Affiliation .....“Journal-Courier”
Representative .....Hal Holman
Membership .....NARTB, RAB
President.....Robert A. Fay
Gen., Comm., Sta. Mgr.....R. Karl Baker
Program Director.....T. J. Fairburn
Chief Engineer.....G. J. Cassens

WJOL—Joliet—1924

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WJOL, Inc.
Business-Studio-Transmitter....601 Walnut St.
Phone: 4761.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus, World
Representative .....Rambeau
Membership ..... RAB
General Manager.....J. F. Novy
Station Manager.....J. F. Cerny

WKAN—Kankakee—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Kankakee Daily Journal Co.
Business-Studio Address..183 N. Schuyler Ave.
Phone: 3-6633.....Air Time: Daytime
News Service .....AP
Transcription Service .....Standard
Representative .....Sears-Ayer
Newspaper Affil. .....Journal
Membership .....NARTB
President.....Leslie C. Small
General Manager.....Burrell Small
Station Manager.....Bruce Brown
Asst. Station Manager.....Robert Hawkins
Sales Mgr.....Donald Hoover
Program Director.....Orren Allain
Chief Engineer .....Richard Eckels

WKEI—Kewanee—1952—KBS

Frequency: 1450 Kc..... ..Power: 100 Watts
Owned-Operated By.....WKEI Bcstg. Co.
Address.....202½ N. Tremont
Phone: 4471.....Air Time: Daytime
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....H. F. Best
Pres., Gen. Mgr., Chf. Eng.....E. D. Scandrett
Prog., Pub. Dir.....Paul Messplay

WTAQ—La Grange—1950

Frequency: 1300 Kc.....Power: 500 Watts d.
Owned-Oper. By.....S & S Bcstg. Co.
Address .....Box 408
Phone: FL 2-1300.....Air Time: Full
Representative .....Gill Perna
Membership .....NARTB
President .....Charles Sebastian
V. P., Sta. Mgr.....Russ Salter
Commercial Manager.....Ralph Faucher
Sales Prom. Mgr.....Stanley Noyes
Program Dir.....Ted Carlson
Publicity Dir.....Arthur Schlaman
Chief Engineer.....Bill Wardle

WLPO—La Salle—1947

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By...La Salle County Bcstg. Co.
Bus. Ad.....P. O. Box 215
Phone: 3100.....Air Time: Daytime
News Service .....AP
Newspaper Affil.....News Trib.
Membership .....NARTB, RAB
President .....Peter Miller
Gen., Comm. Mgr.....William Helm
Program Director.....Dan Lawlor
Publicity Director.....Alan Alford
Chief Engineer.....Lawrence McCann

WPRC—Lincoln—1947

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By .....Prairie Radio Corp.
Address.....P. O. Box 37

Phone: 1370.....Air Time: Daytime
Transcription Service .....Lang-Worth
Membership .....RAB
Pres., Gen. Mgr.....Ray F. Knochel
Comm. Manager.....Paul E. Rankin
Sales Prom. Mgr.....John H. Deal
Program Director.....William H. Brady
Prblicity Director.....Earle W. Layman
Chief Engineer.....Donald Thompson

WSMI—Litchfield—1950

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mid-Illinois Bcstg. Co.
Address .....Box 241
Phone: 100.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Representative .....Hil Best
Membership ..... RAB
Pres., Gen. Mgr.....Hayward L. Talley

WKAI—Macomb—1947—KBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Macomb Bcstg. Co.
Address.....113 E. Carroll St.
Phone: Macomb 1350.....Air Time: Daytime
News Service .....UP
Transcription Service.....Lang-Worth, World
Membership .....NARTB
Pres., Gen. Mgr.....Wm. E. Schons
Station Manager.....Allan Fobes
General Sls. Mgr.....Kenneth Petersen

WGGH—Marion—1949

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Operated By.....Marion Bcstg. Co.
Business Address.....P. O. Box 311
Phone: 824.....Air Time: Daytime
News Service .....AP
Transcription Service.....Lang-Worth
Representative.....Sears & Ayer
Membership ..... RAB
Pres., Chief Eng.....George W. Dodds
Gen., Sta., Comm. Mgr.....Jim Duncan
Sls. Prom. Mgr.....Ina Trammel
Publicity Dir.....Ervin Coppi

WLBH—Mattoon—1946

Frequency: 1170 Kc.....Power: 250 Watts d.
Owned-Operated By.....Mattoon Bcstg. Co.
Bus.-Studio Address....17th & Broadway Ave.
Phone: 6464.....Air Time: Daytime
News Service .....AP
Transcription Service .....Standard
Representative .....Holman
Membership .....NARTB, RAB
President, Gen.-Station Mgr.....J. R. Livesay
Commercial Manager.....Ken Wooddell
Sales Prom. Mgr.....John Gepford
Program Director.....Robert Guess
Chief Engineer.....Ray Livesay

WMOK—Metropolis—1951

Frequency: 920 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....Fort Massac Bcstg. Co.
Address.....409 Ferry St.
Phone: 2106.....Air Time: Daytime
Transcription Service .....SESAC
Representative .....Holman
Membership .....NARTB, RAB
General Manager.....James H. Firmin
Sales Manager.....P. Roewe

WQUA—Moline—1946—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.....WQUA, Inc.
Address.....1319 Fifth Ave.
Phone: 4-6727.....Air Time: Full Time
Representative.....Geo. P. Hollingberry Co.
Pres., Gen. Mgr.....G. LaVerne Flambo
Program Director.....Wilbur L. Mason
Chief Engineer.....Harold Higby

WVMC—Mount Carmel—1948

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By .....WVMC
Address.....No. Cherry St.
Phone: 1360.....Air Time: Daytime
News Service .....UP
Membership .....NARTB, RAB
General Manager.....Stephen P. Bellinger

WMIX—Mt. Vernon—1947

Frequency: 940 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Mt. Vernon Radio & Tel. Co.
Address.....121½ N. 9th Street
Phone: 3500.....Air Time: Daytime
Address.....No. 2 Radio Center
News Service .....AP
Transcription Service .....World
Representative .....John E. Pearson Co.
President .....John Russell Mitchell
General Manager.....R. J. Cheney
Comm. Mgr.....C. Schoch
Publicity Dir.....Ted Strader
Chief Engineer.....Alva Hulbert

WINI—Murphysboro—1954 KBS

Frequency: 1420 Kc.....Power: 500 Watts
Owned-Oper. By.....Midwest Bcstg. Sys.
Address.....P. O. Box 647
Phone: 282.....Air Time: Daytime
News Service .....AP
Representative.....Hil F. Best
President.....Cecil W. Roberts
General Manager.....R. Wayne Cox
Commercial Manager.....Lewis Barwick
Chief Engineer.....Lester D. Bilderback

WOPA—Oak Park—1950

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Village Bcstg. Co.
Address.....408 S. Oak Park Ave.
Transcription Service .....Standard
General Mgr.....E. Sanderling
Station Mgr.....Albert C. Michelotti

WVLN—Olney—1947—KBS

Frequency: 740 Kc.....Power: 250 Watts d.

Owned-Operated By.....Olney Bcstg. Co.
Address.....302½ E. Main
News Service.....AP, UP
Phone: 2156.....Air Time, Daytime
Transcription Service.....SESAC, World
Representative.....Hal Holman
Membership.....NARTB
Pres., Gen., Sta. Mgr.....Marshall H. Poole
Prog. Dir., Comm. Mgr.....Dick Griggs
Pub. Dir.....Harry Hillis

WCMY—Ottawa—1952

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By.....Carl H. Meyer
Address.....P. O. Box 687
Phone: 551.....Air Time: Full Time
News Service.....UP
Transcription Service.....SESAC
Pres., Gen. Mgr.....Carl H. Meyer
Comm. Mgr.....D. M. Meyer

WPRS—Paris—1951—KBS

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Operated By.....Paris Bcstg. Corp.
Address.....2 Mi. W. Paris on State Rd. 133
Phone: 3-1440.....Air Time: Daytime
News Service.....AP
Transcription Service.....Thesaurus, Capitol
Membership.....NARTB
Pres., Gen., Sta., Comm. Mgr...A. Ferguson, Jr.
Chief Eng.....C. Thomas

WSIV—Pekin—1946

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Operated By....Pekin Bcstg. Co., Inc.
Business-Studio Address.....Arcade Bldg.
News Service.....AP
Representative.....Sears & Ayer
Pres., Gen. Mgr.....W. Kenneth Patterson
Commercial Manager.....Peg Horner
Sls. Prom., Pub. Dir.....George Udry
Program Director.....Tom Dunn
Chief Engineer.....Lowell Lovely

WEEK—Peoria—1948—NBC

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By...West Central Bcstg. Co.
Address.....2907 Springfield Rd.
News Service.....AP
Representative.....Headley-Reed
Membership.....NARTB, RAB
President.....Robert S. Kerr
Gen. Mgr.....Fred C. Mueller
Sta. Mgr.....Edward Kash
Sls. Prom. Mgr.....F. R. Oakley
Chief Engineer.....Wayne Lovely

WIRL—Peoria—1948 ABC-MBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Illinois Valley Bcstg. Co.
Business-Studio Address..125 N. Jefferson Ave.
Phone: 4-9239.....Air Time: Full Time
News Service.....UP
Representative.....H-R
President.....Timothy W. Swain
Gen. Mgr., V.P.....John H. Altorfer
Station Manager.....James T. Butler
Commercial Manager.....Effie Same
Sales Prom. Mgr.....Donald P. O'Neil
Program Director.....Robyn Weaver
Publicity Director.....Mort Cantor
Chief Engineer.....Rudy Luukinen

WMBD—Peoria—1927—CBS

Frequency: 1470 Kc. Power 5000 Watts
Owned-Oper. By.....WMBD, Inc.
Address.....212 South Jefferson Street
Phone: 6-0711.....Air Time: Full Time
Transcription Service.....Thesaurus
Representatives.....Free & Peters
Membership.....NARTB, RAB
Pres., Gen. Mgr.....Charles C. Caley
Asst. Mgr.....Marvin H. Hult
Sls. Prom. Mgr., Pub. Dir.....Toby Carlson
Program Director.....Charles A. Miller
Chief Engineer.....George Pyle

WPEO—Peoria—1951

Frequency: 1020 Kc....Power: 1000 Watts d.
Owned-Oper. By.....WPEO, Inc.
Address.....926 Main St.
Phone: 4-9249.....Air Time: Daytime
News Service.....AP
Membership.....NARTB
Representative.....Burke-Stuart Co.
Pres., Gen., Sta. Mgr.....John R. Livingston
Program Director.....Harry Harrison
Chief Engineer.....Gerry De Vore

WBBA—Pittsfield—1954

Frequency: 1580 Kc.....Power: 250 Watts
Owner.....Pike Bcstg. Co.

WGEM—Quincy—1948—ABC

Frequency: 1440 Kc,.....Power: 1000 Watts
Owned-Operated By.....Quincy Bcstg. Co.
Business-Studio Address.....Hotel Quincy
Phone: 2-6840.....Air Time: Full Time
Newspaper Affiliation...Quincy Herald Whig
News Service.....UP
Transcription Service.....World
Representative.....Avery-Knodel
President.....T. C. Oakley
General Manager.....Joseph S. Bonansinga
Comm. Mgr.....J. E. Muse
Prog. Dir.....Ted Austin
Pub. Dir.....W. Vaughn
Chief Engineer.....Frank E. Laughlin

WTAD—Quincy—1927—CBS

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Lee Bcstg., Inc.
Address.....WCU Bldg.
Phone: Baldwin 2-6200....Air Time: Full Time
News Service.....AP, UP
Trans. Service.....Standard, Associated
Representative.....Weed & Co.
Membership.....NARTB, RAB
National Sls. Mgr.....Walter Rothschild
Ass't Nat'l Sls.....Wayne W. Cribb

WROK—Rockford—1929
ABC

Freq.: 1440 Kc...Power: 1 Kw. d.; 500 W. n.
Owned.....Winnebago Newspapers, Inc.
Bus.-Studio Address....Rockford News Tower
Phone: 2-6621.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....H. R.
President.....E. K. Todd
Gen., Comm. Mgr.....John J. Dixon
Sls. Prom. Mgr., Pub. Dir.....Betty L. Thro
Program Director.....Maurice P. Owens
Chief Engineer.....Maurice H. Nelson

WRRR—Rockford—1953

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Oper. By.....Rock River Bcstg.
Address.....113 S. Court St.
Phone: 8-2263.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Representative.....Radio TV Reps.
President.....William E. Walker
Gen., Sta. Mgr.....L. O. Fitzgibbons
Comm., Sales Prom Mgr.....Jack Harvey
Prog. Dir.....H. I. Tingley
Publicity Dir.....Virginia Colwell
Chief Engineer.....George Reynolds

WHBF—Rock Island—1925
CBS

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By....Rock Island Bcstg. Co.
Business-Studio Address.....231 18th St.
Phone: 6-5441.....Air Time: Full Time
Newspaper Affiliation....Rock Island Argus
News Service .....UP
Transcription.....Standard, World, Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, RAB
President.....Ben H. Potter
V.P., Gen., Sta. Mgr.....Leslie C. Johnson
Asst. Mgr., Dir. Sales.....Maurice Corken
Sales Manager.....Ted Arnold
Program Dir.....Frank S. Hicks
Publicity Dir.....Fern Hawks
Chief Engineer.....Robert J. Sinnett

WHCO—Sparta—1955

Frequency: 1230 Kc.....Power 250 W.
Owned.....Hirsch Communication Eng. Corp.
Engineering Corp.
Address..324 Broadway, Cape Girardeau, Mo.
Phone: Sparta 333.....Air Time: Full
News Service.....UP
President.....Robert O. Hirsch
General Manager.....Oscar C. Hirsch
Station Sls. Prom. Manager..Buford L. Mabrey
Commercial Manager.....James F. Collins
Program Director.....Skip McKellip
Chief Engineer.....James D. Collins

WCVS—Springfield—1922
MBS-ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WCBS, Inc.
Business-Studio Address...523 E. Capitol Ave.
Phone: 9855.....Air Time: Full
Transcription Service.....Standard
Membership ..... NARTB
Representative.....Bogner & Martin
General Manager.....C. W. Neeld

WMAY—Springfield—1950
NBC

Freq.: 970 Kc...Power: 1 Kw. d.; 500 W. n.
Owned-Oper. By.....Lincoln Bcstg. Corp.
Address.....711 Myers Bldg.
News Service .....UP
Phone: 4-1766.....Air Time: Full Time
Transcription .....Thesaurus
Representative.....John E. Pearson
Membership .....NARTB
Pres., Gen., Sta., Comm. Mgr..Gordon Sherman
Program Director.....Syl Binkin
Prom., Publ. Dir.....Mel Kempe
Chief Engineer.....Melvin Feldman

WTAX—Springfield—1930
CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WTAX, Inc.
Address.....Route 66 & E. Cook St.
Phone: 2-4441.....Air Time: Full Time
News Service .....AP
Transcription .....World
Representative .....Weed
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....Oliver J. Keller
Commercial Manager.....O. J. Keller, Jr.
Sales Promotion Manager.....Bill Miller
Program Director.....John W. Midgley
Chief Engineer.....E. C. Swaringen

WSDR—Sterling—1949

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Blackhawk Bdcstg. Co.
Address.....218 1st Ave.
Phone: 3400.....Air Time: Full Time
News Service .....AP
Transcription Service.....Capitol, Lang-Worth
Pres., Gen. Mgr.....Sam Bartlett
Comm. Mgr.....Lillian Bartlett
Sls. Prom. Mgr.....G. W. Gamel
Pub. Dir.....Victor Korte
Program Director.....John Rohwer
Chief Engineer .....Ed Fisher

WIZZ—Streator—1953

Frequency: 1250 Kw.....Power: 500 Watts d.
Owned-Oper. By.....Streator Bcstg. Co.
Address .....Box 431
Phone: 4147.....Air Time: Daytime
Representative .....Best
News Service.....UP
Managing Partner.....S. P. Bellinger
General Manager.....Vernon R. Nunn

WTIM—Taylorville—1952

Frequency: 1410 Kc.....Power: 1000 Watts d
Owned-Operated By.....Moyer Bcstg. Co.
Phone: 1410.....Air Time: Daytime
Transcription Service....Standard, Thesaurus
Representative .....Continental
President .....Roger Moyer
General Manager.....James C. Hilderbrand

WKID—Urbana—1948—KBS

Frequency: 1580 Kc. Power 250 Watts d
Owned-Operated By.....WKID Bcstg. Co.
Address .....P. O. Box 192
Phone: 75431.....Air Time: Daytime
News Service.....UP
Representative .....John Pearson
Manager.....Joseph S. Rider

WKRS—Waukegan—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By....Waukegan News-Sun
Business Address.....P. O. Box 500
Phone: DElta 6-7900.....Air Time: Daytime
News Service .....AP
Transcription Service....Thesaurus, Standard
Membership .....RAB
Representative.....Sears & Ayer
President.....William F. Just
V. P., Gen. Mgr.....Joseph B. Kirby

WFRX—West Frankfort—1955

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned.....Pyramid Radio Bcstg. & TV Co.
Address.....Box 359
Phone: 1300.....Air Time: Daytime
News Service .....UP
Representative .....Indie Sales
Gen. Mgr.....Robert O. Veach
Transcription Service .....Thesaurus

WCBD—Zion—1947

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Oper. By.....Michael J. Mintern
Business Address.....Administration Bldg.
Phone: 2-4521.....Air Time: Sunday only
Managing Director.....Michael J. Mintern
Commercial Manager.....Carl Q. Lee

INDIANA

Pop. Feb. 1, 1956 (Est.) 4,285,000—Families 1,325,000
Radio Homes 1,275,500—TV Homes 1,108,740—Stations in State 56

WCBC—Anderson—1946

Frequency: 1470 Kc. ....Power: 1000 Watts d.
Owned-Operated By .....Civic Bdcstg Corp.
Address .....Box 350
News Service .....UP
Transcription Service .....World
Membership .....RAB, NARTB
Station Rep..... Hil Best
President.....Paul E. Billheimer
General Manager.....Gordon Beck
Program Director.....Charles Bates
Sales Manager.....Asher Sizemore

WHBU—Anderson—1923
CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Anderson Bcstg. Corp.
Business-Studio.....640 Citizens Bank Bldg.
Phone: 7791.....Air Time: Full Time
Transcription Service .....Standard
News Service .....UP
Representative .....Bolling Co.
Membership .....RAB, NARTB
President.....C. Bruce McConnell
General Manager.....John R. Atkinson

WBIW—Bedford—1948—MBS

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Oper. By.....Radio Bedford, Inc.
Address.....Radio Farm, P. O. Drawer 472
Phone: 4421-2.....Air Time: Full Time
News Service.....AP, INS
Transcription Service .....Thesaurus
Representative.....W. S. Grant
Pres., Gen. Mgr.....William C. Smith, Jr.
Commercial Mgr.....W. R. Klumpp
Sales Prom. Mgr.....W. Klatte
Program Director.....Claude Parsons
Chief Engineer .....Carl J. Finger

WTTS—Bloomington—1949
ABC

Freq.: 1370 Kc.....Power 5 Kw. d., 500 W. n.
Owned-Oper. By.....Sarkes Tarzian, Inc.
Business-Studio Address....535 S. Walnut St.
News Service .....AP
Phone: 2-3366.....Air Time: Full Time
Representative.....Robert Meeker Associates
Membership ..... RAB
President .....Sarkes Tarzian
Gen. Mgr., Prog. Dir.....Glenn Van Horn
Commercial Mgr.....Ray Bartlett
Chief Engineer.....Dale Blackwell

WBNL—Boonville—1950
KBS

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Boonville Bcstg. Co.
Address .....Lynville Rd.
News Service .....UP
Co-O., Gen., Comm. Mgr.....H. C. Sanders
Co-O., Asst. Mgr., Pgm. Dir.... Norman Hall

WCSI—Columbus—1950

Frequency: 1010 Kc.....Power 500 Watts
Owned-Oper. By.....Syndicate Theatres, Inc.
Address.....Carr Hill Rd.
Phone: 3397.....Air Time: Daytime

Membership ..... RAB
Station Rep. .....Rambeau
General Manager.....Dick Jewell

WCNB—Connersville—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....News Examiner Co.
Business-Studio Address.....406 Central Ave.
Phone: 1950.....Air Time: Daytime
News Service .....UP
Newspaper Affil.....News Examiner
Transcription Service.....Thesaurus
Representative .....Gill-Perna
Membership .....NARTB
Comm., Sta., Mgr.....E. M. Jackson
Program Director.....Ralph T. Underwood

WTRC—Elkhart—1931—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owner-Oper. By.....Truth Publishing Co.
Business-Studio Address.....Box 636
Phone: 3-1960.....Air Time: Full Time
News Service.....UP
Representative .....H-R Reps
President.....John F. Dille, Jr.
General Manager.....Donald McFall
Commercial Mgr.....Don Freed
Chief Engineer.....Lester Zellmer

WEOA—Evansville—1936 CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Ohio Valley TV Co.
Business-Studio Address.....Box 395
Phone: 4-9215.....Air Time: Full Time
News Service .....UP
Membership .....NARTB, RAB
Representative .....Meeker; Young
President.....Herbert R. Levy
General Manager.....Cecil M. Sansbury
Commercial Manager.....Bill Spillman
Sales Prom. Mgr.....Del Greenwood
Program Director.....Roger Garrett
Chief Engineer.....Bob Cleveland

WGBF—Evansville—1923 NBC

Frequency: 1280 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By.....On The Air, Inc.
Business-Studio Ad. .....1001 Diamond Ave.
Phone: 21171.....Air Time: Full Time
Representative .....Weed & Co.
News Service .....UP
Transcription .....SESAC
Membership .....NARTB, RAB
President.....Alvin Q. Eades
Ex. V.P., Gen., Sta. Mgr.....Martin L. Leich
Sales Prom., Pub. Dir.....William G. Hill
Program Director.....Mrs. Pat Roper
Chief Engineer.....Erwin P. Schoeny

WIKY—Evansville—1947

Frequency: 820 Kc.....Power: 250 Watts d.
Owned-Oper. By...South Central Bcstg. Corp.
Address.....Box 148
Phone: Harrison 4-8284....Air Time: Daytime
News Service .....AP
Transcription Service.....Thesaurus
Representative.....John E. Pearson Co.
Membership ..... RAB
Pres., Gen.-Sta. Mgr.....John A. Engelbrecht
Chief Engineer.....George F. Stoltz

WJPS—Evansville—1948 ABC

Frequency: 1330 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By.....WJPS, Inc.
Business-Studio Address.....206 Main St.
Phone: 5-2221.....Air Time: Full Time
News Service .....AP
Transcription Service.....Standard, World
Representative.....George P. Hollingbery
Membership .....NARTB
President.....Robert S. Davis
Gen., Sta., Comm. Mgr.....Jack McLean
Sls., Prom. Mgr.....Verne Paule
Pub. Dir.....Roger McMahon
Program Director.....Charles Caldwell
Chief Engineer.....James Jared

WANE—Ft. Wayne—1948 CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Radio Fort Wayne, Inc.
Address.....Fort Wayne Nat'l Bank Bldg.
Phone: Anthony 6212.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Boiling
President.....C. Bruce McConnell
General Manager.....Robert McConnell
Station Manager.....Charles E. Kennedy
Promotion Mgr.....James Voors
Local Commercial Manager.....Merlin Smith
Program Director.....Doug Hadley
Chief Engineer.....Eugene Humphrey

WGL—Ft. Wayne—1924—ABC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By..News-Sentinel Bcstg. Co., Inc.
Business-Studio Address..201 W. Jefferson St.
Phone: Eastbrook 3366....Air Time: Full Time
Newspaper Affiliation.....News Publ. Co.
News Service .....UP
Transcription Service.....Lang-Worth
Representative .....Headley-Reed
Membership .....RAB, NARTB
President.....Helene R. Foellinger
Gen., Sta., Comm. Mgr.....Merrill C. Johnson
Sls. Prom. Mgr.....Robert Storey
Program Director.....Norman Widenhofer
Chief Engineer.....Damon Wilson

WKJG—Ft. Wayne—1947 MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owner...Northeastern Indiana Bcstg. Co., Inc.
Business-Studio Add. .....220 E. Jefferson St.
Phone: Anthony 2295.....Air Time: Full Time
News Service.....UP

Transcription Service .....World
Representative .....Raymer
General Manager .....Edward G. Thoms
Ass't. Gen. Mgr.....Hilliard Gates
Commercial Manager.....Carleton B. Evans
Program Dir.....Calo Mahlock

WOWO—Ft. Wayne—1926 NBC

Frequency: 1190 Kc.....Power: 50 Kw.
Owner...Westinghouse Broadcasting Co., Inc.
Bus.-Studio Address..124 W. Washington Blvd.
Phone: Anthony 2136.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus
Representative.....Free & Peters
Membership.....RAB, NARTB
President.....Donald H. McGannon
Station Mgr.....Carl W. Vandagrift
Commercial Manager.....Tom Longsworth
Sales Prom. Mgr.....Hilda C. Woehrmeyer
Program Director.....Guy Harris
Chief Engineer.....Hal Brokaw

WILO—Frankfort—1953—KBS

Frequency: 1570 Kc.....Power: 250 Watts
Owned.....Lake Erie Radio & TV Corp.
Address.....52½ E. Washington St.
Phone: 3338.....Air Time: Daytime
News Service .....UP
Station Rep.....Hil Best
President.....Theodore M. Nelson
Gen., Sta. Mgr., Chief Engr...Lewis M. Shroyer
Commercial Manager.....Phil Wise
Program Director.....James Cronkright

WGRY—Gary—1950

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....WGRY, Inc.
Address.....734 Washington St.
Phone: 5-7511.....Air Time: Daytime
News Service .....UP
Membership .....RAB, NARTB
Station Rep. .....Indie
Pres., Gen. Mgr.....George Whitney

WWCA—Gary—1949

Frequency: 1270 Kc. .....Power: 1000 Watts
Owned-Operated By ..Lake Bdcastg Co., Inc.
Address .....Hotel Gary
Phone: Turner 6-9171....Air Time: Full Time
News Service .....AP
Membership .....RAB, NARTB
Station Rep.....John E. Pearson Co.
Pres., Gen., Mgr.....Dee O. Coe
Sta., Comm. Mgr.....Boyd Lawlor
Prom. Mgr. Pub. Dir.....Charles Edwards
Prog. Dir.....Tom Whitmore
Chief Engineer .....Victor Voss

WKAM—Goshen—1949—KBS

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Operated By...Kosciusko Bcstg. Corp.
Address.....612 W. Pike St.
Phone: 3-2219.....Air Time: Daytime
News Service .....AP
Representative .....Hal Holman Co.
President.....J. W. Autenrieth, Jr.
Commercial Mgr.....William Holtzinger
Chief Engineer.....Lester R. Rash

WJOB—Hammond—1928

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....South Shore Bcstg. Corp.
Address .....6405 Olcott
Phone: TIlden 4-1230.....Air Time: Full Time
News Service .....UP
Representative .....Rambeau
Pres., Gen. Mgr.....R. C. Adair
Program Director.....Gerald Mitchell
Commercial Manager.....Joe Fife
Sales Prom. Mgr.....Len Ellis
Publicity Dir.....W. Spellbring
Chief Engineer.....Jess Peters

WFBM—Indianapolis—1926 ABC-MBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned.....Cons. R & TV Brocstrs., Inc.
Business-Studio Address...1330 N. Meridian St.
Phone: MElrose 4-8521....Air Time: Full Time
News Service.....AP, INS
Representative .....Katz
Transcription Service.....World
Membership .....NARTB, RAB
President.....Harry M. Bitner, Jr.
Gen., Sta. Mgr.....William F. Kiley
Comm. Mgr.....F. H. Small
Prom. Mgr., Pub. Dir.....Bernard W. Carney
Program Dir.....Michael Finn
Chief Engineer.....Harold Holland

WIBC—Indianapolis—1938 MBS

Freq. 1070 Kc...Power: 50 Kw. d.; 10 Kw. n.
Owned-Operated By.....WIBC, Inc.
Business-Studio Address.....2835 N. Illinois
Phone: WA 4-2661.....Air Time: Full Time
News Service.....AP, UP
Transcription Service.....SESAC, Thesaurus
Representative .....John Blair
Membership .....NARTB, RAB
President, Gen. Mgr.....Richard M. Fairbanks
Commercial Manager.....Gilbert I. Berry
Sales Prom., Pgm. Dir.....William L. Dean
Chief Engineer.....Robert W. Minton

WIRE—Indianapolis—1924 NBC

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....Indianapolis Bcstg., Inc.
Business-Studio Add...307 N. Pennsylvania St.
Phone: Melrose 5-1541....Air Time: Full Time
News Service .....AP
Representative.....Free & Peters
President.....Eugene C. Pulliam
V. P., Gen. Mgr.....Willard C. Worcester
Gen. Sales Manager.....Daniel C. Park

WISH—Indianapolis—1941 CBS

Frequency: 1310 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By.....Universal Bcstg. Co., Inc.
Business-Studio Address..1440 N. Meridian St.
Phone: MElrose 4-6411....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative .....Bolling
Membership .....RAB, NARTB
President.....C. Bruce McConnell
Gen., Sta. Mgr.....Robert B. McConnell
Sales Prom. Mgr., Pub. Dir.....Jim Buck
Comm. Manager.....Robert Ohleyer
Prom. Mgr., Pub. Dir.....James A. Buck
Program Director.....William E. Frosch, Jr.
Chief Engineer.....Stokes Gresham, Jr.

WXLW—Indianapolis—1948

Frequency: 950 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....Radio Indianapolis, Inc.
Address.....3003 Kessler Blvd.
News Service .....UP
Phone: 5-6494.....Air Time: Daytime
Representative.....John Pearson Co.
Membership .....NARTB, RAB
President.....Lyman S. Ayres
V. P., General Manager.....Robert D. Enoch
Asst. Mgr.....Eugene Strack
Program Director.....G. A. Smith, Jr.
Chief Engineer.....Bert Goetzinger

WITZ—Jasper—1948

Frequency: 990 Kc. ....Power: 1000 Watts d.
Owned-Operated By ..Jasper on the Air Inc.
Address.....P. O. Box 167
Phone: 678.....Air Time: Daytime
News Service .....UP
Transcription Service.....Thesaurus
Membership ..... RAB
President .....Dr. Gilbert E. Metzger
Gen., Sta. Mgr.....Dennis Keller
Commercial Manager.....Al Farber
Sales Prom. Mgr.....Jim Young
Program Director.....Jim Williamson
Chief Engineer.....Peter Russo

WKTL—Kendallville—1955

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Noble-DeKalb Bcstg. Co.
Address .....Box 47
Owner, Gen. Mgr....Charles R. Palmquist, Jr.

WIOU—Kokomo—1948—CBS

Frequency: 1350 Kc.....Power: 1000 Watts
Owner.....North Central Indiana Bcstg. Corp.
Business Address.....212½ North Main St.
Phone: 6194.....Air Time: Full Time
News Service .....AP
Transcription Service.....World
Representative .....Weed
Membership .....NARTB, RAB
President .....Richard Blacklidge
Comm., Gen., Sta. Mgr.....John Carl Jeffrey
Chief Engineer.....Elvin Cunningham

WASK—Lafayette—1942 MBS

Frequency: 1450 Kc..... Power: 250 watts
Owned-Operated By ..... WFAM, Inc.
Business-Studio Address .....McCarty Lane
Phone: 2-4300.....Air Time: Full Time
News Service ..... UP
Representative.....Wm. G. Rambeau
Membership ..... RAB
President.....O. E. Richardson
Sta., Comm. Mgr.....Herbert Nelson
Program Director.....Bonnie Rising
Chief Engineer.....Richard Cochran

WLOI—La Porte—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By...La Porte County Bcstg. Co.
Address.....La Porte Savings Bank Bldg.
Phone: 3734.....Air Time: Daytime
Sta. Rep. .....McGillvra
News Service .....AP
President.....Hoyt H. Scott
Sta. Mgr.....James H. Shoemaker
Asst. Sta. Mgr.....L. B. Weller
Chief Engineer.....Harold Phipps

WBTO—Linton—1953

Frequency: 1600 Kw.....Power: 500 Watts d.
Owned-Oper. By.....The Linton Bcstg. Co.
Address .....Hwy. 54

WSAL—Logansport—1949 MBS-KBS

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Operated By ..Logansport Bdg. Corp.
Address .....P. O. Box 399
Phone: 3111.....Air Time: Full Time
News Service .....AP
Transcription .....Standard
Membership .....NARTB, RAB
President.....Glenn L. Miller
General Manager.....Richard E. Jackson
Comm. Mgr.....Joseph A. Wiler
Program Director.....Ira McCormack
Publicity Dir.....Donald C. Neal
Chief Engineer.....Raymond A. Olson

WORX—Madison—1953—KBS

Frequency: 1440 Kc.....Power: 500 Watts
Owned-Oper. By..WORX, Div. Electronic Labs
Address.....Telegraph Hill
Phone: 962.....Air Time: Daytime
Representative.....Hil F. Best Co.
News Service .....UP
Transcriptions.....MacGregor, Standard
General Manager.....Herbert L. Arms

WBAT—Marion—1947—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .... Marion Radio Corp.
Business-Studio Address...303½ S. Adams St.
News Service ..... AP
Transcription Service.....Standard, World
Representative .....Best

Membership .....NARTB, RAB
President .....John Ramp
V. P., Gen. Mgr.....William Fowler

WMRI—Marion—1955

Frequency: 860 Kc.....Power: 250 Watts
Owned.....Chronicle Publishing Co., Inc.
Address.....Pennsylvania St.
Phone: 5705.....Air Time: Daytime
News Service .....UP
Transcription Service.....Thesaurus, Capitol
General Manager.....Ken Kilmer
Sales Manager.....Robert Fincannon

WIMS—Michigan City—1947

Freq.: 1420 Kc...Power: 1 Kw. d.; 500 Wts. n.
Owned.....Northern Indiana Bcsters., Inc.
Business-Studio Address....Old Chicago Road
Phone: 5-5245.....Air Time: Full Time
News Service ..... UP
Station Representative.....Wm. G. Rambeau
Pres., Gen. Mgr.....William N. Udell
Commercial Managers...Al Halus, Jay Schoff
Program Director.....Richard Olson
Chief Engineer.....Robert J. Schilling

WPCO—Mount Vernon—1955

Frequency: 1590 Kc.....Power: 500 Watts
Owned-Oper. By....Mount Vernon Bcstg. Co.
Air Time .....Daytime

WLBC—Muncie—1926—CBS

Frequency: 1340 Kc ..... Power: 250 Watts
Owned-Operated By .. Tri City Radio Corp.
Business Address.....Box 271
Phone: 4403.....Air Time: Full Time
News Service .....AP
Transcription Service.....Standard, World
Representative.....Walker, Hal Holman
Pres., Gen. Sta. Mgr.....D. A. Burton
Commercial, Prom. Mgr.....Bill Craig
Program Director.....Lee Allerton
Chief Engineer.....M. M. Crain

WLRP—New Albany—1949

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By..Ohio Valley Bcstg., Inc.
Address .....Box 285
Phone: 4-2235.....Air Time: Full Time
News Service .....UP
Station Rep.....Hil F. Best Co.
Pres., Gen., Sta. Mgr. .....Roy L. Hickox
Comm., Sales Prom. Mgr.....Lynn Stephens
Program Director.....Keith Reising
Publicity Dir.....Joe Gillum
Chief Engineer.....Tom Allebrandi

WOCH—North Vernon—1955

Frequency: 1460 Kc.....Power: 500 Watts
Owned-Operated By.....Dorrell Ochs
Address .....Box 46
Phone: FI 9-8421.....Air Time: Daytime
News Service .....AP
Transcription Service.....SESAC, Associated
Station Manager.....Don Edwards

WARU—Peru—1954 KBS

Frequency: 1600 Kc.....Power: 500 Watts
Owner.....Wabash-Peru Bcstg. Co.
News Service.....AP
Transcription Service....Standard, Thesaurus
President.....Dr. Wendell Hansen

WPGW—Portland—1950—KBS

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Glenn West
Address .....Box 608
Phone: 1094.....Air Time: Daytime
Transcription Service.....SESAC, World
Gen. Mgr.....Glenn West

WRAY—Princeton—1950

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Princeton Bcstg. Co.
Address .....Box 8
Phone: 1250.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Station Representative .....McGillvra
General Manager.....M. R. Lankford
Program Director.....Stuart Lankford
Commercial Mgr.....D. T. Critchfield

WKBV—Richmond—1926 ABC

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Operated By .... Central Bcstg. Corp.
Address.....W. Main St.
Phone: 3-1156.....Air Time: Full Time
News Service.....AP
Transcription Service.....Thesaurus, World
Representative ..... Robert Meeker
Membership .....NARTB
President.....Clarence Brown
Gen., Sta. Mgr.....Lester G. Spencer
Comm., Sls.....Roland L. Nusbaum
Sales Prom. Mgr., Pub. Dir.....C. L. Mitchell
Program Director.....Marie Robbins
Chief Engineer.....L. J. Duning

WSLM—Salem—1953—KBS

Frequency: 1220 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Don H. Martin
Address .....Radio Ridge
Phone: 700.....Air Time: Daytime
News Service .....AP
Transcription Service.....Thesaurus, World
Representative.....Hil F. Best
Membership ..... RAB
Pres., Gen. Mgr.....Don H. Martin
Commercial Mgr.....Gene Baker
Sales Promotion Mgr.....Boyd Smedley
Pub. Dir.....Barney Schocke
Program Director.....Margaret Martin
Chief Engineer.....Darrell Dixon

WJCD—Seymour—1949

Frequency: 1390 Kc. ....Power: 500 Watts d.
Owned-Operated By.....Dr. Azra C. Baker

Address.....1534 Ewing St.
General Manager.....Azra C. Baker

WNDU—South Bend—1944
ABC

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Operated By South Bend Bcstg. Corp.
Address.....Box 989
Phone: CE 3-7111.....Air Time: Full Time
News Service.....AP
Membership .....NARTB, RAB
Vice-President.....Bernard Barth
General Manager.....W. T. Hamilton
Commercial Mgr.....C. J. Pajakowski
Program Director.....Wm. Etherton
Sales Mgr.....W. T. Hamilton
Sales Prom. Mgr.....R. E. Laffoon
Chief Engineer.....George Smith

WJVA—South Bend—1947

Frequency: 1580 Kc. .....Power: 250 Watts d.
Owned-Oper. By..Booth Radio & TV Sta., Inc.
Address .....Box 179
Representative .....Pearson
President.....John L. Booth
General Manager.....M. G. Creel
Program Director.....Jack Freeborn
Commercial Mgr.....Clay Salyer
Chief Engineer.....Stephen Grundtner, Jr.

WSBT—South Bend—1921
CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By The South Bend Tribune
Bus.-Studio Address.....223 W. Colfax Ave.
Phone: CE 3-3141.....Air Time: Full Time
Newspaper Affiliation....South Bend Tribune
News Service.....UP, INS
Representative.....Paul H. Raymer
Membership .....NARTB, RAB
Vice Pres.....Franklin D. Schurz
General Manager.....Neal B. Welch
Nat'l Sales Mgr.....Richard W. Holloway
Publicity Director.....Judd Choler
Program Director ..... Robert J. Drain
Chief Engineer.....Arthur R. O'Neil

WTCJ—Tell City—1948

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By.....James R. Brewer
Phone Number 740
News Service .....AP
Owner, Manager.....James R. Brewer

WBOW—Terre Haute—1927
NBC

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By Banks of the Wabash, Inc.
Business-Studio Address ..... 303 S. Sixth St.
News Service.....UP
Representative .....Weed
Phone: 5034.....Air Time: Full Time
President .....Alvin Eades
Comm., Gen., Sta. Mgr. ..William F. Rippetoe
Sales Prom. Manager.....Harry E. Frey
Program, Pub. Dir.....Ralph S. McHargue
Chief Engineer.....Howard Stewart

WTHI—Terre Haute—1947
CBS

Frequency: 1480 Kc. ....Power: 1000 Watts
Owned-Oper. By Wabash Valley Bdg. Corp.
Address.....918 Ohio St.
Phone: Crawford 9481.....Air Time: Daytime
News Service.....UP
Transcription .....World
Representation.....Bolling Co., Inc.
Membership .....NARTB
President.....Anton Hulman, Jr.
Gen. Mgr.....Joseph M. Higgins
Station Mgr.....George A. Foulkes
Pub. Dir.....William Ewing
Chief Engineer.....Don Petit

WAOV—Vincennes—1940
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Vincennes Sun Co.
Phone: 787.....Air Time: Full Time
Business Address.....Grand Hotel
News Service .....UP
Newspaper Affil.....Central Newspapers
Transcription Service .....World
Representative.....Free & Peters
President.....Eugene C. Pulliam
Gen. Mgr.....Howard N. Greenlee
Sales Mgr.....G. A. Bright
Program Director.....Lorraine Monnin
Chief Engineer.....Ralph Baldwin

WRSW—Warsaw—1952

Frequency: 1480 Kc.....Power: 500 Watts
Owned-Oper. By..Reub Williams & Sons, Inc.
Address .....Times Building
Trans. Service.....Thesaurus, Capitol, Lang-Worth, World
Station Manager.....C. Reuben Williams
Comm. Mgr.....William Mollenbeur

WAMW—Washington—1955

Frequency: 1580 Kc.....Power: 250 Watts
Owned-Operated By..Washington Radio, Inc.
Address.....615 S.E. 11th St.
Phone: 1810.....Air Time: Daytime
Representatives.....Hil F. Best Co.
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Membership .....NARTB
General Manager.....Joe Edwards
Commercial Manager.....Joe Floerke

KASI—Ames—1948—KBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Ames Bcstg. Co.
Business-Studio Address.....328½ Main St.
Phone: 3460.....Air Time: Daytime
News Service .....UP
Transcription Service .....Thesaurus
Gen., Sta. Mgr.....Arthur A. Skinner
Commercial Mgr.....Louis Grattenger
Program Director.....Ruby Tillerson
News Director.....Joe Kennedy

KJAN—Atlantic—1950—KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By..Nishna Valley Bcstg. Co.
Phone: 1717.....Air Time: Daytime
Address.....No. Olive St.
Transcription .....World, Thesaurus
Membership .....NARTB
News Service .....AP
Pres. Gen., Sta. Mgr.....Franklin G. Miller
Commercial Mgr.....E. G. Faust
Sales Prom. Mgr., Prog. Dir.....R. Morrow
Publicity Dir.....Robert Einhaus
Chief Engineer.....Deane Johnson

KWBG—Boone—1950

Freq.: 1590 Kc...Power: 1 Kw. d.; 500 Wts. n.
Owned-Operated By.....Boone Bcstg. Co.
Address .....Boone, Ind.
Phone: 149.....Air Time: Full Time
News Service .....AP
Representative.....John E. Pearson
President.....Mary G. Garvey
General Manager.....H. A. Garvey
Sales Manager.....R. G. Cauier
Program Dir.....Tom Quinlan
Chief Engineer.....Dan Garretson

KBUR—Burlington—1941 ABC

Frequency: 1490.....Power: 250 Watts
Owned-Operated By....Burlington Bcstg. Co.
Business-Studio Address.....Roosevelt Ave.
Phone: PL 2-2701.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Venard
Membership .....RAB
President.....Gerard B. McDermott
General Mgr.....David H. Steinle
Comm. Mgr.....Marc Howard
Program Director.....Richard Mosena
Chief Engineer.....John Gallino

KCIM—Carroll—1950

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Carroll Broadcasting Co.
Address.....520 N. Adams St.
Phone: 3586.....Air Time: Full
Transcription Service .....Thesaurus
News Service .....AP
Representative .....Pearson
Membership .....NARTB
Gen., Sta. Mgr.....M. W. McPherson
Comm., Sls. Prom. Mgr.....Leo R. Mayr
Chief Eng., Prog. Dir.....Eugene Reiff

KCRG—Cedar Rapids—1947 MBS

Frequency: 1600 Kc.....Power 5000 Watts
Owned-Oper. By.....Cedar Rapids TV Co.
Address.....1st Ave., S.W.
Phone: 4-4194.....Air Time: Full Time
Newspaper Affil.....Gazette
Transcription Service .....Standard
Representative.....Everett McKinney
Membership .....NARTB
President .....Joseph F. Hladky, Jr.
Sta., Comm. Mgr.....W. S. Patterson
Program Director.....Ralph D. Willey
Prom. & Pub. Mgr.....Edna Herbst
Chief Engineer.....Carl Rollert

KPIG—Cedar Rapids—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Cedar Rapids Bcstg.
Business Address.....211 1st St., S.W.
Phone: 3-8265.....Air Time: Full
News Service .....UP
Gen., Sta. Mgr.....James I. Mitchell
Comm. Mgr.....K. C. Delp
Program Director.....Ronald R. Barkley
Chief Engineer.....Wayne C. Cornils

WMT—Cedar Rapids—1922 CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned.....American Bcstg. Stations, Inc.
Bus.-Studio Address..Paramount Theater Bldg.
Phone: 4-0171.....Air Time: Full Time
News Service.....AP, INS, UP
Transcription Serv..Thesaurus, World, Standard
Representative .....Katz
Membership .....NARTB, RAB
President.....William B. Dolph
General Manager .....William B. Quarton
Sales Manager.....Lew Van Nostrand
Promotion Mgr.....Jim Bowermaster
Program Manager.....Bruce Anderson
Chief Engineer.....George Hixenbaugh

KCOG—Centerville—1949 MBS

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Oper. By.....Hiawatha Bcstg. Corp.
Address .....1910 South Main St.
Phones' 131, 407.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
Representative .....McGillvra
Membership .....RAB
General Manager.....S. A. Chesley
Program Director.....Meredith Griffing
Chief Engineer.....Harry Hanson

KCHA—Charles City—1951 KBS

Frequency: 1580 Kc.....Power: 250 Watts d.

Owned-Oper. By.....Radio Incorporated
Address.....300½ N. Main St.
Phone: 787.....Air Time: Daytime
News Service .....AP
Transcription Service.....World, Thesaurus
Pres., Gen. Mgr., Chief Eng..Ralph A. Petti, Jr.
Sta., Comm., Sls. Prom. Mgr...Vern Bromberg

KCHE—Cherokee—1952

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Operated By....Cherokee Bcstg. Co.
Address.....219½ W. Main St.
Phone: 51.....Air Time: Daytime
News Service .....AP
Transcription Service..Thesaurus, Lang-Worth
Representative .....Best
Membership .....NARTB
Pres., Gen., Sta., Sales, Prog. Dir...C. Reznikov
Commercial Mgr.....Robert Lanxon
Chief Engineer.....Sterling H. Heil

KROS—Clinton—1941 MBS

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Operated By ...Clinton Bdcstg Corp.
Address .....246 Fifth Avenue South
Phone: 448.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB, RAB
General Manager.....B. M. Jacobson
Local Sls. Mgr.....Darline Gordon

KSWI—Council Bluffs—1947

Frequency: 1560 Kc. .....Power: 500 Watts d.
Owned-Operated By ....Nonpareil Bdctg. Co.
Address.....120 S. Main
Phone: 4041.....Air Time: Daytime
News Service.....UP
Newspaper Affil.....New Nonpareil
Transcription Service.....Thesaurus
Representative.....Arthur Hagg & Assoc.
Membership .....NARTB
President.....Robert R. O'Brien
Gen., Sta. Mgr., Chief Eng..Robert H. O'Brien
Commercial Manager.....Richard B. Gurney
Sales Prom., Pub.....Marjorie W. Morris
Program Director.....R. M. Hallgren

KSIB—Creston—1946—KBS

Frequency: 1520 Kc....Power: 1000 Watts d.
Owned-Oper. By...Southwest Iowa Bcstg. Co.
Address .....Creston
Phone: 55.....Air Time: Full Time
News Service .....INS
Membership .....NARTB
Representative .....Pearson
President.....Arden D. McKee
Gen., Sta., Comm. Mgr.....E. M. Horning
Prog., Pub. Dir.....J. R. Mills
Chief Engineer.....Leo Ankeny

KFMA—Davenport—1952

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....L. L. & D. R. Gould
Address.....415 Perry St.
Phone: 6-4407.....Air Time: Daytime
Transcription Service .....Lang-Worth
Station Representative .....McGillvra
Membership .....NARTB
President.....Lester L. Gould
Sls. Prom. Mgr.....Doris Hanner
Prog., Pub. Dir.....Bill Greener
Chief Engineer.....Francis B. Shawver

KSTT—Davenport—1946 MBS

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Operated By...Quint Cities Bcstg. Co.
Address.....310 Harrison St.
Phone: 6-2541.....Air Time: Full Time
Representative .....Walker Co.
Pres., Gen. Mgr.....Frederick Epstein
Prog. Dir., Chief Eng.....Jim Wycher

WOC—Davenport—1922—NBC

Frequency: 1420 Kc. ....Power: 5000 Watts
Owned-Operated By ....Tri-City Bdcstg. Co.
Address .....805 Brady Street
Phone: 3-3661.....Air Time: Full Time
News Service .....UP
Representatives .....Free & Peters, Inc.
Membership .....NARTB, RAB
President .....Col. B. J. Palmer
V.P. & Treasurer.....D. D. Palmer
Vice-Pres.....Ralph Evans

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Pres. & Gen. Mgr.
National Representative
JOSEPH HERSHEY McGILLVRA, INC.

Station Manager.....Ernest C. Sanders
Sales Manager.....Mark Wodlinger

KDEC—Decorah—1947 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Scenic Bcstg. Co.
Bussiness-Studio Address..308½ W. Water St.
Phone: 1240.....Air Time: Full Time
News Service.....AP
Membership .....NARTB
Representative .....Pearson
Pres., Gen. Mgr., Prog. Dir.....Verne Koenig
Commercial Mgr.....Kenneth Bjerke
Chief Engineer.....Arnie Zaruba

KCBC—Des Moines—1947

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....Majestic Bcstg. Co.
Business-Studio Address.....3512 Ingersoll
Phone: 7-4483.....Air Time: Full Time
News Service .....INS
General Manager.....Rollo H. Bergeson
Commercial Manager.....Claire E. Grant
Sales Prom. Mgr.....Don Purdy

KIOA—Des Moines—1948

Freq.: 940 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned.....Town & Farm Co. Inc.
Address.....10th & Mulberry
Phone: 2-9191.....Air Time: Full Time
News Service .....INS, UP
Transcription Service .....World
Representative .....H-R Reps.
Membership .....RAB, NARTB
President .....Don Searle
General Mgr.....Joe Rohrer
Exec. V. P.....Rex Lathen
Program Director.....Joe Phillipson
Chief Engineer.....U. L. Lynch

KRNT—Des Moines—1935 CBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Business Address.....9th & Pleasant Sts.
Phone: 3-2111.....Air Time: Full Time
Newspaper Affiliation .....Register-Tribune
Air Time.....Full Time
News Service.....AP, UP
Station Representative .....Katz
Membership .....NARTB, RAB
President.....Gardner Cowles
General-Station Managr.....Bob Dillon
Commercial Manager.....Paul Elliott
Director of Promotions.....Joe Hudgens
Program Director .....Dick Covey
Sls. Prom. Mgr., Pub. Dir....Graham Jeambey
Chief Engineer.....Charles Quentin

KSO—Des Moines—1921—ABC

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....KSO Inc.
Address.....1910 Ingersoll Ave.
Phone: 3-0571.....Air Time: Full Time
News Service .....INS
Transcription Service .....Capitol
Representative .....Avery-Knodel
President.....Lyman S. Ayres
General Manager.....Raymond W. Baker
Commercial Mgr.....Gene Shumate
Program Director.....Lee R. Lemon
Chief Engineer.....F. E. Bartlett

KWDM—Des Moines—1948 MBS

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By..Des Moines Bcstg. Corp.
Business-Studio Address.....419½ Locust
Phone: 2-8363.....Air Time: Full Time
News Service.....INS
Pres., Comm. Mgr.....George W. Webber
General Manager.....Robert L. Webber
Program Director.....Edith L. Webber
Sales Prom. Mgr.....Les Gates
Chief Engineer.....Werner Schwarz

WHO—Des Moines—1924 NBC

Frequency: 1040 Kc.....Power: 50,000 Watts
Owned-Operated By.....Central Bcstg. Co.
Address.....1100 Walnut St.
Phone: Atlantic 8-6511....Air Time: Full Time
News Service.....AP, INS, UP
Trans. Service.....Thesaurus, SESAC
Station Representative.....Free & Peters
Membership .....NARTB, RAB
President.....Col. B. J. Palmer
Vice-Pres. & Treas.....D. D. Palmer
V. Pres. & Resident Mgr.....Paul A. Loyet
Exec. V. Pres.....Ralph Evans
Secretary & Controller....William D. Wagner
Sales Manager .....Harold Fulton
Asst. Manager.....W. W. Woods
Sales Promotion .....John Schweiker
Program Director.....Jack Kerrigan
Production Director.....Cecil C. Huntzinger
News Bureau Manager ... ..Jack D. Shelley
Chief Engineer.....Reed E. Snyder

KDTH—Dubuque—1941—NBC

Frequency: 1370 Kc.....Power: 1000 Watts
Owner.....Dubuque Telegraph-Herald
Bus.-Studio Address...Eighth Ave. & Bluff St.
Phone: 3-7351.....Air Time: Full Time
Newspaper Affiliation .....Telegraph-Herald
News Service.....AP
Station Representative .....Pearson
Membership .....NARTB, RAB
President .....Fred Woodward
General Manager.....K. S. Gordon
Commercial Manager.....A. C. Newburgh
Program Director.....George Freund
Publicity Director.....Gordon Kilgore
Chief Engineer.....Donald Abitz

WDBQ—Dubuque—1933 MBS-ABC

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By.....Dubuque Bcstg. Co.
Business-Studio Address.....505 Main St.
Phone: 3-8241.....Air Time: Full Time
News Service.....UP
Representative.....Robert Meeker
Membership .....NARTB
General Manager.....James R. King

KLIL—Estherville—1952 ABC-KBS

Frequency: 1340 Kc.....Power: 100 Watts
Owned.....Estherville Bcstg. Corp.
Address.....1151 Plymouth Bldg.
Phone: 1800.....Air Time: Full Time
News Service.....AP
Trans. Service....SESAC, World, Lang-Worth
Membership .....NARTB
Pres., Gen. Mgr.....William E. Schons
Commercial Mgr.....Jack Turnbull
Gen. Sls. Mgr.....Ken Peterson

KFAD—Fairfield—1953—KBS

Frequency: 1570 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Hiawatha Bcstg. Co.
Address .....Hy. 34
Phone: 345.....Air Time: Daytime
Trans. Service....Thesaurus, World, Keystone
Representative .....McGillvra
News Service .....AP
President.....S. A. Chesely
Station Mgr.....Ray Hatley
Commercial Mgr.....Don Piekens

KVFD—Ft. Dodge—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northwest Bcstg. Co.
Business-Studio Address.....Warden Bldg.
Phone: 4-0351.....Air Time: Full Time
News Service .....UP, INS
Transcription Service .....Thesaurus
Representative .....Pearson
Membership .....NARTB
President, Gen., Sta., Mgr.....Edward Breen
Commercial Manager.....Max E. Landes
Sales Prom. Mgr.....Gordon DeKoster
Publicity Dir.....Robert Brown
Program Director.....Drexel Peterson
Chief Engineer.....David G. Sinclair

KXGI—Ft. Madison—1948

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By.....KXGI, Inc.
Business-Studio Address.....Marquette Bldg.
Phone: 1360.....Air Time: Daytime
News Service .....UP
Transcription Service.....Standard
Representative.....John E. Pearson
Pres., Gen., Sta. Mgr.....Greg Rouleau
Commercial Mgr.....Paul Oye
Prog. Dir.....Lloyd Mallette
Chief Engineer.....Harold Hackbarth

KXIC—Iowa City—1948—KBS

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Johnson County Bcstg. Corp.
Bus.-Studio Address..108½ E. Washington St.
Phone: 8-1181.....Air Time: Daytime
News Service.....AP
Trans. Service.....World
Representative .....Pearson
Membership .....NARTB, RAB
President.....Scott Swisher
General Sta. Mgr.....Gene Claussen
Commercial Mgr.....F. M. Broders
Program Dir.....Robert Hutchison
Sales Prom. Mgr.....Gene Chussen
Chief Engineer.....Elliott Full

KOKX—Keokuk—1948

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 w. n.
Owned-Operated By .....Keokuk Bdcstg. Co.
Address.....500 Main St.
Phone: 235.....Air Time: Full Time
News Service .....AP
Transcription.....World, Capitol
Membership .....NARTB
President.....H. W. Stadler
General Manager.....Gary E. Schroeder

KLEM—Le Mars—1954

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....B & B Bcstg. Co.
Address .....Box 1410
Phone: 1410.....Air Time: Daytime
Transcription .....Thesaurus
Membership .....NARTB
Manager.....Robert McKune
Assistant Manager.....Robert Coddington

KFJB—Marshalltown—1923

Frequency: 1230 Kc.....Power: 250 Watts
Operated By.....Marshall Electric Co.
Address.....133 E. Main St.
Phone: 3361.....Air Time: Full Time
News Service.....AP
Newspaper Affil. .....Times-Republican
Transcription .....Thesaurus
Membership .....NARTB, RAB
Representative .....Pearson
President.....John W. Norris
General Mgr.....Paul G. Norris Jr.
Station Comm. Mgr.....William P. White
Sales Prom. Mgr.....William C. Doll
Program, Pub. Dir.....Dale Smith
Chief Engineer.....Herbert Anderson

KGLO—Mason City—1937 CBS

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Radio, Inc.
Bus.-Studio Address.....2nd & Pennsylvania
Phone: 2800.....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB
President.....Lee P. Loomis
Exec. V.P., Gen. Mgr.....Herbert R. Ohrt
Comm. Mgr.....Lloyd D. Loers
Sales Prom., Pub. Dir.....Donald Harrer
Program Director.....Bob Clausen
Chief Engineer.....Roger E. Sawyer

KRIB—Mason City—1948 MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mason City Bcstg. Co.
Address.....402 - 19th S.W.
Phone: 5400.....Air Time: Full Time
Representative .....Pearson
Transcription Service .....Thesaurus
News Service .....AP
Pres., General Manager.....Ed Lamson
Commercial Mgr.....Donald Obie
Sales Prom., Prog., Pub. Dir.....Nancy Kelly
Chief Engineer.....James Lathrop

KSMN—Mason City—1948

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Mohawk Bcstg. Co.
Business-Studio Address.....Weir Bldg.
Phone: 5420.....Air Time: Day
Transcription .....Associated
Membership .....NARTB
News Service.....UP
Station Rep.....Lawson, Holman, Devney
Pres., Gen. Mgr.....Robert M. Carson

KWPC—Muscatine—1947

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....Muscatine Bcstg. Co.
Address.....Mulberry & Houser
News Service.....UP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB, RAB
Comm., Gen., Sta. Mgr.....George J. Volger
Program Director.....Robert Doan
Chief Engineer.....Lee McKee

KCOB—Newton—1955

Frequency: 1280 Kc.....Power: 500 W. d.
Owned-Operated....Newton Broadcasting Co.
Address .....Newton
Phone: 2100 .....Air Time: Day
News Service.....AP
Transcription .....World
General Manager.....John J. Brandt

KOEL—Oelwein—1950

Frequency: 950 Kc.....Power: 500 Watts
Owned-Oper. By..Northeast Iowa Radio Corp.
Address.....109 S. Frederick
Phone: 120.....Air Time: Full Time
Representative .....Pearson
Transcription Service.....Thesaurus, World
News Service.....INS, UP
Membership .....NARTB, RAB
President.....C. W. Crahan
Gen., Sta. Mgr.....W. J. Teich
Comm., Prom. Mgr.....Donald McKee
Prog. Dir.....Robert Zimmerman
Publicity Director.....Len Bjella
Chief Engineer.....Burt Murphy

KBOE—Oskaloosa—1950

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Oskaloosa Bcstg. Co.
Address .....Box 518
Phone: ORchard 3-3493.....Air Time: Day
Transcription Service.....Standard
News Service .....AP
Representative .....Pearson
Membership .....NARTB
President.....E. G. Wenrick
Gen., Sta., Comm. Mgr.....Glen Stanley
Program Director.....Lew Hudson
Sls. Prom. Mgr.....Fred Chapman
Chief Engineer.....Robert W. Moore

KBIZ—Ottumwa—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KBIZ, Inc.
Address.....209 E. Second St.
Phone: MU 2-4535-36-37...Air Time: Full Time
News Service .....AP
Transcription Service.....World
Membership .....NARTB, RAB
President, General Mgr.....James J. Conroy
Station, Comm. Mgr.....Alice E. Fisher
Program Director.....Woody Hirsch
Chief Engineer.....Loyd Hanson

KLEE—Ottumwa—1954

Frequency: 1480 Kc.....Power: 500 Watts
Owner.....Mid-America Bcstg. Co.
Address.....425 West 2nd St.
Phone: MUrray 4-5425.....Air Time: Full Time
News Service.....UP
Transcription .....Thesaurus
Representative .....Devny

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AP

FOR
RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Membership .....NARTB
President, Gen. Mgr.....David M. Segal
Station Manager.....Monty Moncrieff
Commercial Mgr.....Keith Johnsom
Program Dir.....Jim Price
Chief Engineer.....Ted Porter

KFNF—Shenandoah—1924 MBS

Freq.: 920 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Operated By.....Capital Bcstg. Co.
Address .....Shenandoah
Phone: 1302.....Air Time: Full Time
News Service.....AP
Transcription Service.....World, SESAC
Representative .....Pearson
Membership .....NARTB
Sta., Gen., Comm. Mgr.....C. Earl Williams
Publicity Director.....Duane Modion
Program Director.....Earl Blakesley
Chief Engineer.....Franz Cherny

KMA—Shenandoah—1925 ABC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....May Bcstg. Co.
Phone: 192.....Air Time: Full Time
Transcription Service.....SESAC
Representative .....Edward Petry
Membership .....NARTB
President.....Edward W. May
Gen. Mgr., Exec. V.P.....Owen Saddler
Station Manager.....Anthony Koelker
Commercial Mgr.....Harold Arkoff
Pub. Dir., Sales Prom. Mgr.....Floyd Nelson
Program Director.....Warren Nielson
Chief Engineer.....R. J. Schroeder

KMNS—Sioux City—1949

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Oper. By.....Siouxland Bcstg. Co.
Address.....620 Insurance Exchange Bldg.
Phone: 8-0628.....Air Time: Full Time
Representative .....Pearson
President.....Wm. F. Johns, Jr.
General Mgr.....R. J. Flynn
Program Director.....Donald Frost
Prog. Dir., Chief Eng.....Philip Maher

KSCJ—Sioux City—1927 ABC

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Perkins Bros. Co.
Business-Studio Address.....415 Douglas St.
Phone: 5-7993.....Air Time: Full
News Service.....AP
Trans. Service.....World, Cole, Lang-Worth
Representative.....George P. Hollingbery
Membership .....NARTB
President.....W. R. Perkins
Manager.....E. T. Flaherty

KTRI—Sioux City—1938

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By....Sioux City Bcstg. Co.
Address .....400 Commerce Bldg.
Phone: 8-0165.....Air Time: Full Time
News Service.....UP
Representative..Venard, Rintoul & McConnell
Station Manager.....H. W. Cassill

KICD—Spencer—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Iowa Great Lakes Bcstg. Co.
Address.....Highway 71 North
Phone: 1240.....Air Time: Full
News Service .....AP
Trans. Serv...Thesaurus, Standard, Associated
Representative .....Pearson
Membership .....RAB, NARTB
Pres., Gen. Mgr.....Ben B. Sanders
V. P., Program Director.....Mason Dixon

KAYL—Storm Lake—1948

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By....Cornbelt Bcstg. Co.
Address .....Park Building
Phone: 1490-1.....Air Time: Daytime
Transcription .....World, Standard
News Service.....AP
Membership .....NARTB, RAB
President, Bus. Mgr.....O. J. Grau
General Manager.....P. R. Benson

KWWL—Waterloo—1947 MBS

Freq.: 1330 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By ..Black Hawk Bdcstg Co.
Address .....Hotel Russell Lamson
Phone: Adams 4404.....Air Time: Full Time
News Service .....AP
Representative.....Avery-Knoedel, Inc.
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr. .....Ralph J. McElroy
Commercial Manager.....Donald E. Inman
Sls. Prom. Mgr., Pub. Dir.....Julia Manz
Program Manager.....Warren Mead
Chief Engineer.....T. W. Kirksey

KXEL—Waterloo—1942 ABC

Frequency: 1540 Kc..... Power: 50,000 Watts
Owned-Oper. By.....Josh Higgins Bcstg. Co.
Address.....Highway 20 East
Phone: AD 3-3372.....Air Time: Full Time
Representative .....Bolling
President.....Egmond Sonderling
Station, Comm. Mgr.....Alan Henry
Sales Prom., Pub. Dir.....Al Laval
Chief Engineer.....Don E. Kassner

KJFJ—Webster City—1950 KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Land O'Corn Bcstg. Co.
Address.....East H'way 20
Phone: 1500.....Air Time: Daytime
News Service .....AP
President .....Charles V. Warren
General Manager.....Ray Malmberg

KSOK—Arkansas City—1947 KBS

Freq.: 1280 Kc.....Power: 1 Kw. d., 100 W. n.
Owned-Operated By .The KSOK Bdcstg. Co.
Address .....Box 455
Phone: 2666.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
V. P., General Manager.....S. C. Thompson

KARE—Atchison-St. Joseph 1939—KBS

Frequency: 1470 Kc. ....Power: 1000 Watts
Owned-Oper. By ..Griffith-Buenning Bdstg. Co.
Address.....Fifth & Kansas Ave., Atchison
Phone: 2447.....Air Time: Full Time
News Service .....AP
Representative.....Sears & Ayer
Membership ..... NARTB
Transcription Service .....Standard
Co-Owners....J. M. Griffith, Paul H. Buenning
Program Director.....Ed Arthur
Chief Engineer.....L. H. Winegardner

KCRB—Chanute—1952—KBS

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cecil W. Roberts
Address.....Beach & Blumber
Phone: 107.....Air Time: Daytime
News Service .....AP
Representative .....Best
President.....Cecil W. Roberts
Gen. Mgr., Chief Engr.....D. W. Hoisington
Comm., Sls., Prom. Mgr.....Fay Clopine
Program Director.....Paula Hoisington

KGGF—Coffeyville—1930 ABC

Frequency: 690 Kc..Power: 10 Kw. d.; 5 Kw. n.
Owned-Oper. By..The Midwest Bcstg. Co., Inc.
Business-Studio Address.....8th & Elm
Phone: 1843-4.....Air Time: Full Time
News Service .....AP
Representative .....Pearson
Transcription Service .....World
Membership .....NARTB
President.....Richard M. Seuton
Gen., Sta., Sales Prom. Mgr., Pub. Dir..R. Pratt
Commercial Manager.....E. B. Spoonamore
Program Dir.....Richard S. Embody
Chief Engineer.....J. S. Jaminet

KXXX—Colby—1947

Frequency: 790 Kc.....Power: 5000 Watts d.
Owned.....Town & Farm Co., Inc.
Address .....Grand Island, Neb.
Phone: 703.....Air Time: Daytime
News Service .....UP
Rep. .....H-R Reps.
Membership .....NARTB, RAB
President .....Don Searle
Exec. V.P.....William A. Martin
Sta., Comm. Mgr.....Ed Mason
Promotion Manager.....Fay Karlin
Chief Engineer.....V. L. Lynch

KFRM—Concordia—1947 ABC

Frequency: 550 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....KMBC Bcstg. Co.
Address.....KMBC Bldg., Kans. City, Mo.
Phone: Harrison 2650.....Air Time: Daytime
Representative.....Free & Peters
Membership .....NARTB, RAB
1st V. P. & Prog. Chmn.....Don Davis
V. P., Gen. Mgr.....J. T. Schilling
V. P., Sls. Mgr.....G. T. Higgins
Director of Radio.....Dick Smith

KNCK—Concordia—1954 KBS

Frequency: 1390 Kc.....Power: 500 Watts
Owned.....General Bcstg. Co., Inc.
Phone: 1414.....Air Time: Daytime
News Service .....UP
Pres., Gen. Mgr.....W. F. Danenbarger
Sales Mgr.....Oscar W. Allen
Chief Engineer.....Gene Shrouf

KGNO—Dodge City—1930 MBS

Frequency: 1370 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By.....Dodge City Bcstg. Co.
Business Address.....705 Second St.
Phone: HU 3-3151.....Air Time: Full Time
Newspaper Affiliation.Dodge City Daily Globe
News Service.....AP
Representative.....Arthur H. Hagg Assoc.
Membership .....NARTB, RAB
President.....J. C. Denious, Jr.
Station Mgr.....W. Elliott
Program Director .....Herschel Holland

KBTO—El Dorado—1953

Frequency: 1360 Kw.....Power: 500 Watts d.
Owned-Oper. By.....El Dorado Bcstg. Co.
Address .....205½ S. Main
Phone: 3480.....Air Time: Daytime
Station Rep. .....Indie
News Service .....AP
Representative .....Indie Sales
Trans. Service .....Standard
Owner.....O. A. Tedrick
General Manager.....Jim Platt
Sales Prom. Mgr.....Chuck Nicholas
Chief Engineer.....Jay H. Williams

KVOE—Emporia—1939 MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Lyon Cty. Bcstg. Co., Inc.
Address.....Broadview Hotel
Phone: 153.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB

Representative .....Gill-Perna
Pres., Gen. Mgr.....Sherwood R. Parks
Sales Manager.....Richard Fraley
Sls. Prom. Mgr.....Walter Conway
Publicity Dir.....James Umland
Program Director.....Shirley Musgrave
Chief Engineer.....Everett Thompkins

KMDO—Fort Scott—1954 KBS

Frequency: 1600 Kc.....Power: 500 Watts d.
Owned.....Ft. Scott Bcstg. Co.
Address .....Ft. Scott
Phone: 2545.....Air Time: Daytime
General Mgr.....L. C. McKenney
Station Mgr.....Jim McKenney

KNCO—Garden City—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Ark Valley Bcstg. Co., Inc.
Business-Studio Address.....247
Phone: 3041.....Air Time: Daytime
News Service .....UP
Transcription Service.....SESAC
Representative.....Continental Radio Sales
Membership .....NARTB, RAB
President .....Ellsworth Sherman
General Sta. Mgr.....Bob Emery
Commercial Mgr.....Jim Austin
Program Director.....Wilma Goulding
Publicity Director.....John Lambert
Chief Engineer.....Mike Sterling

KIUL—Garden City—1935 NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KIUL, Inc.
Address.....509½ N. Main
Phone: 3251.....Air Time: Full Time
News Service .....AP
Representative.....Hal Holman
Transcription Service.....World, Thesaurus
Membership .....NARTB, RAB
General Mgr.....Robert Wells
Sales Mgr.....Joe Weddle

KWGB—Goodland—1947 MBS-KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owner-Oper. By.....Goodland Bcstg. Co.
Address .....Hotel Howard
Phone: 331.....Air Time: Daytime
News Service .....UP
Transcription Service.....Capitol, Cole
Owner, General Mgr.....James E. Blair
Commercial Mgr.....Bert Blair
Program Director.....Ken Waddell
Chief Engineer.....Lyle Fick

KVGB—Great Bend—1937 NBC

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Operated By.....KVGB, Inc.
Address.....2007 17th St.
Phone: 4317.....Air Time: Full Time
Transcription Service.....Thesaurus, World
Representative.....John E. Pearson
Membership .....NARTB, RAB
V.P., Gen., Sta. Mgr. .....Grover C. Cobb
Asst. Mgr.....Robert O. Hilgsndorf
Commercial Mgr.....Dale W. McCoy Jr.

KAYS—Hays—1948—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KAYS, Inc.
Phone: 4-2578.....Air Time: Full Time
Address.....2450 Hall St.
Newspaper Affiliation.....Hays Daily News
President .....Frank Motz
Gen., Sta., Comm. Mgr.....Bob Schmidt
Program Director.....Kay Melia
Publicity Director.....Don Treu
Promotion Manager.....Bud Ryan
Chief Engineer.....Glen Barnett

KWBW—Hutchinson—1935 NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Nation's Center Bcstg. Co.
Business-Studio Address.....17th & Harding
Phone: 24486.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative..Venard, Rintoul & McConnell
Membership .....NARTB
President.....Bess Marsh Rickard
General Manager.....J. W. Powell
Program Director.....Bill Scott

KWHK—Hutchinson—1946

Frequency: 1260 Kc...Power: 1 Kw. d.; 500 n.
Owned-Operated By....KWHK Bcstg. Co., Inc.
Business-Studio Address.....18 W. 5th St.
Phone: 3100.....Air Time: Full Time
Representative .....Everett-McKinney
General Manager.....Vern Minor

KIND—Independence—1947 MBS-KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By.....Central Bcstg., Inc.
Bus.-Studio-Transmitter .....Professional Bldg.
Phone: 1010.....Air Time: Daytime
News Service .....AP
Pres., Gen. Mgr.....J. Nelson Rupard

KJCK—Junction City—1949

Frequency: 1420 Kc. ...Power: 1000 Watts d.
Owner-Oper. By.....Junction City Bcstg. Co.
Address.....724½ No. Washington St.
Phone: 8-3165.....Air Time: Daytime
Membership .....NARTB
News Service .....AP
Representative .....Indie Sales
Transcription Service .....World
Pres., Gen. Mgr.....R. L. Weir, Jr.
Program Director.....Bruce Karns

KCKN—Kansas City—1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KCKN Bcstg. Co.
Business Address.....300 Waltower Bldg.
Phone: Victor 2-3864.....Air Time: Full Time
Transcription Service...Lang-Worth, Standard
Membership .....NARTB, RAB
Representative .....Capper Publications
General Manager.....Joe Story

KLWN—Lawrence—1951

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned-Operated By.....Lawrence Bcstrs. Inc.
Phone: 3-1320.....Air Time: Daytime
News Service .....UP
Transcription Service.....Thesaurus, World
Representative.....Indie Sales
Membership .....NARTB, RAB
Gen., Sta. Mgr.....Arden Booth
Comm. Mgr.....Tom Beal
Program Director.....Bill Drake
Chief Engineer.....Earl Sundbye

KCLO—Leavenworth—1948

Frequency: 1410 Kc. ....Power: 500 Watts d.
Owned-Oper. By.....Radio Station KCLO
Address .....Route 2
Phone: 3620.....Air Time: Daytime
News Service .....UP
Representative .....Hil F. Best
Owner.....Cecil W. Roberts
General Mgr.....John F. Spahr
Sales Mgr.....A. F. Moretti, Sr.
Program Dir.....A. Moretti, Jr.
Chief Engineer.....Leo E. Phillips

KSCB—Liberal—1948

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Seward County Bcstg. Co.
Business Address.....P. O. Box 311
Phone: Main 4-3891.....Air Time: Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Hil F. Best
Membership .....NARTB, RAB
President .....Alf M. Landon
Gen., Sta. Manager.....Leon S. Salathiel
Chief Engineer.....Wayne Pash

KMAN—Manhattan—1950 KBS

Frequency: 1350 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Manhattan Bcstg. Co.
Address.....114 No. 4th St.
Phone: PR 8-4451.....Air Time: Daytime
Transcription Library.....Thesaurus, SESAC
Newspaper Affil. .....Mercury
News Service .....AP
Transcription .....World
Membership .....NARTB
President.....Fred A. Seaton
Gen., Sta. Manager.....Lowell E. Jack
Commercial Mgr.....Paulson E. Leighton
Chief Engineer.....Herbert P. Lavin

KNEX—McPherson—1949 KBS

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Operated By.....K. R. Krehbiel
Address.....Box 186
Phone: 1540.....Air Time: Daytime
News Service .....AP
Membership ..... RAB
General Manager .....Henry Dais

KJRG—Newton—1953—KBS

Frequency: 950 Kc.....Power: 500 Watts
Owned.....Geo. Basil Anderson
Address .....Box 77
Phone: 3240.....Air Time: Daytime
News Service.....AP
Transcription Service .....Thesaurus
Station Rep.....Continental, Biddick
Owner, Gen. Mgr.....Geo. Basil Anderson
Station Mgr.....Robert Kent

KOFO—Ottawa—1949

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....Ottawa Bcstg. Co.
Address.....P. O. Box 46
Phone: 1045.....Air Time: Daytime
News Service .....UP
Membership ..... RAB
Transcription Service .....World
Co-Owners....Roderick B. Cupp, E. W. Cupp
Commercial Mgr.....T. F. Ruble
Chief Eng.....G. Servatius

KLKC—Parsons—1948—KBS

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Community Bcstg. Co.
Address.....109½ S. Central
Phone: 4050.....Air Time: Daytime

KOAM—Pittsburg—1937 NBC

Freq.: 860 Kc.....Power: 10 Kw. d., 5 Kw. n
Owned-Oper....The Pittsburg Bcstg. Co., Inc.
Address .....Professional Bldg.
Phone: 2165.....Air Time: Full Time
Representative.....John E. Pearson
Pres., Gen., Sta. Mgr.....E. V. Baxter
Commercial Mgr.....W. Stout
Sales Prom. Mgr.....Paul Hudson
Program Director.....Frank Smith
Chief Engineer.....Leo Stafford

KSEK—Pittsburg—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....KSEK Bcstg. Co., Inc.
Business-Studio Address.....1340 E. Quincy
Phone: 742.....Air Time: Full Time
News Service .....AP
Membership ..... NARTB
Newspaper Affil.....Headlight & Son
Representative .....Cooke
President.....O. S. Stauffer
General Manager.....Thad M. Sandstrom

KWSK—Pratt—1952—KBS

Frequency: 1570 Kc.....Power: 250 Watts
Owned .....Clem Morgan
Address.....207½-209½ S. Main
Phone: 1570-1.....Air Time: Daytime
Station, Comm. Mgr.....Clem Morgan
Sales Prom. Mgr.....David L. Tucker
Program Director.....F. Morgan
Chief Engineer.....Lyle Fick

KSAL—Salina—1937—MBS

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....KSAL, Inc.
Bus.-Studio Address.....7th & Ikon Sts.
Phone: 3701.....Air Time: Full
Representative.....John E. Pearson
Membership .....NARTB, RAB
President.....R. J. Laubengayer
Station Mgr..... ...R. V. Jensen

KJAY—Topeka—1949

Frequency: 1440 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By .....S. H. Patterson
Address .....908 Kansas Ave.
Phone: 3-1336.....Air Time: Full Time
Representative .....McGillvra
President, Gen., Comm. Mgr.....Robert Rohrs
Station Manager.....Wayne J. Hatchett
Sales Prom. Mgr.....Joe Purcell
Program Director.....Roy Vernon
Publicity Director.....Grace Hatchett

KTOP—Topeka—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Charles B. Axton
Address.....R. R. #6
Phone: 4-3444.....Air Time: Full Time
Pres., Gen., Sta. Mgr., Pub. Dir.....C. B. Axton
Comm., Sls. Prom. Mgr...Charles G. Anderson
Program Director.....Charles Christian
Chief Engineer.....Lee Born

WIBW—Topeka—1926—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned By.....Capper Publications, Inc.
Business-Studio Address....1035 Topeka Blvd.
Phone: 3-2377.....Air Time: Full Time
Station Rep.....Capper Publs, Inc.
President.....H. S. Blake
General-Station Manager.....Ben Ludy
Asst. Mgr., Chief Engr.....Lewis Dickensheets
Sales Mgr.....Hilton Hodges
Studio Mgr.....Art Holbrook
Publicity Director.....Vic Boutwell

WREN—Topeka—1926—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By...WREN, Bdcstg. Co., Inc.
Business-Studio Address.....411 W. 10th St.
Phone: 2-0505.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus, World
Representative .....Pearson
Membership .....NARTB, RAB
President.....Alf M. Landon
General Manager.....Max G. Falkenstien
Commercial Manager.....Gerald K. Barker
Program Manager.....Bob Richmond
Chief Engineer.....Rea Bowman

KAKE—Wichita—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....KAKE Bcstg. Co., Inc.
Bus.-Studio Address....1500 North West Street
Phone: WH 3-4221.....Air Time: Full Time
Representative .....McGillvra
President.....Mark H. Adams
Gen., Sta. Mgr., Pub. Dir.....Graeme Fletcher
Commercial Mgr..... Roger Pepperd
Chief Engineer.....Ira E. Courtney

KANS—Wichita—1936—NBC

Frequency: 1480 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By.....K. Brown, F. Lynch
Business-Studio Address....1015 N. Broadway
Phone: HO 4-2387.....Air Time: Full Time
Representative .....Pearson
President.....O. L. Ted Taylor
General Manager.....Archie J. Taylor
Sales Prom. Mgr.....L. F. Heithecker
Program Director.....Dave Wilson
Chief Engineer.....Ted Heithecker

KFBI—Wichita—1922—ABC

Freq.: 1070 Kc.....Power: 10 Kw. d., 1 Kw. n.
Owned-Operated By.....KFBI, Inc.
Business-Studio Address.....Box 1402
Phone: Temple 8-3377....Air Time: Full Time
Representative .....Avery-Knodel
General Manager.....Hale Bondurant
Program Dir.....George Wells
Chief Engineer.....K. W. Pyle

KFH—Wichita—1922—CBS

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By...Radio Station KFH Co.
Business-Studio Address.....KFH Bldg.
Phone: 2-4491.....Air Time: Full Time
Newspaper Affiliation .....“Eagle”
News Service.....AP
Representative .....Blair
Membership .....NARTB
President .....John Rigby
Exec. V.P.....M. M. Murdock
V.P., Gen. Mgr.....T. P. Bashaw
Program Supv.....Donald Anderson
Sales Prom. Mgr.....Russell Lowe
Chief Engineer.....Virgil Hinshaw

KWBB—Wichita—1951

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By...Wichita Beacon Bcstg. Co.
Address.....2829 Salina Ave.
Phone: 8-3331.....Air Time: Full Time
Transcription Service.....Thesaurus, RCA
News Service .....AP
Membership .....NARTB, RAB
President.....O. E. Bradley
General Manager.....J. Milton Hall
Commercial Mgr.....John Merrell
Program Director.....Virginia Welch
Chief Engineer.....Gene Williams

WCMI—Ashland—1935—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Air Trails Network
Address .....120 20th Street
Phone: EAst 4-6111.....Air Time: Full Time
News Service .....UP
Trans. Service.....World
Representative .....H-R Reps
President .....Charles Sawyer
Exec. Vice-President.....J. P. Williams
Vice Pres.....Alex Buchan
Sta., Mgr. .....W. R. Martin
Prog., Pub. Dir., Prom. Mgr.....J. B. Sowards
Chief Engineer.....Robert L. Gillmore

WTCR—Ashland—1954

Frequency: 1420 Kc.....Power: 5 Kw.
Owned.....WTCR, Inc.
Address .....Box 848
Phone: CAtlettsburg 661....Air Time: Daytime
News Service .....AP
Station Representative....Thomas F. Clark Co.
President.....Connie B. Gay
Gen. Mgr., Prog. Dir.....Donald J. Tucker
Sta., Sls. Prom. Mgr.....James E. Oakes
Commercial Manager.....Richard J. Dunne
Chief Engineer.....Stephen Hart

WBVL—Barbourville—1955

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Brown Radio & TV Co.
Address.....109 Sycamore St.
Pres., Gen. Mgr.....Dwight L. Brown

WBRT—Bardstown—1955 KBS

Frequency: 1320 Kc.....Power: 1000 W. d.
Owner .....Bardstown Bcstg.
Address.....P. O. Box No. 1
Phone: 3943.....Air Time: Daytime
News Service.....AP
Transcription .....Thesaurus
President .....Andy Anderson
General Sta. Mgr.....T. E. Skinner
Commerical Mgr.....Felice Perew
Program Dir.....Jack Emerson

WCBL—Benton—1954—KBS

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Oper. By.....Purchase Bcstg. Co.
Phone: 2581.....Air Time: Daytime
President.....J. Shelby McCallum
Manager.....James M. Pasteur

WKCT—Bowling Green—1947 ABC

Freq.: 930 Kc...Power: 1 Kw. d.; 500 Wts. n.
Owned-Oper. By ...Daily News Bdcstg. Co.
Address .....Box 727
Phone: Victor 3-4325.....Air Time: Full Time
Newspaper Affiliation..Park City Daily News
Transcription Service.....Thesaurus
Representative .....Pearson
Membership .....NARTB
President .....J. Ray Gaines
Sales Mgr., Pub. Dir.....Al Temple
Comm. Mgr.....Jeff Wright
Program Director.....T. J. Eversole
Chief Engineer.....Haro Durham

WLBJ—Bowling Green—1939 MBS

Freq.: 1410 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Bowling Green Bcstg. Co.
Address .....901 Fairview
Phone: VIctor 3-3212.....Air Time: Full Time
Representative .....Burn-Smith
Membership .....NARTB
Pres., Gen. Mgr.....Ken D. Given

WLCK—Campbellsville—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Taylor Bcstg. Co.
Address .....Box 248
Phone: 380.....Air Time: Full Time
News Service .....UP
Transcription Service .....Cole
Representative .....Best
Pres., Gen. Mgr.....Redman Turner
Commercial Manager.....Lindsey Harden
Program Director.....Tommie Kerr
Chief Engineer.....James B. Crawley

WTCO—Campbellsville—1948

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....S. Cen. Ky. Bcstg. Co.
Business-Studio Address.....Lebanon Rd.
Phone: 250.....Air Time: Daytime
Manager.....Clifford Spurlock

WMTA—Central City—1954

Frequency: 1380 Kc.....Power: 500 Watts
Owner.....Central City, Greenville Bcstg. Co.
Address.....110 North First St.
Phone: 818.....Air Time: Daytime
Newspaper Affil.....Messenger, Times-Argus
News Service.....UP
Transcription .....SESAC
Commercial Mgr.....Bobby Anderson
Program Dir.....Johnny Tooley
Chief Engineer.....Conway Smith

WNES—Central City—1955

Frequency: 1600 Kc.....Power: 500 Watts
Owner.....Muhlenberg Bcstg. Corp.
Address.....Box 325
Phone: 1000.....Air Time: Daytime
Transcription .....World
President.....Andy Anderson
Gen., Mgr.....Ronald L. Beane
Promotion Mgr.....Dean Harden

WAIN—Columbia—1951 KBS

Frequency: 1270 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Tri-County Bcstg. Corp.
Address .....Columbia
Phone: 4111.....Air Time: Daytime
News Service .....UP
Station Representative.....Hil Best
Trans. Ser.....MacGregor, World
Pres., Sta., Gen. Mgr.....S. C. Bybee
Program Director.....Oris Gowen
Comm., Prom. Mgr., Pub. Dir...Lanier Burchett
Chief Engineer.....Lewis Owens

WCTT—Corbin—1947
MBS-KBS

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Oper. By....Corbin Times-Tribune, Inc.
Phone: 1071.....Air Time: Full Time
News Service .....AP
Newspaper Affil.....Corbin Times-Tribune
Transcription Service .....World
President.....J. Springer Robinson
General Manager.....John L. Crawford
Station Manager, Prog. Dir.....Kenneth Turner
Commercial, Sls. Prom. Mgr....S. G. Hembree
Chief Engineer.....C. R. Austin

WZIP—Covington—1947
KBS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....WZIP, Inc.
Bus.-Studio Address...Sixth & Madison Aves.
News Service.....UP
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Arthur L. Eilerman
Sta. Mgr., Prog. Dir.....Walter Rehbaum

WCPM—Cumberland—1951
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Blanfox Radio Co.
Address.....Harlan, Ky.
Phone: 625.....Air Time: Full Time
Trans. Service .....World
Station Rep.....Burn Smith
President, Gen. Mgr.....R. B. Helms
Sta., Comm. Mgr.....E. F. Shadburne
Program Director.....Art Grunewald
Chief Engineer.....J. Francke Fox

WHIR—Danville—1947
MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Commonwealth Bcstg. Corp.
Address.....P. O. Box 632
Phone: DAnville 1230....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Hal Holman Co.
Membership .....NARTB, RAB
Pres., Comm. Mgr. .....W. T. Isaac
V.P., Pgm. Dir.....David B. Highbaugh
Chief Engineer.....Henry C. Lovell

WIEL—Elizabethtown—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elizabethtown Bcstg. Co.
Phone: 5151.....Air Time: Full Time
Transcription Service .....Thesaurus
Station Representative.....Hil Best
News Service .....UP
Membership .....NARTB
President.....J. W. Hodges
General Manager.....Dee Huddleston
Commercial Mgr.....Calvin Skaggs
Program Director.....Thomas A. Maples
Chief Engineer.....Thomas Moore Baldwin

WFKY—Frankfort—1946
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Frankfort Bcstg. Co.
Address.....Kentucky Ave. Extended
Phone: 48281.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus
Representative .....Burn-Smith
Pres., Gen. Mgr.....Ken Hart
Commercial Mgr.....Bud McClain
Chief Engineer.....Wally Roach

WFKN—Franklin—1954
KBS

Frequency: 1220 Kc.....Power: 250 Watts
Owned.....Franklin Bcstg. Co.
Address.....103 N. High St.
Phone: 33, 170.....Air Time: Daytime
Representative.....Hil F. Best Co.
News Service .....AP
General Manager.....L. L. Valentine
Commercial Mgr.....A. W. Kockritz, Jr.

WFUL—Fulton—1951

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By....Ken-Tenn Bcstg. Corp.
Address .....Hwy. 166
Phone: 1270.....Air Time: Daytime
News Service .....UP
Station Representative.....Hil Best
Membership .....NARTB
Transcription Service .....Thesaurus
President.....Warren L. Moxley
Comm. Mgr.....J. O. Lewis
Sta. Mgr.....Louis C. Wrather
Prog. Dir.....Al West

WKAY—Glasgow—1946—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Glasgow Bcstg. Co., Inc.
Phone: Olive 1-2141.....Air Time: Full Time
News Service .....UP
Transcription Service.....World, Standard
Membership .....NARTB
President.....Jack Pedigo
Gen., Sta., Comm. Mgr.....Clovis Sadler
Sales Prom. Mgr.....J. M. Barrick
Publicity Director.....Moena E. Sadler
Program Director.....Caroline Biggers

WHLN—Harlan—1941
MBS-KBS

Frequency: 1280 Kc.....Power: 1,000 Watts
Owned-Operated By....Blanfox Radio Co., Inc.
Address .....Harlan
Phone: 625.....Air Time: Full Time
News Service .....UP
Transcription Service.....World
Representative .....Burn-Smith
Membership .....NARTB
President, Gen. Sta. Mgr.....R. B. Helms
Program Director.....Jack McCoy
Comm., Sales Prom. Mgr.....J. T. Morgan
Chief Engineer.....J. Francke Fox

WHBN—Harrodsburg—1955

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By.Pioneer Broadcasting Co.
Address.....Box 246
Air Time.....Daytime
News Service .....UP
General Manager.....Bernie Tracy
Commercial Manager.....W. J. "Bill" Yeakle
Prod., Prom. Mgr..John Alexander, Bernie Tracy

WKIC—Hazard—1947
MBS-KBS

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....BMG Bcstg. Corp.
Address.....Peoples Bank Building
Phone: 720.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Representative.....Hil F. Best
Newspaper Affil.....Hazard Herald
President.....Fred B. Bullard
Gen. Mgr., Pub. Dir.....Charles W. Metcalf
Chief Engineer.....Harold Logan
Prog. Dir.....Norma Strong
Comm. Manager.....Bob Mansfield

WSON—Henderson—1941
MBS

Frequency: 860 Kc.....Power: 500 Watts d.
Owned-Oper. By....Henderson Bcstg. Co., Inc.
Bus.-Studio Address.....121 No. Main St.
Phone: 3923.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Hecht S. Lackey
Sales Prom., Comm. Mgr.....Ewing Graham
Program, Pub. Dir.....Martin E. Schaeffer
Chief Engineer.....Doris E. Gibson

WHOP—Hopkinsville—1940
CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Hopkinsville Bcstg. Co., Inc.
Phone: TU 5-5331.....Air Time: Full Time
Address.....1102 So. Virginia St.
News Service .....UP
Transcription Service.....World
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....F. E. Lackey
Comm., Sales Prom. Mgr.....Katherine Peden
Program Director.....Margaret Wyatt
Publicity Director.....Mary Ruth Long
Chief Engineer.....Leo Y. Wilson

WKOA—Hopkinsville—1954

Frequency: 1480 Kc.....Power: 1000 Watts
Owner.....Pennyrile Bcstg. Co.
Address.....808½ South Main St.
Phone: Tuxedo 6-1204.....Air Time: Daytime
Newspaper Affil.....Kentucky New Era
News Service.....AP
Transcription .....Standard
Membership .....NARTB
Pres., Gen. Sta. Mgr.....Charles W. Stratton
Commercial Mgr.....Marie Harte
Sales Prom., Prog. Dir.....Don Ritter
Chief Engineer.....Walter Wilson

WLBN—Lebanon—1954

Frequency: 1590 Kc.....Power: 1 Kw., d.
Owned.....Lebanon-Springfield Bcstg. Co.
Address.....P. O. Box 647
Phone: 486.....Air Time: Daytime
News Service .....AP
Comm. Mgr.....Charles Shuffett
Chief Engineer.....C. H. Hulse, Jr.

WLAP—Lexington—1922
ABC

Frequency: 630 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned By....American Bcstg. Corp. (Not ABC)
Business-Studio Address.....Radio Bldg.
Phone: 3-2727.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Gilmore N. Nunn
Sales Prom. Mgr., Prog., Pub. Dir...Jack Brooks
Commercial Mgr.....Miller Welch
Chief Engineer.....Henry C. Locklar

WLEX—Lexington—1946

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central Ky. Bcstg. Co.
Address.....134 N. Limestone St.
Phone: 3-0433.....Air Time: Full Time
Membership .....NARTB
Representative .....Forjoe
News Service .....AP
President.....J. D. Gay, Jr.
General, Sta. Mgr.....Earl L. Boyles
Commercial Mgr.....Lee Tackett
Program Director.....Evelyn Benge
Chief Engineer.....J M. Robertson

WVLK—Lexington—1947
MBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By....Bluegrass Bcstg. Co., Inc.
Address .....Phoenix Hotel
Phone: 4-6470.....Air Time: Full Time
Transcription Service .....Thesaurus

Representative .....Burn-Smith
President.....Donald J. Horton
General Mgr.....Ted Grizzard

WFTG—London—1955

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..London Broadcasting Co.
Address.....Box 333
Phone: 598.....Air Time: Full Time
News Service.....UP
Transcription Service.....Standard
Representatives.....Hil F. Best Co.
General Manager.....Elmo Mills
Station Manager.....Russell Henson
Commercial Manager.....Charles Redmond

WAVE—Louisville—1933 NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Inc.
Business Address.....334 E. Broadway
Phone: Wabash 2201.....Air Time: Full Time
Transcription Service....Thesaurus, Standard
News Service .....AP
Representative.....NBC Spot Sales
Membership .....NARTB
President.....George W. Norton, Jr.
General-Station Manager.....Nathan Lord
Commercial Manager.....Le Val Waltman
Sales Prom. Mgr.....Charles Hill
Program Director.....James Caldwell
Chief Engineer.....Wilbur Hudson

WGRC—Louisville—1936

Frequency: 790 Kc. ..Power: 5000 d. 1000 n.
Owned-Operated By....Northside Bcstg. Corp.
Bus.-Studio Address.....Ky. Home Life Bldg.
Phone: Wabash 8871.....Air Time: Full Time
News Service .....UP
Membership .....NARTB
Representative .....Walker
President.....J. Porter Smith
Gen., Sta., Mgr.....Charles L. Harris
Comm., Sales Prom. Mgr.....Tom Underwood
Pgm. Dir.....Ward Hatcher
Chief Engineer.....W. J. Morrison

WHAS—Louisville—1922 CBS

Frequency: 840 Kc. ...Power: 50,000 Watts
Owned-Oper. By .....WHAS, Inc.
Address.....525 W. Broadway
Phone: WAbash 2211.....Air Time: Full Time
News Service .....AP
Representative.....Henry I. Christal Co.
Membership .....NARTB
V. Pres., Director.....Victor A. Sholis
Station Manager.....Neil D. Cline
Sales Director.....John M. Fouts
Promotion Director.....William Loader
Program Director.....Sam Gifford

WINN—Louisville—1940 KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Kentucky Bcstg. Corp., Inc.
Bus.-Studio Address.....Earle Hotel
Phone: WAbash 5148.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Forjoe & Co.
President.....Harold Kaye
Sta. Mgr.....Harry McTigue
Commercial Manager ..Chas. A. Schacht, Jr.
V. P., Dir. Operations.....Glen Harmon
Sls. Mgr. .....James Nathan
Traffic Dir. .....Helen Roberts
Continuity Dir.....Chas. Montgomery
Chief Engineer.....Melvin Scarsdale

WKLO—Louisville—1948 ABC

Freq.: 1080 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Mid-America Bcstg. Corp.
Business-Studio Address....Henry Clay Hotel
Phone: Clay 4441.....Air Time: Full Time
Representative.....John Blair & Co.
News Service .....UP
Exec. Vice-Pres.....J. P. Williams
Manager.....W. H. Spencer
Sales Prom., Pub. Dir.....M. G. Jennings
Commercial Mgr.....Charles Farmer
Chief Engineer.....Theodore E. Jones

WKYW—Louisville—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Kentucky, Inc.
Bus.-Studio Address.....431 W. Jefferson St.
Phone: CLay 4811.....Air Time: Daytime
News Service .....AP
Representative .....Burn-Smith
President.....F. Eugene Sandford
Sta. Manager.....Edwin E. S. Weldon
Commercial Manager.....H. Parker Smith
Program Manager.....Paul L. Ruhle
Chief Engineer.....Charles L. Troutman

WLOU—Louisville—1948

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Oper. By.Rounsaville of Louisville, Inc.
Business-Studio Address.....2549 S. Third St.
Phone: MElrose 7-3689.....Air Time: Daytime
News Service.....UP
Representative.....Gill-Perna, Dora-Clayton
President.....Robert W. Rounsaville
Gen., Sta. Mgr.....Lee R. Smith
Commercial Manager.....Joseph T. Starr
Prom. Mgr., Pub. Dir.....William Summers
Program Director.....James Carter
Chief Engineer.....Steve Dawson
Technical Director.....Paul Cram

WFMW—Madisonville—1949 KBS

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By Messenger Bdctsg. Co., Inc.
Address .....Box 387
News Service .....UP

Trans. Service..Capitol, Thesaurus, Standard
Representative .....Continental
Sta. Mgr.....H. W. Wells
Comm. Mgr.....Elmer L. Kelley, Jr.
Program Director .....Richard T. Harris

WKTM—Mayfield—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Kentucky Bcstg. Co.
Phone: 46.....Air Time: Daytime
Studio Address.....Box 232
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Best
Manager.....Michael R. Freeland
Comm. Mgr.....John M. Latham
Prob. Dir.....Jerry Watson

WNGO—Mayfield—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....West Ky. Bcstg., Inc.
Phone: 1597.....Air Time: Daytime
News Service .....AP
Transcription Service.....Lang-Worth, World
Membership .....NARTB, RAB
Station Manager.....T. E. Brewer
Program Director.....O. L. Davis
Chief Engineer.....John E. Shelton

WFTM—Maysville—1948
MBS

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Oper. By...Standard Tobacco Co., Inc.
Bus. Address.....626 Forest Ave.
Phone: Logan 4-3361.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Membership .....NARTB
President.....Charles P. Clarke
General Sta. Mgr.....John W. Betts
Commercial Mgr.....Herbert Williams
Program Director .....Gene Waters
Chief Engineer.....Billy C. Cooper

WMIK—Middlesboro—1948
KBS

Frequency: 560 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Cumberland Gap Bcstg.
Address.....Box 698
Phone: 980.....Air Time: Daytime
Representative .....Holman
Transcription Service.....World
News Service .....UP
Membership .....RAB
President.....Dr. U. G. Brummett
Gen., Sta., Comm. Mgr.....Maurice K. Henry
Sales Prom., Pub. Dir.....M. K. Henry
Program Director.....Bill Baker
Chief Engineer.....Tal England

WFLW—Monticello—1955

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By....Wolf Creek Bcstg. Co.
Station Manager.....James Shacklette

WMOR—Morehead—1954

Frequency: 1330 Kc.....Power: 1000 Watts
Owned & Operated By...Morehead Bcstg. Co.
Phone: 880.....Air Time: Daytime
News Service.....UP
Transcription Service.....Thesaurus

WNBS—Murray—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Murray Bcstg. Co.
Address .....P. O. Box 548
Phone: 1340.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Manager .....Edward Griffin

WNOP—Newport—1948

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address....606 Monmouth St.
Phone: Juniper 7100.....Air Time: Daytime
News Service .....UP
President.....James G. Lang
General Manager.....Ann Rolfes Lang
Sta. Mgr., Prog. Dir.....R. D. Nunn
Comm., Sales Prom., Prog. Dir...R. M. Gilmore
Chief Engineer.....R. E. Sullivan

WOMI—Owensboro—1938
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Owensboro Bcstg. Co., Inc.
Address.....Box 536
Phone: MU 3-1558.....Air Time: Full Time
News Service .....AP
Newspaper Affiliations...Messenger, Inquirer
Transcription Service.....Thesaurus
Representative .....Burn-Smith
President.....Lawrence W. Hager
Gen., Sta., Comm. Mgr.....Hugh O. Potter
Sales Prom. Mgr.....Jim Wilkinson
Program Director.....Cliffordean Potter
Chief Engineer.....Harold I. Peters

WVJS—Owensboro—1947
ABC

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By..Owensboro On The Air, Inc.
Business-Studio Address.....324 Allen St.
Phone: Murray 3-3521....Air Time: Full Time
News Service .....UP
Representative.....William G. Rambeau
Membership .....NARTB
President.....V. J. Steele
Gen., Sta. Mgr.....Malcolm Greep
Commercial Manager.....John T. Rutledge
Sales Prom. Mgr.....Leola C. Haydon
Program Director.....Larry Adams
Chief Engineer.....Robert Earl Jagoe

WKYB—Paducah—1946
NBC

Freq.: 570 Kc...Power: 1 Kw. d., 500 Wts., n.

Owned-Oper. By.....WKYB, Inc.
Address.....504 Kentucky Ave.
Phone: 2-1678.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB, RAB
Gen. Mgr.....E. J. Paxton, Jr.
Business Manager.....S. Livingston

WPAD—Paducah—1930—CBS

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Oper. By ..Paducah Bdcstg. Co., Inc.
Address .....4th & Bway—Taylor Bldg.
Phone: 2-8231.....Air Time: Full Time
News Service .....UP
Trans. Serv.....Lang-Worth, Thesaurus
Representative.....Sears & Ayer
Membership .....NARTB, RAB
President .....Pierce E. Lackey
General Manager.....Prewitt Lackey
Sta. Mgr., Prog., Pub. Dir.....Ray Mofield
Comm. Manager.....Linn Wolff
Prom. Mgr.....Benny Smith
Prog., Pub. Dir.....Ray Mofield
Chief Engineer.....U. C. Morris

WSIP—Paintsville—1949 KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Big Sandy Bcstg. Co.
News Service.....AP
Transcription Service .....Thesaurus
Station Rep.....Hil Best
General Manager.....Ted Arnold Silvert
Station Manager.....Jack Welch
Chief Engineer.....Eugene Baldridge

WKLX—Paris—1955

Frequency: 1440 Kc.....Power: 1000 Watts
Owned & Operated By.....Paris Bcstg. Co.
Air Time.....Daytime
News Service.....UP
General Manager.....Rex Osborne
Chief Engineer.....Vernon Hutchinson

WLSI—Pikeville—1949

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cumberland Pub. Co.
Address .....Pikeville
Phone: 456.....Air Time: Daytime
Newspaper Affiliation.....Pike County News
News Service .....UP
Transcription Service .....Thesaurus
President.....Mrs. W. J. Ward
Gen., Sta., Sales Comm. Mgr..Roy E. Alexander
Prog., Pub. Dir.....John C. Adkins
Chief Engineer.....Guy N. Ferrell

WPKE—Pikeville—1949 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....E. Ky. Bdcstg. Corp.
Phone: 1280.....Air Time: Full Time
News Service .....AP
Station Rep. .....Continental
Transcription Service .....World
Membership .....NARTB
Pres., Gen. Mgr.....Jack L. Hatcher
Chief Engineer.....James K. Hoskins

WPRT—Prestonburg—1952

Frequency: 960 Kc.....Power: 1 Kw., d.
Owned.....Kentucky Mt. Bcstg. Co.
Address.....So. Lake Drive
Phone: 5951.....Air Time: Daytime
News Service .....UP
Transcription Service .....MacGregor
Comm. Mgr.....Rex Osborne

WPKY—Princeton—1950 KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Princeton Bcstg. Co.
Address .....Box 478
Phone: 2072.....Air Time: Daytime
Trans. Service .....Capitol
Station Rep. .....Continental
News Service .....AP
Sta., Gen. Mgr.....Leslie Goodaker
Comm. Mgr.....Ellis Burnam
Program Dir.....Mrs. Leslie Goodaker
Sales Prom. Mgr.....Wilburn Wilson
Chief Engineer.....Marvin Mahoney

WSAC—Radcliff—1955

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By...Fort Knox Bcstg. Corp.
Address.....Fort Knox, Ky.
Air Time.....Daytime
News Service.....UP
President.....B. E. Cowan
Gen., Sta. Mgr.....W. J. (Bill) Harris, Jr.
Commercial Manager.....Joseph R. Cowan
Sales Prom. Manager.....Walt Broadhurst
Program Director.....Clem Cockrel
Publicity Director.....Bill Gerson
Chief Engineer.....Eugene Hornback

WEKY—Richmond—1953 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned .....WEKY, Inc.
Address .....McKee Bldg.
Phone: 1340.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
President.....Dages I. Boyle
General Sta. Manager.....O. C. Halyard Jr.
Comm. Mgr.....Fred Welch
Program Director.....Edith Abel
Promotion Mgr.....Jack Parrish
Pub. Dir.....Bob Hamger
Chief Engineer.....Estil Anderson

WRUS—Russellville—1953

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....So. Kentucky Bcsters.
Address.....P. O. Box 110
Phone: 459.....Air Time: Daytime
News Service .....UP
Transcription Service.....World

Station Representative.....Hil Best
President.....Roth E. Hook
General Manager.....Woodrow P. Sosh
Sta. Mgr., Eng.....Earl Johnson
Sales Mgr., Prog. Dir.....J. H. Johnson

WSFC—Somerset—1947 MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Southeastern Bcstg. Co.
Address.....U. S. 27
Phone: 1240-41.....Air Time: Full Time
News Service .....UP
Transcription Service.....Theasurus
Membership .....NARTB, RAB
Representative.....Hill F. Best
Pres., Gen. Mgr.....Mike Layman
Commercial Manager .....Donald Orwin
Program Director.....John A. Hartnett
Technical Dir.....Ralph F. Denton
Chief Engineer.....John Agostine

WMTC—Vancleve—1948

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Kentucky Mt. Holiness Assn.
Bus.-Studio Address .....Vancleve
Phone: Jackson 3.....Air Time: Daytime
News Service .....AP
Representative ..... Continental
President.....Dr. Lela G. McConnell
General-Station-Comm. Mgr.....Wilfred Fisher
Program Dir.....Violet Person
Chief Engineer.....Kenneth Amspaugh

WTCW—Whitesburg—1953

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Ky.-Va. Bcstg. Corp.
Address .....Whitesburg
News Service .....UP
Trans. Service .....SESAC
Gen. Mgr.....Donald W. Crosthwait
Commercial Mgr.....Charles W. Read
Program Director.....Beryl Davis

WWKY—Winchester—1954 MBS

Frequency: 1380.....Power: 1000 Watts
Owner.....Winchester Bcstg. Co., Inc.
Address.....Box 492
Phone: 1380.....Air Time: Daytime
News Service.....AP
Transcription .....Thesaurus
Representative .....Best
Membership .....RAB
President.....N. B. Ratliff
General Manager.....Charles Drew
Commercial Mgr.....Tom Wade
Program Director.....Herman Kelly
Chief Engineer.....Tommy Bratton

LOUISIANA

Pop. Feb. 1, 1956 (Est.) 2,961,000—Families 824,000
Radio Homes 792,000—TV Homes 551,390—Stations in State 63

KROF—Abbeville—1948

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Abbeville Bcstg. Serv. Inc.
Business Address.....P. O. Box 306
Phone: 90.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Membership ..... NARTB
General Manager.....George P. Martin

KALB—Alexandria—1935 ABC

Frequency: 580 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By .Alexandria Bdcstg. Co., Inc.
Address.....601 Wash. St.
News Service .....AP, UP
Phone: 3-2543.....Air Time: Full Time
Transcription Service.....World, MacGregor
Representative .....Weed & Co.
Membership .....NARTB, RAB
President.....T. B. Lanford
Gen. Mgr.....Willard L. Cobb
Sta., Comm. Manager.....Walter D. Melson
Prom. Mgr. and Pub. Dir.....Mary Petrie
Prog. Dir.....Alex Marchand
Chief Engineer .....Jesse R. Sexton

KDBS—Alexandria—1953

Frequency: 1410 Kc.....Power: 1 Kw.
Owned .....Dixie Bcstg. Ser.
Address.....915 Fourth St.
Phone: 3-7454.....Air Time: Daytime
News Service .....UP
General Mgr.....Irving Ward-Steinman
Commercial Mgr.....D. Ed Pebbles
Station Director.....W. G. Lynch
Chief Engineer.....Byron Stokes

KSYL—Alexandria—1947 NBC

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By .....KSYL, Inc.
Address .....Box 1489
Phone: 6611-12.....Air Time: Full Time
Representative .....Everett-McKinney
Pres., Comm. Mgr.....Milton Fox
Gen., Sta. Manager.....Virgil G. Evans
Program, Publicity Dir.....Bruce Rainey
Chief Engineer.....Leo Brians

KTRY—Bastrop—1948

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Morehouse Bcstg. Co.
Address .....Enterprise Bldg.
Phone: 1400.....Air Time: Daytime
General Manager.....Bill Davis
Program Director.....Carl Livingston

WAFB—Baton Rouge—1948 MBS

Frequency: 1460 Kc..Power: 5 Kw. d.; 1 Kw. n.

Owned-Oper. By.....Modern Bcstg. Co.
Address.....929 Government St.
Phone: 4-8571.....Air Time: Full Time
Representative...Adam Young, Clarke Brown
Membership .....NARTB, RAB
V.P., Gen. Mgr.....T. E. Gibbons
Station Mgr.....Homer Griffith

WIBR—Baton Rouge—1948

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Community Bcstg. Co.
Address .....P. O. Box 1226
Phone: 8-6716.....Air Time: Full Time
Representative .....Walker
President.....G. T. Owen
V.P., Gen. Mgr.....Robert Earle

WJBO—Baton Rouge—1943 NBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By..Baton Rouge Bcstg. Co., Inc.
Business-Studio Address.....444 Florida St.
Phone: 2-5271.....Air Time: Full Time
News. Affil.....State Times, Morning Advocate
Representative.....George P. Hollingbery
Membership .....RAB, NARTB
President.....Douglas L. Manship
General Mgr.....Kelly Maddox
Sales Manager.....John D. Wooldridge
Prom., Pub. Dir.....Catherine Pearson
Program Director.....George Bonnell
Chief Engineer.....Theodore Hubert

WLCS—Baton Rouge—1946 ABC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Air Waves, Inc.
Business Address.....204 North St.
Phone: 2-4411.....Air Time: Full Time
News Service .....AP
Transcription Service.....World
Representative .....Wm. G. Rambeau
Membership .....NARTB, RAB
Gen. Manager.....Lamar Simmons
Sales Manager.....Olas Olsen

WXOK—Baton Rouge—1953

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WXOK, Inc.
Address.....243 Convention St.
Phone: 4-7604.....Air Time: Daytime
Representative .....Forjoe
President.....Jules Paglin
General Manager.....S. Ray, Jr.
Station Manager.....Gordon Lloyd
Comm. Mgr.....Tom McGuire
Program Director.....Lucille Pollack
Chief Engineer.....Noel Walter

WHXY—Bogalusa—1954

Frequency: 920 Kc.....Power: 1 Kw. d.
Owned.....Bogalusa Bcstg. Co.
Address.....P. O. Box 689
Phone: RE 2-4254.....Air Time: Daytime
News Service .....AP
Station Rep.....Clark
President.....C. W. Holt
Exec. V.P., Gen. Mgr.....Bob Robinson
Station Mgr.....W. A. Stewart
Comm. Mgr.....Hugh Wall
Sls. Prom. Mgr., Pub. Dir.....Dan Franklin
Program Director.....Edward Cummins
Chief Engr.....Vernon Jones

WIKC—Bogalusa—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Curt Siegelin, Admin.
Business Address.....607 N. Rio Grande St.
Phone: RE 5-1355.....Air Time: Full Time
News Service .....AP
Representative .....Keystone
General Manager.....Curt Siegelin
Comm. Mgr.....J. H. Knight
Sls. Prom. Mgr., Prog. Dir.....D. Knight, Jr.
Chief Eng.....Vernon Jones

WARB—Covington—1953 KBS

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By.....A. R. Blossman, Inc.
Address .....Box 568
Phone: 1600.....Air Time: Daytime
Manager.....D. C. Blossman
Gen. Mgr., Chief Engr....William H. Bland Jr.
Program Director.....Rick Webb
Commercial Mgr.....Mark Rex

KSIG—Crowley—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KSIG Bcstg Co., Inc.
Bus.-Studio Address....320 N. Parkerson Ave.
Phone: 1450-1.....Air Time: Full Time
News Service .....AP
Representative.....T. F. Clark
Membership .....NARTB
President.....Hirsch J. Scholl
General Manager.....Louis M. Basso
Commercial Manager.....Ninfa G. Guidry
Prog. Director.....Boyce Jim Trahan
Chief Engineer.....W. H. Bland

KDLA—DeRidder—1951 KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Sabine Bcstg. Co.
Address.....Wash. & 1st St.
Phone: 7600.....Air Time: Daytime
News Service .....UP
Trans. Service .....MacGregor
Owners.....C. W. Reddoch, J. B. McCrary
Gen., Comm. Manager.....Ralph L. Hooks

KEUN—Eunice—1952

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tri-Parish Bcstg. Co.
Address .....Crowley Rd.
Phone: 3041.....Air Time: Full Time

News Service ..... AP
Transcription Service ..... World
Membership ..... NARTB
President ..... Vincent Riehl
General Manager ..... John A. Chauvin

KLFT—Golden Meadow—1955

Frequency: 1600 Kc. ..... Power: 500 W. d.
Owned-Operated By ..... Leo J. Theriot
Address ..... Theriot Bldg.
Phone: 5-5165 ..... Air Time: Daytime
News Service ..... UP
Representative ..... Best
General Manager ..... Leo J. Theriot
Station Manager ..... H. Earl Herron
Commercial Manager ..... V. R. Vidrine

WFPR—Hammond—1947 KBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Louisiana Bcstrs.
Business-Studio Address ..... Box 432
Phone: 960 ..... Air Time: Full Time
Trans. Service ..... SESAC
Membership ..... NARTB
News Service ..... UP
Owners ..... C. W. Reddoch, R. L. Hooks
General Manager ..... Cyril W. Reddoch

KCIL—Houma—1947 NBC-KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned ..... KCIL, Inc.
Address ..... P. O. Box 1031
Phone: 6828 ..... Air Time: Full Time
News Service ..... AP
Transcription Service ..... World
Station Rep. ..... Indie Sales
Membership ..... NARTB
President ..... Denver T. Brannen
Gen., Sta. Mgr. ..... L. H. Thesmar
Commercial Mgr. ..... Les Ryder
Sales Prom. Mgr. ..... Ken Rogers
Prog., Pub. Director ..... Virginia Ryder
Chief Engr. ..... Earl Herron

KJEF—Jennings—1950 MBS-KBS

Frequency: 1290 Kc. ... Power: 500 Watts d.
Owned-Oper. By ..... Jennings Bcstg. Co., Inc.
Address ..... 1521 Lake Arthur Ave.
Phone: 1155 ..... Air Time: Full Time
News Service ..... UP
Pres., Gen. Mgr., C. Eng. ..... Clovis L. Bailey
Prog. Dir. ..... Howard Hoag
Comm. Mgr. ..... Gerald Dugas

KLFY—Lafayette—1950—ABC

Freq.: 1420 Kc. ..... Power: 1 Kw. d., 500 Wts. n.
Owned-Oper. By ..... Camellia Bcstg. Co.
Address ..... P. O. Box 398
Phone: CE 5-9494 ..... Air Time: Full Time
Transcription Service ..... World
News Service ..... UP
Station Rep. ..... Rambeau, Brown

Membership ..... NARTB
President ..... Paul H. De Clouet
General Manager ..... Jim Lukas
Program Director ..... John Sellick
Commercial Mgr. ..... Jim Drake

KVOL—Lafayette—1935—NBC

Frequency: 1330 Kc. ..... Power: 1000 Watts
Owned-Oper. By .. Evangeline Bcstg. Co., Inc.
Address ..... 519 S. Buchanan
Phone: CEnter 4-5151 ..... Air Time: Full Time
Newspaper Affiliation ..... "Daily Advertiser"
News Service ..... AP
Representative ..... Meeker
Membership ..... NARTB, RAB
General Manager ..... George H. Thomas
Comm., Sls. Prom. Mgr. ..... Thomas G. Pears
Station Mgr. ..... E. H. Hughes
Publicity Dir. ..... Betty Arceneaux
Chief Engineer ..... Louis Pilcher

KAOK—Lake Charles—1947 MBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... KAOK, Inc.
Address ..... P. O. Box 1399
Phone: 6-7541 ..... Air Time: Full Time
News Service ..... UP
Representative ..... Forjoe
President ..... Jules J. Paglin
Co-Manager ..... Tom Gresham
Sta. Mgrs. ..... T. Gresham, R. Rhodes
Managing Director ..... Stanley W. Ray, Jr.

For World-Wide News . . .
For Clear, Comprehensive Coverage . . .

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RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

KLOU—Lake Charles—1947
CBS

Frequency: 1580 Kc.....Power: 1000 Watts
Owned-Oper. By.....Gulf Bcstg. Co., Inc.
Bus.-Studio Address.....Box 975
Phone: HEmlock 6-7277....Air Time: Full Time
News Service .....AP
Representative .....Pearson
Membership ..... NARTB
President.....G. T. Owen
Vice-Pres.....Bob Earle
General Mgr.....R. S. Davison
Program Dir.....Keith Ryan
Commercial Mgr.....Harry Cook
Chief Engineer.....Harry Adrian

KPLC—Lake Charles—1935
NBC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....Calcasieu Bcstg. Co.
Address.....P. O. Box 1521
Phone: 9-2713.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB
President.....T. B. Lanford
Gen., Sta. Mgr.....David Wilson
Commercial Mgr.....R. M. White
Sales Prom. Mgr.....J. Wilburn
Publicity Director.....Merle Thomas
Prog. Dir., C. Eng.....A. B. Craft

KDBC—Mansfield—1954

Frequency: 1360 Kc.....Power: 1 Kw. d.
Owned.....DeSoto Bcstg. Corp.
Address .....P. O. Box 740
News Service .....AP
Trans. Ser. .....Standard
Gen., Comm. Mgr.....Arthur L. Greene

KAPB—Marksville—1954
MBS

Frequency: 1370 Kc.....Power: 1000 Watts
Owner.....Avoyelles Bcstg. Corp.
Address.....204 E. Mark
Phone: 7206.....Air Time: Daytime
News Service.....AP
Membership .....NARTB
Vice President.....Chester J. Coc
Gen., Sta. Mgr.....Dave Chapman
Commercial Mgr.....Willie J. Bordelon
Publicity Director.....Katherine Ducote
Chief Engineer.....Donald Bordelon

KAPK—Minden—1952

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Parish Bcstg. Co.
Address.....Box 1026
News Service .....UP
Phone: 2940.....Air Time: Full Time
Pres., Gen., Sta. Mgr.....Martin Kirsch, Jr.
Asst. Mgr.....M. E. (Pat) Brown
Chief Engineer.....Billy Hyatt

KLIC—Monroe—1950—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Dr. Frank Cerniglia
Address.....626 Bernhardt Bldg.
Phone: 3-4617.....Air Time: Full Time
Station Rep.....Dora Clayton
News Service .....UP
President, Manager.....Dr. Frank Cerniglia

KMLB—Monroe—1930—ABC
NBC

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By....Liner's Bcstg. Station, Inc.
Business Address.....Hotel Frances
Phone: 7161.....Air Time: Full Time
News Service .....UP
Representative .....Pearson
President.....Mrs. Robert Gaston, Jr.
V.P., Gen. Mgr.....Charles Price
Program Dir.....James Plaisance

KNOE—Monroe—1944—NBC

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....James A. Noe
Business-Studio Address.....Knoe Bldg.
Phone: 8155.....Air Time: Full Time
News Service .....AP
Representative .....H-R Reps
Membership .....NARTB, RAB
President .....James A. Noe
V.P., General Manager.....Paul H. Goldman
Station Mgr.....Allen Hundley
Ass't. Gen. Mgr.....Harry Arthur

KMRC—Morgan City—1954

Frequency: 1430 Kc.....Power: 500 Watts
Owned.....Tri-City Bcstg. Inc.
Address .....P. O. Box 889
Phone: 2011.....Air Time: Daytime
News Service .....UP
Membership .....NARTB
President.....Warren J. Fortier
V.P., Gen. Mgr.....Samuel F. Hosea
Treasurer.....Mortimer Silverman, Jr.
Secretary.....A. A. Bensabat, Jr.

KNOC—Natchitoches—1947
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Natchitoches Bcstg. Co.
Business-Studio Address.....Box 232
Phone: 2353.....Air Time: Full Time
News Service .....AP
Membership .....NARTB
President.....Dr. William H. Pierson
Gen. Mgr.....Charles L. Planchard

KANE—New Iberia—1946
ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....New Iberia Bcstg. Co.
Address .....Box 383
Phone: EMerson 2-6726....Air Time: Full Time

News Service ..... AP
Transcription Service ..... World
President ..... George H. Thomas
General Manager ..... Dierrell Hamm
Commercial Mgr. ..... Donald Bonin
Chief Engineer ..... Merle Case

KVIM—New Iberia—1951

Frequency: 1360 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Queen City Bcstg. Co.
Address ..... P. O. Box 50
Phone: 2-5826 ..... Air Time: Daytime
General Manager ..... John H. Coco

WBOK—New Orleans—1951

Frequency: 800 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... WBOK, Inc.
Address ..... 505 Baronne St.
Phone: Tulane 5363 ..... Air Time: Daytime
News Service ..... UP
Representative ..... Forjoe
President ..... Jules J. Paglin
V.P., Gen. Mgr. ..... S. W. Ray, Jr.

WDSU—New Orleans—1923 NBC

Frequency: 1280 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... WDSU Bcstg. Corp.
Business-Studio Address ..... 520 Royal St.
Phone: Tulane 4371 ..... Air Time: Full Time
News Service ..... AP, UP
Representative ..... John Blair
Membership ..... NARTB, RAB
President ..... Edgar B. Stern, Jr.
Exec. V.P. & Gen. Mgr. ..... Robert Swezey
V.P. & Comm. Mgr. ..... Louis Read
V.P. Charge Prog'ng ..... Tom Hicks
Sec'y-Treas. ..... Lester Kabacoff

WJBW—New Orleans—1926

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Louise C. Carlson
Business-Studio Address ..... Cigali Bldg.
Phone: Ma. 3488 ..... Air Time: Full Time
News Service ..... AP
Pres., Gen. Mgr. ..... Louise C. Carlson
Asst. Mgr. ..... Ed Carlson
Commercial Mgr. ..... James E. Gordon
Publicity Director ..... Bill Leonard
Chief Engineer ..... Charles Norris

WJMR—New Orleans—1946

Frequency: 990 Kc. ..... Power: 250 Watts d.
Owned-Operated By ... Supreme Bcstg Co., Inc.
Address ..... Jung Hotel, 1500 Canal Street
Phone: Canal 0356 ..... Air Time: Daytime
Representative ..... Bolling
President ..... Chester Owens
V.P., Gen. Mgr. ..... George A. Mayoral

WMRY—New Orleans—1950

Frequency: 600 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... Southland Bcstg. Co.
Address ..... 2107 Dryades St.
Phone: Tulane 4841 ..... Air Time: Daytime
Representative ..... Gill-Perna
News Service ..... UP
Membership ..... NARTB
President ..... Lester Kamin
Gen., Comm. Mgr. ..... Mort Silverman
Sales Prom., Pub. Dir. ..... Marion Owen
Prog. Dir. ..... Larry McKinley
Chief Engineer ..... Samuel Perkins

WNOE—New Orleans—1925 MBS

Frequency: 1060 Kc. .. Power: 50,000 d.; 5000 n.
Owned-Operated By ..... James A. Noe
Business-Studio Address ..... St. Charles Hotel
Phone: Express 2173 ..... Air Time: Full Time
Representative ..... H-R
President ..... James A. Noe
Gen., Sta. Mgr. ..... S. A. French
Commercial Mgr. ..... Dick Amundsen
Program Director ..... Bill Stewart
Chief Engineer ..... A. J. Bourgeois

WSMB—New Orleans—1925 ABC

Frequency: 1350 Kc. .. Power: 5 Kw. d.; 5 Kw. n.
Owned ..... WSMB, Inc.
Address ..... Maison Blanche Bldg.
Phone: Magnolia 5921 .... Air Time: Full Time
Station Rep. ..... Avery-Knodel
President ..... Gaston Pureau
General, Sta. Mgr. ..... John R. O'Meallie
Commercial Mgr. ..... D. V. Donegan
Program Director ..... Marshall Pearce
Publicity Director ..... Eldon Durand
Chief Engineer ..... Harold Nebe

WWEZ—New Orleans—1947

Frequency: 690 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... WWEZ Radio Inc.
Bus.-Studio Address ..... Hotel New Orleans
Phone: Canal 3521 ..... Air Time: Full Time
Representative ..... Radio-TV Reps.
President ..... A. L. Chilton
General Manager ..... Joe A. Oswald

WWL—New Orleans—1922 CBS

Frequency: 870 Kc. ..... Power: 50,000 Watts
Owned-Operated By ..... Loyola U. of South
Address ..... Roosevelt Hotel
Phone: Raymond 2194 .... Air Time: Full Time
News Service ..... UP, AP
Transcription Service ..... Standard, Thesaurus
Representative ..... Katz
Membership ..... NARTB
President ..... Rev. Patrick Donnelly
General Manager ..... W. H. Summerville
Comm. Manager ..... Larry Baird
Sales Prom., Pub. Mgr. ..... Harry Hildebrand
Program Director ..... E. M. Hoerner
Chief Engineer ..... J. D. Bloom, Jr.

WTIX—New Orleans—1951

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Mid-Continent Bcstg. Corp.
Address.....624 Canal St.
Phone: MAgnolia 3562...Air Time: Full Time
News Service .....UP
Membership .....NARTB
Station Representative .....Young
President .....Todd Storz
V.P., General Mgr.....Fred Berthelson
Program Director.....Donald A. Loughnane
Production Mgr.....O. C. Rennie
Chief Engineer.....Morris E. Jones

WTPS—New Orleans—1947

Frequency: 940 Kc.....Power: 1000 d.; 500 n.
Owned-Oper. By.....The Times Picayune
Business Address.....615 North St.
Phone: Canal 5561.....Air Time: Full Time
Transcription Service .....Associated
News Service .....AP
Membership .....NARTB
Representative .....Branham
President.....John F. Tims
General Mgr.....H. F. Wehrmann
Prog. Dir.....Carl J. Junker
Prom. Mgr.....Martin Burke

KREH—Oakdale—1953—KBS

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Louisiana Bcstg. Service
Address.....Ville Platt Hiway
Phone: 900.....Air Time: Daytime
News Service .....UP
Commercial Mgr.....Mel Bennett

KSLO—Opelousas—1947 MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KSLO Bcstg. Co.
Address .....Box 392
Phone: 2633.....Air Time: Full Time
Representative.....Sears & Ayer
Transcription .....World
General Mgr.....W. Eugene Jones

KRUS—Ruston—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Ruston Bcstg. Co.
Address .....105 E. North Railroad
News Service .....UP
Representative .....Best
President.....C. E. Faulk, Jr.
Station Manager.....Kenneth L. Whitaker

KANV—Shreveport—1954

Frequency: 1050 Kc.....Power: 250 Watts
Owned.....Northwest La. Bcstg. Corp.
Address.....2730 Talbot St., P. O. Box 3611
Phone: 2-3122.....Air Time: Daytime
Station Representative .....Dora-Clayton
President.....T. T. Hailey
General Manager.....Glenn V. Wilson
Program Director.....Doris F. Nargassans
Chief Engineer.....Carl F. Goulden

KCIJ—Shreveport—1950

Frequency: 980 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Southland Bcstg. Co.
Address.....205 Milam St.
Phone: 4-6681.....Air Time: Daytime
Representative.....Young, Clark Brown
News Service.....UP, INS
General Mgr.....John H. Pace
Comm. Mgr.....Roy L. Cordell

KENT—Shreveport—1947 MBS

Frequency: 1550 Kc..Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Frank H. Ford
Business-Studio Address.....311 Milam Bldg.
Phone: 3-3681.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Pearson
Membership .....NARTB, RAB
Owner Manager.....Frank H. Ford
Gen., Comm. Mgr.....Frank H. Ford, Jr.
Prom., Pub. Dir.....Bill Monroe
Sales Manager.....William F. Ford
Prog. Dir.....Irv Zeidman
Chief Engineer.....L. J. Carlson

WTIX

IS FIRST IN NEW ORLEANS

Says Hooper, Morning and Afternoon

WTIX first per Hooper with 20.4% all-day average! Second station (50,000 watt network): 17.3%. Third: 10.1%. It's the Mid-Continent formula at work! How things have changed in New Orleans! Call Adam J. Young, Jr., or General Manager Fred Berthelson.

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President, Todd Storz

KOWH, Omaha, Reps: H-R Reps, Inc.
WHB, Kansas City, Reps: John Blair & Co.
WTIX, New Orleans, Reps: Adam J. Young, Jr.

RATINGS

HOOPER
Jan. - Feb., 1955

K-JOE LEADS
90 quarter hours per week, Monday through Sunday

PULSE
May - June, 1955

K-JOE LEADS
80 quarter hours per week, Monday through Sunday

74.6% OF THE ENTIRE BUYING POWER IN THE SURROUNDING TEN COUNTY AREA IS WITHIN 20 MILES OF OUR TRANSMITTER.

BEYOND THIS AREA, OTHER MARKETS ARE DOMINATED BY STATIONS LOCATED THERE

. . . tell the latest

SHREVEPORT, LA., story

K-JOE

Popular Music, News and Personalities
Cover this Rich 10 County Market

OVER 480,000 POPULATION
OVER 124,000 RADIO HOMES
OVER $375,000,000 RETAIL SALES

AT LOWEST COST

PER 1,000 RADIO HOMES

RATES PER MINUTE

K-JOE	Station X	Station Y
$7.00	$22.00	$13.25

KJOE

1000 WATTS DAYTIME
NON-DIRECTIONAL

Joe Monroe, Pres. & Gen. Mgr.
507 Spring St., Shreveport, La.

SHREVEPORT'S *NUMBER ONE* LOCAL STATION

Rep:
FOR JOE
for K-JOE
of "cuss"

KJOE—Shreveport—1954

Frequency: 1480 Kc.....Power: 1 Kw. d.
Owned .....Audiocasting, Inc.
Address.....507 Spring St.
Phone: 2-0732.....Air Time: Daytime
News Service .....AP
Transcription.....Associated, Lang-Worth
Station Representative .....Forjoe
Pres., Gen. Mgr.....Joe Monroe
Commercial Mgr.....Homer Odom
Program Director.....Dave Hagli
Publicity Director.....Bobby Ward
Chief Engineer.....James Gilmore

KRMD—Shreveport—1928 ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station KRMD
Bus.-Studio Address.....Box 1712
Phone: 3-6171.....Air Time: Full Time
Representative .....Weed
Membership .....NARTB
Station Dir.....W. L. Switzer

KTBS—Shreveport—1922 NBC

Frequency: 710 Kc..Power 10 Kw. d.; 5 Kw. n.
Owned-Oper. By.....KTBS, Inc.
Address .....312 East Kings Hway
Phone: 7-3644.....Air Time: Full Time
News Service ....AP, UP
Representative .....Petry
Transcription Service .....Associated
Membership .....NARTB, RAB
Pres., Gen. Mgr.....E. Newton Wray
Commercial Mgr.....Joe B. Foster
Promotion Manager.....Mary Lou O'Brien
Station Manager.....Michael Roppolo
Publicity Director.....Gregg Featherstone
Chief Engineer .....C. H. Maddox

KWKH—Shreveport—1925 CBS

Frequency: 1130 Kc.....Power: 50,000 Watts
Owned-Operated By..International Bcstg. Corp.
Business-Studio Address.....Box 1387
Phone: 2-8711.....Air Time: Full Time
Newspaper Affiliation.....Shreveport Times
News Service.....AP, UP
Membership .....NARTB, RAB
President.....William H. Bronson
Exec. V.P., Gen. Mgr.....Henry B. Clay
Commercial Manager.....Fred Watkins, Jr.
Chief Engineer.....O. S. Droke

KBSF—Springhill—1954

Frequency: 1460 Kc.....Power: 1000 Watts
Owner.....Springfield Bcstg. Co.
Address .....Box 508

KSUL—Sulphur—1955

Frequency: 1310 Kc.....Power: 500 W. d.
Owned-Operated By.....Southern Bcstg. Co.
Address .....Box 895
Phone: Jackson 7-5266.....Air Time: Daytime
Representative .....Best
Transcriptions .....Standard
Membership .....NARTB
News Service .....UP
General Manager .....Al Tremble

KTLD—Tallulah—1954—KBS

Frequency: 1360 Kc.....Power: 500 Watts
Owned-Operated By.....Howard E. Griffin
Phone: 1360.....Air Time: Daytime
News Service.....UP
Transcription .....Thesaurus
Representative.....Hil Best
Membership .....NARTB
President, C. Eng.....Howard E. Griffith
General Manager.....Si Willing
Program Director.....George Mack

KTIB—Thibodaux—1953

Frequency: 630 Kc.....Power: 500 Watts
Owner.....Delta Bcstrs., Inc.
Address.....Lafourche Comet Building
Phone: 5348.....Air Time: Daytime
President.....F. H. Block
Commercial Mgr.....Ray Saadi
Program Director.....Roy Hill
Gen. Mgr., Chief Eng.....Don Gatz

KVPI—Ville Platte—1953

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Ville Platte Bcstg. Co.
Address .....Box 566
Phone: 5888.....Air Time: Daytime
Membership .....NARTB
President.....Lionel B. Deville
General Manager.....Chris Duplechain
Chief Engineer.....J. L. Sylvester

KEVL—White Castle—1955

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Big League Bcstg. Co.
Address.....c/o Mrs. Elayn Hunt, Reywood Bldg., Baton Rouge, La.
President.....William C. Lee, Jr.

KVCL—Winnfield—1955

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Southern Bcstg. Co.
Address .....Box 548
Gen., Comm. Mgr.....William G. Darland, Jr.

WFAU—Augusta—1946 MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Twin City Bcstg. Co., Inc.
Address.....160 Bangor St.
Phone: MA. 3-3878.....Air Time: Full Time
Membership .....NARTB
Transcription Service.....Standard, World
Representative.....O'Connell, Borgatti
President .....Faust Couture
General Manager.....Norman G. Gallant
Comm. Mgr.....Harry Simons
Program Director.....Mona Toothaker
Supervisory Engineer.....Joseph Roy

WRDO—Augusta—1932—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....WRDO, Inc.
Address .....175 Water Street
Phone: 3-4735.....Air Time: Full Time
Representative .....Weed
Transcription .....Don Powers
Membership .....NARTB, RAB
Sta., Comm. Mgr.....Donald K. Powers

WABI—Bangor—1924—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By....Community Bcstg. Service
Business-Studio Address.....57 State St.
Phone: 6446.....Air Time: Full Time
News Service .....AP
Representative.....Hollingbery, Kettell-Carter
Membership .....NARTB, RAB
General Manager.....Leon Gorman, Jr.
Sls. Prog. Co-ord.....Richard Bronson
Operations Manager.....Walter Dickson

WGUY—Bangor—1947—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Bangor Bcstg. Corp.
Address.....26 Central St.
Phone: 7354.....Air Time: Full Time
Station Rep.....Everett-McKinney, Borgatti
Pres., Gen. Mgr.....Sherwood J. Tarlow
Station Mgr.....Arthur D. Stamler
Commercial Mgr.....Nicholas A. Bell
Sales Prom. Mgr.....Philip Wolley
Program Director.....Kenneth Manley
Publicity Dir.....George Fennell
Chief Engineer.....Donald H. Sylvia

WLBZ—Bangor—1926—NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Maine Bcstg. Co.
Business-Studio Address.....100 Main St.
Phone: Bangor 2-4656.....Air Time: Full Time
Representative .....Weed
Ass't Gen. Mgr.....Edward E. Guernsey

WIDE—Biddeford—1948 MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By ....Biddeford Bdcstg. Corp.
Address ..... 234 Main St.
Phone: 4-4566.....Air Time: Full Time
News Service .....AP
Transcription Service.....World
Station Rep.....Raymer
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Arthur Deters
Comm. Mgr.....Carl Swanson
Prog. Dir.....George D. Lummis
Chief Eng.....Peter Paul

WCME—Brunswick—1955

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Westminster Bcstg. Co.
Address .....Box 179
President.....Roger H. Strawbridge

WABM—Houlton—1950—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By .....Aroostook Bdcstg. Corp.
Address.....1340 North Rd.
Phone: 2257.....Air Time: Full Time
News Service.....UP
Representative .....Webb
President .....Harry E. Umphrey
General Manager .....Harold D. Glidden
Station Manager.....Ted Coffin
Chief Engineer .....Robert W. MacIntosh

WCOU—Lewiston—1938 MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Twin City Bcstg. Co., Inc.
Business-Studio Address.....223 Lisbon St.
Phone: 4-6921.....Air Time: Full Time
News Service .....UP
Transcription Serv. .....Standard, World
Representative....O'Connell, Borgatti, Holman
President .....Faust Couture
General Comm. Mgr.....John C. Libby
Sls. Prom., Pub. Dir.....Faust Couture
Program Dir.....Annette Howaniec
Chief Engineer.....Carl P. Rounds

WLAM—Lewiston—1947 ABC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.Lewiston-Auburn Bcstg. Corp.
Business-Studio Address.....129 Lisbon St.
Phone: 4-5401.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative.Everett-McKinney, Kettel-Carter
Pres., Sta. Mgr.....F. Parker Hoy
General Manager.....Frank S. Hoy
Comm., Sales Prom. Mgr..Romeo E. Sansoucy
Program Director.....Harold W. Dutch
Chief Engineer.....Herbert Wiles

WCSH—Portland—1925 NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By....Maine Radio & TV Co.

Business-Studio Address.....157 High St.
Phone: SPruce 2 0181.....Air Time: Full Time
News Service.....UP
Representative .....Weed
Membership .....NARTB, RAB
President.....Adeline B. Rines
General Manager .....William H. Rines
Station Manager.....Arthur Owens
Commercial Manager.....Albert W. Smith
Pub. Dir., Prom. Mgr.....L. T. Pitman
Prog. Dir.....Raymond Mercier
Chief Engineer.....Charles R. Brown

WGAN—Portland—1938—CBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Guy Gannett Bcstg. Services
Business-Studio Address.....390 Congress St.,
Phone: SPruce 4-4661.....Air Time: Full Time
News Service.....AP
Newspaper Affil.....Gannet Publishing
Trans. Service.....SESAC, B.M.I.
Representative .....Avery-Knodel, Foster
Membership .....NARTB
President.....Jean Gannett Williams
Vice-Pres., Gen. Mgr.....Creighton E. Gatchell
Sta. Mgr., Prog. Dir...Francis H. Farnum, Jr.
Commercial Mgr.....R. W. Jennings
Publicity Dir.....V. K. Stimson
Chief Engineer.....Roger W. Hodgkins

WPOR—Portland—1946
ABC-YANKEE-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oliver Bcstg. Corp.
Business-Studio Address.....477 Congress St.
Phone: SP 3-8111.....Air Time: Full Time
News Service .....AP
Rep. .....Kettel-Carter, Hollingbery
Membership .....NARTB
Pres., Sta., Gen. Mgr. .....Harold H. Meyer
Commercial Manager.....William J. Mullen
Sales Prom. Mgr.....Robert Maynard
Program Dir.....Robert O'Wril
Publicity Director.....Aileen B. Tuck
Chief Engineer.....Thomas Conneen

WAGM—Presque Isle—1931
MBS-YANKEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Aroostook Bcstg. Corp.
Address.....489 Main St.
Phone: 8821.....Air Time: Full Time
News Service.....UP
Membership .....NARTB
Representative .....Webb
Transcription Service .....Thesaurus
President .....Harry Umphrey
Gen., Sta. Mgr.....Harold D. Glidden
Sta., Pgm., Comm. Dir....Richard B. Marshall
Chief Engineer.....Lester E. Hughes

WRKD—Rockland—1952
ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Knox Bcstg. Co.

PORTLAND, MAINE

WPOR is not Portland's only station . . . but

It's the *only* station in Portland where radio is not a secondary operation.

It's the *only* station in Portland that features Music News and Sports.

It's the *only* station in Portland that raked up 15 quarter hour firsts out of 24 tested in a recent Survey. It's the *only* station in Portland that doesn't claim or charge you for questionable coverage outside the greater Portland market —

And it's the *only* station in Portland that can truthfully say,

"Portland's Favorite Station — Ask Anyone!

Represented by
George P. Hollingbery Boston — Kettell-Carter

AMERICAN • MUTUAL • YANKEE • DOWNEAST

Address.....493 Main St.
Phone: 1600.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Representative....O'Connell, Borgatti Holman
Rep. .....Webb
President.....Carleton D. Brown
Station Manager.....Paul R. Huber
Commercial Mgr.....Vere B. Crockett
Chief Engineer.....Alfred M. Thurlow, Jr.

WRUM—Rumford—1953 KBS

Frequency: 790 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Rumford Bcstg. Co.
Address.....89 Congress St.
Phone: 1057.....Air Time: Daytime
News Service .....AP
Trans. Service.....World, SESAC
Representative.....O'Connell
Membership .....NARTB
President.....Melvin L. Stone
Gen. Sta. Mgr., Prog. Dir.....Ken J. Ellis
Commercial Mgr.....G. B. Cunningham
Chief Engineer.....E. J. Tremblay

WKTQ—South Paris—1955

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Oxford Bcstg. Co.
Address .....Alpine St.
Pres., Comm. Mgr.....Gerald T. Higgins

WTVL—Waterville—1946 ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Kennebec Bcstg. Co.
Business-Studio Address.....36 Silver St.
Phone: TR 3-3311.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Representative.....O'Connell, Borgatti
Membership .....NARTB, RAB
Pres., Gen.-Station Mgr.....Carleton D. Brown
Comm., Sls., Prom. Mgr.....Harold L. Vique
Program Director.....Fred Preble
Pub. Dir.....Ken Chase
Chief Engineer.....Don Sutherland

MARYLAND

Pop. Feb. 1, 1956 (Est.) 2,643,000—Families 753,000
Radio Homes 725,000—TV Homes 685,470—Stations in State 30

WANN—Annapolis—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By...Annapolis Bcstg. Corp.
Business-Studio Address.....Box 749
Phone: Colonial 3-2500....Air Time: Daytime
News Service .....UP
Membership .....NARTB
Representative.....Pearson, Dora-Clayton
Gen., Sta., Comm. Mgr.....Morris H. Blum

WASL—Annapolis—1946

Frequency: 810 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Chesapeake Radio Corp.
Business Address.....P. O. Box 1551
Phone: 9211.....Air Time: Daytime
Transcription Service .....World
President.....Robert L. Blalock
Gen., Comm. Mgr.....P. W. Larkin

WNAV—Annapolis—1949

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Capitol Bdcstg. Co.
Address .....Box 829
News Service .....AP
Transcription Service.....Thesaurus World
Representative .....Forjoe
President .....Albert H. MacCarthy
General Mgr.....R. C. Embry
Sta., Com., Sls. Prom. Mgr..M. A. Campbell, Jr.
Program Director.....Betty Straubel
Chief Engineer.....Alan B. Laffler

WBAL—Baltimore—1925 NBC

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned.....Hearst Corp. (Radio & TV. Div.)
Address .....2610 North Charles St.
Phone: Hopkins 7-3000....Air Time: Unlimited
Transcription Service.....Thesaurus, SESAC
Membership .....RAB
Representative .....Christal
V.P., & Gen. Mgr.....D. L. Provost
V.P., (Engineering) .....John Wilner
V.P., & Sta. Mgr.....Leslie H. Peard, Jr.
Program Manager.....William N. Rock
Sales Manager.....Alfred Burk
Business Mgr.....F. W. Cardall

WBMD—Baltimore—1947

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Key Bcstg. Corp.
Business-Studio Address.....879 Park Ave.
Phone: Mulberry 5-7095....Air Time: Daytime
News Service .....UP
President.....George E. Hull
Gen., Sta., Comm. Mgr.....H. Shelton Earp, Jr.
Program Dir.....Thomas H. O'Connor
Chief Engineer.....Leo W. Karns

WCAO—Baltimore—1922 CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Monumental Radio Co.
Business-Studio Address..1102 N. Charles St.
Phone: Mulberry 5-0600...Air Time: Full Time
News Service .....AP
Representative.....Paul H. Raymer
Membership .....NARTB
Pres., Sta., Gen. Mgr.....L. W. Milbourne
Comm., Prom., Pub. Mgr...Robert M. Richmond
Program Dir.....George L. Filling
Chief Engineer.....Martin L. Jones

WCBM—Baltimore—1924
MBS

Frequency: 680 Kc...Power: 10,000 d.; 5000 n.
Owned-Oper. By.....Baltimore Bcstg. Corp.
Bus.-Studio Address....Harford & North Aves.
Phone: Belmont 5-8400....Air Time: Full Time
Representative ..... Bolling
Membership .....NARTB
President .....John Elmer
Exec. V.P., Gen. Mgr.....G. H. Roeder
Sales Director.....John K. Healy
Asst. Mgr., Prog. Dir.....Charles A. Roeder
Chief Engineer.....G. Porter Houston

WFBR—Baltimore—1922
ABC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By...The Baltimore Radio Show
Address .....10 E. No. Ave.
Phone: Mulberry 5-1300...Air Time: Full Time
News Service .....AP, UP
Representative .....John Blair & Co.
Membership .....RAB, NARTB
President .....Robert S. Maslin
V.P. & Gen. Mgr.....Robert B. Jones, Jr.
Sta., Prom., Pub. Mgr....Mrs. Jean Mowbray
Comm., Ass't. Gen. Mgr.....Dudley Tichenor
Program Dir.....Bert Hanauer
Chief Engineer .....William Q. Ranft

WITH—Baltimore—1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Maryland Bcstg. Corp.
Business-Studio Address....7 E. Lexington St.
Phone: Lexington 9-7808..Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe
Membership ..... RAB
Pres., Gen. Mgr.....Thomas G. Tinsley, Jr.
V.P.....Robert C. Embry
Program Director.....Anna Ray Suter
Gen. Sls. Mgr.....G. S. Shaffer

WSID—Baltimore—1947

Frequency: 1010 Kc.....Power: 1000 Watts, d.
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address....912 N. Charles St.
Phone: Saratoga 7-8250....Air Time: Daytime
News Service .....INS
Representative .....UBC, Oakes
President .....Richard Eaton
General Manager.....Marvin Mirvis

WWIN—Baltimore—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Belvedere Bcstg. Co.
Address.....1119 N. Charles St.
Phone: Saratoga 7-3555...Air Time: Full Time
News Service.....UP
Pres., Gen. Mgr.....Thomas F. McNulty
Sls., Prom. Mgr.....A. B. Hartman
Comm. Mgr.....Marjorie L. Mahr
Ch. Eng., Prog. Dir.....Clifford Inman

WUST—Bethesda—1951
(SEE WASHINGTON, D. C.)

WCEM—Cambridge—1947
MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....The Shore Bcstg Co.
Address .....The Pines
Phone Number 1580.....Air Time: Full Time
News Service .....AP
Membership .....NARTB
Pres., Gen. Mgr.....G. P. Richards
Sta., Commercial Mgr.....Sam Cannon
Prog. Dir.....Bette B. Robbins
Chief Engineer.....Wilson D. Price

WCUM—Cumberland—1948
CBS

Frequency: 1490 Kc. .....Power: 250 Watts
Owned-Oper. By.....The Tower Realty Co.
Address .....Box 360
Phone: Parkview 4-5400..Air Time: Full Time
News Service .....AP
Representative .....Forjoe
Membership .....RAB
President.....Karl F. Steinmann
Gen. Mgr., Pub. Dir.....Eldred Steinmann
Comm., Sls., Prom. Mgr.....Roy S. Knotts
Prog. Dir.....James Webster
Chief Engineer.....Paul E. Custer

WDYK—Cumberland—1949
ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Western Md. Bcstng.
Address.....450 Byrd Avenue
Phone: Parkview 2-7000..Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Representative .....Clark
President.....Richard A. Raese
Gen., Sta. Manager.....Michael Hurst
Commercial Manager.....Floyd V. Cozad
Prog. Dir.....Chad Riley
Chief Engineer.....George Sokol, Jr.

WTBO—Cumberland—1928
NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Cumberland Valley Bcstg. Co.
Address.....Comm. Bank Bldg.
Phone: 298.....Air Time: Full Time
News Service.....AP
Representative .....Branham
Membership .....NARTB, RAB
Pres., Gen. Mgr.....A. William German
Ass't Gen. Mgr.....Virginia Rosenbaum
Commercial Mgr.....R. J. Miller

WAYE—Dundalk—1955—KBS

Frequency: 860 Kc.....Power: 500 W. d.
Owned-Operated By.....Erway Bcstg. Co.

Address.....Dunkirk Bldg., Balto.
Phone: ATwater 4-3800.....Air Time: Days
Representative .....Best
News Service.....UP
President.....Guy S. Erway
General Manager.....Lee Case
Sales Manager.....Francis Roberts

WEBB—Dundalk—1955

Frequency: 1360 Kc.....Power: 1300 W. d.
Owned-Operated By.....1360 Bdcstg Co., Inc.
Address .....Box 26, Baltimore
Phone: Murdock 6-3180.....Air Time: Days
Representative .....Gill-Perna
Membership .....NARTB
General Manager.....Bentley Stecher

WFMD—Frederick—1938 CBS

Frequency: 930 Kc. .....Power: 1000 Watts
Owned-Operated By.....Monocacy Bcstg. Co.
Address.....1 West Seventh St.
Phone: Monument 3-4181....Air Time Daytime
News Service .....AP
Station Representative .....Meeker
Membership ..... NARTB
President .....Laurence Leonard
Commercial Manager.....Roger E. Beane
Program Director.....Eve Leonard
Chief Engineer.....Howard Fisher

WARK—Hagerstown—1947 CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ....United Bcstg. Co., Inc.
Address .....128 S. Prospect St.
Phone: 4500.....Air Time: Full Time
News Service .....UP
Station Rep.....United Bcstg.
President .....Richard Eaton
General Manager .....Samuel E. Phillips, Jr.
Chief Engineer.....G. Harold Brewer

WJEJ—Hagerstown—1932 MBS-ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Hagerstown Bcstg. Co., Inc.
Business-Studio Address .....Franklin Court
Phone: 2323.....Air Time: Full Time
News Service .....AP
Transcription .....Thesaurus
Representative ..... Walker
Membership .....NARTB
Pres., Gen. Mgr. .....Grover C. Crilley
Sta., Comm., Sls., Prom. Mgr..W. H. Paulsgrove
Pub., Pgm., Dir.....Robert Lesher
Chief Engineer.....George McIntire

WASA—Havre De Grace 1948—KBS

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chesapeake Bcstg. Corp.
Address .....P. O. Box 97
Phone: 800.....Air Time: Daytime
News Service .....AP
Transcription Service .....Standard
President, General-Station Mgr...Jason T. Pate
Comm.-Sales Prom. Mgr.....Charles W. Irwin
Pgm., Pub. Dir.....Bob Gray
Chief Engineer.....Gerald D. Johnson

WKIK—Leonardtown—1953

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Southern Md. Bcstrs. Inc.
Address .....Leonardtown
Phone: Greenwood 5-2211..Air Time: Daytime
News Service .....UP
Pres., Prog. Dir.....C. E. Springer
Gen. Mgr.....J. L. Bittner
Comm., Sls. Prom. Mgr.....W. C. Redd
Chief Engineer.....James L. Bittner

WPTX—Lexington Park 1953—KBS

Frequency: 920 Kc.....Power: 500 Watts
Owned.....Patuxent Radio Inc.
Address.....224 Great Mills Rd.
Phone: 2-1031.....Air Time: Daytime
Newspaper Affil.....Clearfield 'Progress'
News Service .....AP
Trans. Service .....Lang-Worth
Pres., Gen. Mgr.....W. J. Thomas
Sta., Comm., Sls., Prom. Mgr..Sam Stonebraker
Prog., Pub. Dir.....R. W. Hawkins
Chief Engr.....Harold Huhn

WPGC—Morningside—1954

Frequency: 1580 Kc.....Power: 1000 Watts d.
Owner .....WPGC Inc.
Address .....Morningside
Phone: Redwood 6-3770.....Air Time: Day
News Service .....AP
Pres., Gen. Mgr.....M. Richmond
Program Dir.....Don Nork

WDVM—Pocomoke City—1955

Frequency: 540 Kc.....Power: 500 W. d.
Owned-Operated By..Eastern Shore Bcstg. Co.
Address.....Box 210
Phone: 937.....Air Time: Days
Representative .....Rollins
News Service .....AP
Owner.....G. Russell Chambers
Manager.....David Welbourne, Jr.

WINX—Rockville—1951

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Montgomery Cty. Bcstg. Co.
Address.....2900 Tilden St.
Phone: EM 3-2798.....Air Time: Full Time
News Service .....UP
Representative .....Wittig
President.....Richard Eaton
Gen., Sta., Comm., Sls. Mgr.....Pierre Eaton
Program Dir.....Richard Denham
Publicity Dir.....John Robbins
Chief Engineer.....Arthur A. Snowberger

WBOC—Salisbury—1940
MBS

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By....The Peninsula Bcstg. Co.
Bus.-Studio Address.....Radio TV Park
Phone: 6131.....Air Time: Full Time
News Service .....AP
Representative .....Burn-Smith
President.....John W. Downing
Gen., Sta., Comm. Mgr. .....Charles J. Truitt
Program Director.....John W. Downing, Jr.
Chief Engineer.....Jack W. Ward

WGAY—Silver Spring—1946

Frequency: 1050 Kc. ...Power: 1000 Watts d.
Owned-Oper. By....Tri-Suburban Bcstg. Corp.
Business Address.....11306 Kemp Mill Rd.
Phone: Juniper 9-1050....Air Time: Daytime
News Service .....AP
Representative .....Indie Sales
Membership .....NARTB, RAB
President.....John W. Kluge
Gen.-Sta. Mgr.....Joseph L. Brechner
Comm., Sls., Prom. Mgr.....Stuart J. Hepburn
Program Dir.....Chuck Dulane
Publicity Dir.....Val Thomas
Chief Engineer.....Arthur McDougall

WTOW—Towson—1954

Frequency: 1570 Kc.....Power: 1000 Watts
Owner.....WTOW, Inc.
Address.....Chambersburg, Pa.
Phone: Colony 4-7121.....Air Time: Daytime
President.....J. S. Booth
Gen., Comm. Mgr.....Sam Lawder
Program Dir.....Ed Baekey
Chief Eng.....Sam Hecker

WTTR—Westminster—1953

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Carroll County Bcstg. Corp.
Address .....Box 28
Phone: 1170.....Air Time: Daytime
President.....E. Miller Richardson
Gen., Sta., Comm. Mgr.....R. H. Morgan
Prog. Dir.....Severne MacLaughlin
Ch. Eng., Sls. Prom. Mgr...Russell H. Morgan

WDON—Wheaton—1953

Frequency: 1540 Kc.....Power: 250 Watts
Owned.....Commercial Radio Equip. Co.
Address...1319 F St. N.W., Washington, D. C.
Phone: DI 7-1319.....Air Time: Daytime
Membership .....NARTB
Gen. Mgr.....Everett L. Dillard
Commercial Mgr.....James A. Gustafson
Operations Mgr.....Fred Drake
Sls. Prom., Pub. Dir.....Doug Bailey
Program Director.....Robert E. Best
Chief Engineer.....Eugene V. Jurasinski

MASSACHUSETTS

Pop. Feb. 1, 1956 (Est.) 4,950,000—Families 1,454,000
Radio Homes 1,400,000—TV Homes 1,355,061—Stations in State 52

WARA—Attleboro—1950

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Attleboro Radio Assn.
Address.....8 N. Main St.
Phone: 1-1320
Representative .....Walker
Station Manager.....Keith S. Field
Advertising Mgr.....William A. Dawson, Jr.
Program Mgr.....David P. Mohr

WBMS—Boston—1946

Frequency: 1090 Kc....Power: 1000 Watts d.
Owned-Oper. By.....WBMS, Inc.
Business-Studio Add.....Hotel Somerset
Phone: Copley 7-3005.....Air Time: Daytime
News Service .....UP
Representative .....Indie Sales
President.....Jack Berkman
Gen. Mgr.....George Lasker
Station Manager.....Norman Furman
Chief Engineer.....Donald Snider

WBZ-WBZA
(Synchronous Operation)
Boston-Springfield—1921
NBC

Frequency: 1030 Kc.....Power: WBZ, 50,000 Watts; WBZA, 1000 Watts
Owned.....Westinghouse Bcstg. Co. Inc.
Business-Studio Add...1170 Soldiers Field Rd.
Phone Number.....ALgonquin 4-5670
News Service.....AP, UP
Membership ..... RAB
Representative.....Free & Peters
President.....D. H. McGannon
Station Manager.....P. E. Mills
Commercial Mgr.....William J. Williamson
Promotion Manager.....Charles L. Burrow
Program Manager.....Grady Edney
Chief Engineer.....W. H. Hauser
Publicity Director. .....Joseph Cullinane
Chief Engineer.....W. H. Hauser

WCOP—Boston—1935

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....Post Pub. Co.
Business-Studio Address.....489 Boylston St.
Phone: COpley 7-0123....Air Time: Full Time
News Service .....AP
Newspaper Affil.....Boston Post
Representative .....Weed
President.....John J. Fox
Gen., Sta. Mgr.....Roy V. Whisnand
Commercial Mgr.....P. T. McGovern
Prog. Dir.....Irvin Dierdorff
Chief Engineer.....Roland C. Hale

WEEI—Boston—1924
CBS-RADIO

Frequency: 590 Kc.....Power: 5000 Watts

Owned-Oper. By.....CBS Radio Division
Business-Studio Address.....182 Tremont St.
Phone. HUbbard 2-2323....Air Time: Full Time
News Service .....AP, UP
Representative.....CBS Radio Spot Sales
President .....Arthur Hull Hayes
Gen., Sta. Mgr.....Harvey J. Struthers
Commercial Mgr.....Emmett J. Heerdt, Jr.
Sales Prom. Mgr.....John T. Curry, Jr.
Program Director.....K. R. Ovenden
Publicity Director.....Marie H. Houlahan

WHDH—Boston—1926

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WHDH, Inc.
Bus-Studio Address.....6 St. James Ave.
Phone: HAncock 6-5500....Air Time: Full Time
Newspaper Affil.....Boston Herald
Representative .....John Blair
President.....Robert B. Choate
V.P., Managing Dir.....William B. McGrath
Commercial Manager....Alexander M. Tanger
Program Director.....George M. Perkins
Sales Prom. Mgr., Pub. Dir...William E. Shea
Chief Engineer.....Philip K. Baldwin

WMEX—Boston—1934

Frequency: 1510 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Northern Corp.
Business-Studio Address....70 Brookline Ave.
Phone: CO 6-3900.....Air Time: Full Time
Pres., Prog. Dir.....John E. Reilly
General Manager.....William S. Pote
Commercial Manager.....Lawrence Flynn
Sales Promotion Manager.....Marie Mason
Publicity Director.....George Kaplan
Chief Engineer.....William Ferruzzi

WNAC—Boston—1922
MBS-YANKEE

Frequency: 680 Kc.....Power: 50 Kw.
Owned...Yankee Div., RKO Teleradio Pictures
Bus.-Studio Address.....21 Brookline Ave.
Phone: CO 6-0800.....Air Time: Full Time
News Service.....INS, UP
Representative .....H-R Reps.
Membership .....NARTB, RAB
President .....Tom O'Neil
Exec. V.P., Gen. Mgr.....Norman Knight
Vice President.....George Steffy
Nat'l Sls. & Sls. Serv. Dir.....Tom Bateson
Sales Prom. Mgr.....George Hallberg
Program Director.....John D. Maloy
Publicity Director.....Phyllis Doherty
Chief Engineer.....I. B. Robinson

WORL—Boston—1950

Frequency: 950 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Pilgrim Bcstg. Co.
Address.....705 Beacon Street
Phone: COpley 7-3800....Air Time: Full Time
Representative.....Headley Reed Co.
President.....Joseph A. Dunn
Gen., Sta., Comm. Mgr.....Arthur E. Haley
Program Director.....Alan Dary
Pub. Dir.....Polly Haddad
Chief Engineer.....John Parker

WVDA—Boston—1953—ABC

Frequency: 1260 Kc.....Power: 5000 Watts

IN BOSTON ... and MAINE Vic RADIO PROFIT Diehm Says:

WVDA

When Bostonians want the most in news, the best in music and the quality shows their dials are set at 1260 that's . . .

BOSTON, MASS. ABC

WIDE

The one choice to cover this great recreational and industrial market in Maine. "It's the Gateway to Good Listening" . . .

BIDDEFORD-SACO, ME. MBS-YANKEE

WAZL Hazleton, Pa. NBC-MBS | WHOL Allentown, Pa. CBS | WHLM Bloomsburg, Pa. | WIDE Biddeford-Saco, Me. MBS-Yankee | WVDA Boston, Mass. ABC
(All Stations Represented by Paul H. Raymer Company)

Owned-Oper. By.....Vic Diehm Assoc. Inc.
Address.....275 Tremont St.
Phone: HAncock 6-1122....Air Time: Full Time
News Service .....AP, UP
Representative .....Raymer
Transcription Service.....Thesaurus
Membership .....NARTB, RAB
President .....Vic Diehm
Gen., Comm. Mgr.....Len Hornsby
Program Director.....John Mounteer
Promotion Mgr.....John C. Gilmore
Continuity Dir.....Arthur Lypscon
Chief Engineer.....Robert Hallenbeck

WBOS—Boston—1948

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By...Champion Bcstg. Sys., Inc.
Address.....790 Commonwealth Ave.
Phone: BEacon 2-5650....Air Time: Full Time
Representative.....Wm. G. Rambeau Co.
News Service .....UP
President .....Herbert Hoffman
Gen. Mgr.....Ralph Weinman
Prom. Mgr.....Murray Smith
Program Director.....James A. Fitzgerald, Jr.
Chief Engineer.....Jerome Bartzoff

WBET—Brockton—1946

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Enterprise Publishing Co.
Business-Studio Address.....60 Main St.
Phone: 7062.....Air Time: Full Time
Transcription Service.....Thesaurus
Representative .....Walker
General Manager.....Charles A. Fuller
Commercial Mgr.....Earle G. Clement
Program Manager.....Arthur B. Jones

WTAO—Cambridge—1948

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Middlesex Bcstg. Corp.
Address.....439 Concord Ave.
Phone: Eliot 4-0500.....Air Time: Daytime
Membership .....NARTB, RAB
President.....Frank J. Lyman, Jr.
General Manager.....Wallace Dunlap
Commercial Mgr.....John H. Kimball, Jr.
Sls. Promotion Mgr.....Bob Allen
Publicity Dir.....Ken Wayne
Program Director.....Edward Pennev, Jr.
Chief Engineer.....Herbert

WACE—Chicopee-Springfield 1946

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Regional Bcstg. Co.
Business Address.....Hotel Bridgeway
Phone: 4-6654.....Air Time: Daytime
News Service .....INS
Representative .....Bolling
Membership .....NARTB, RAB
President .....David Hayes
Treasurer.....John S. Begley
Gen. Sta., Comm. Mgr.....Ralph J. Robinson
Prog. Dir.....Sy Levy
Chief Engineer.....H. R. Glinka

WALE—Fall River—1948 MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Narragansett Bcstg. Co.
Address.....374 Central St.
Phone: 4-1400.....Air Time: Full Time
News Service .....UP
Representative .....Walker
Manager.....George L. Sisson, Jr.
Commercial Mgr.....Markey Gosciminski
Business.....Madeleine Hamell
Traffic .....Ann Kenney

WSAR—Fall River—1921 ABC

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By.....Fall River Bcstg. Co., Inc.
Business-Studio Address.....Academy Bldg.
Phone: 7-9477.....Air Time: Full Time
Newspaper Affilitaion.....Herald News, Inc.
News Service .....UP
Representative...Headley-Reed, Kettell-Carter
President.....Frank W. Miller, Jr.
Gen. Mgr., Treas.....Lincoln W. N. Pratt
Commercial Manager.....Cornelius Sullivan
Program Director.....Joseph Welch
Chief Engineer.....Arnold Molloy

WEIM—Fitchburg—1941 MBS-YANKEE

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....WEIM, Fitchburg, Inc.
Business-Studio Address.....717 Main St.
Phone: Fitchburg 3-3766..Air Time: Full Time
News Service .....UP
Membership ..... NARTB
Representative .....Walker, Kettell-Carter
President.....Henry G. Molina, Jr.
Station Mgr.....Al Maffie
Commercial Mgr.....James W. Chalmers
Program Dir.....David Rodman
Chief Engineer.....Ted Kalin

WFGM—Fitchburg—1950

Frequency: 1580 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Wachusett Bcstg. Corp.
Address.....455 Main St.
Phone: 3-4897.....Air Time: Daytime
Representative .....Walker
News Service .....UP
Pres., Gen. Mgr.....David M. Myers
Program Director.....Tal Hood
Chief Engineer.....Donald L. Coleman

WKOX—Framingham—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WKOX, Inc.
Bus.-Studio Address.....Mt. Wayte Ave.
Phone: TRinity 3-7409.....Air Time: Daytime
Comm. Mgr.....Ruane B. Hill
Representative.....Kettell-Carter, Grant Webb
President.....Albert A. Anderson
General Manager.....Richard E. Adams
Commercial Manager.....Lewis F. Sargent

Program Dir.....Roy Leonard
Pub. Dir.....John M. Grabbs
Chief Engineer .....Francis Bartol

WGAW—Gardner—1946—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Gardner Bcstg. Co.
Business Number.....3 Pleasant St.
Phone: 1490.....Air Time: Full Time
News Service .....UP
Representative.....Borgatti, Inc., Webb
Pres. & Treas.....Emilien R. Robillard
V.P., Gen. Mgr.....William C. Engel
Commercial Mgr.....Delbert A. Greenwood
Program Director.....Durham Caldwell
Chief Engineer.....Gordon Wiley

WHAI—Greenfield—1938 MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Haigis Bdcstg. Corp.
Business-Studio Address.....486 Main St.
Phone: PRescott 4-4301....Air Time: Full Time
News Service .....AP
Transcription .....World
Representative .....Walker
Membership .....RAB, NARTB
Pres., Gen., Sta. Mgr.....John W. Haigis, Jr.
Commercial Manager.....Harry J. Frank
Sls. Prom. Mgr., Pub. Dir.....June Greene
Program Director.....Ira I. Hewey
Chief Engineer.....Leland F. Wheeler

WHAV—Haverhill—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....WHAV, Inc.
Business-Studio Address.....30 How St.
Phone: DRake 4-4733.....Air Time: Full Time
News Service .....UP
Representative .....Nona Kirby Co.
Treasurer.....E. I. Cetlin
General Manager.....Robert I. Kimel
Program Director.....Arthur Flynn
Chief Engineer.....David Cate

WHYN—Holyoke-Springfield 1941—CBS

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Oper. By...Hampden—Hamshire Corp.
Address.....1300 Liberty St., Springfield
Phone: 4-1126.....Air Time: Full Time
Representative.....Branham, Weed
Membership .....NARTB
Gen. Mgr. .....Charles N. DeRose
Business Manager.....Patrick J. Montague

WREB—Holyoke—1948

Frequency: 930 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Valley Bcstg. Corp.
Address .....Holyoke Nat. Bank Bldg.
Phone: 2-3296.....Air Time: Daytime
Transcription Service .....SESAC
News Service .....AP
Membership .....NARTB
Representative....Kirby, WREB Radio Sales

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FOR CLEAR, COMPREHENSIVE
COVERAGE . . .

AP

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RADIO and TELEVISION

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Sta. Mgr. ..... John H. Vondell, Jr.
Sales Mgr. ..... Robert H. Berger
News Director ..... Vernon K. Jones
Chief Engineer ..... Frank T. Cook

WCCM—Lawrence—1947

Frequency: 800 Kc. ... Power: 1000 Watts d.
Owned-Oper. By ..... Lawrence Bdcstg. Co.
Address ..... 278 Essex Street
Phone Number ..... Lawrence 3-7171-2
News Service ..... AP
Representative ..... Foster, Walker
Pres., Gen. Mgr. ..... Geo. H. Jaspert
Comm. Mgr. ..... Daniel Ruggles, III

WCAP—Lowell—1951

Frequency: 980 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Northeast Radio Inc.
Address ..... 243 Central St.
Phone: 4-0404 ..... Air Time: Daytime
News Service ..... UP
Representative ..... Kettell-Carter
President ..... Israel Cohen
Gen. Mgr. ..... William J. Warren

WLLH—Lowell-Lawrence 1934—MBS-YANKEE

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Merrimac Bdcstg. Co.
Address ..... 39 Kearney Sq., Lowell
Air Time ..... Full Time
News Service ..... UP
Representative ..... Nona Kirby
President ..... Gerald Harrison
Gen. Mgr. ..... A. N. Armstrong, Jr.
Program Director ..... Tom Clayton
Chief Engineer ..... Anthony G. Michaels

WLYN—Lynn—1946

Frequency: 1360 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By .... Puritan Bcst. Service, Inc.
Business-Studio Address ..... 7 Willow St.
Phone: LY 5-6200 ..... Air Time: Daytime
News Service ..... UP
Station Representative ..... Walker
President ..... Theodore Feinstein
General Manager ..... Melvin Lahr

WHIL—Medford—1952

Frequency: 1430 Kc. ..... Power: 500 Watts d.
Owned-Operated By ..... Conant Bcstg. Co.
Address ..... 99 Revere Beach Pkwy.
Phone: Mystic 6-1430 ..... Air Time: Daytime
News Service ..... UP
Representative ..... Nona Kirby
Pres., Gen., Sta. Mgr. ..... Sherwood J. Tarlow
Commercial Mgr. ..... Joseph Kruger
Prog. Director ..... Bob Walsh
Chief Engineer ..... Sal Fulchino

WBSM—New Bedford—1949

Frequency: 1230 Kc. ..... Power: 100 Watts
Owned-Oper. By ..... Bay State Bcstg. Co.
Address ..... Pope's Island
Phone: 3-1767 ..... Air Time: Full Time
Representative ..... The Bolling Co.
News Service ..... UP
Membership ..... NARTB
President ..... Joseph P. Duchaine
General Manager ..... Otto F. A. Arnold

WNBH—New Bedford—1921 MBS-YANKEE

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... E. Anthony & Sons, Inc.
Business-Studio Address ..... 555 Pleasant St.
Phone: 8-5228 ..... Air Time: Full Time
News Service ..... AP
Newspaper Affiliation ..... Standard-Times
Representative ..... Walker Co.
Sta., Comm. Mgr. ..... Henry N. Solomon
Program Director ..... James Gleason
Publicity Director ..... Herve Leduc

WMNB—North Adams—1947

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Northern Berkshire Bcstg. Co.
Bus.-Studio-Transmitter Address ... 466 Curran
Phone: MOhawk 3-6567 .... Air Time: Full Time
News Service ..... AP
Transcription Service ..... Thesaurus
Representative ..... McGillvra, Kirby
Membership ..... NARTB
Pres., Gen. Mgr. ..... J. Gordon Keyworth
Prog. Dir. ..... Roy M. Anderson

WNAW—North Adams—1949

Frequency: 860 Kc. ..... Power: 250 Watts d.
Owned-Operated By ..... Cecil F. Clifton
Address ..... Curran Hwy.
Phone: MOhawk 3-5356 ... Air Time: Daytime
Transcription Service ..... Associated, Cole
President ..... Cecil H. Clifton
General Manager ..... Nathaniel N. Jones

WHMP—Northampton—1950 KBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Pioneer Valley Bcstg. Co.
Address ..... 78 Main St.
Phone: 4275 ..... Air Time: Full Time
News Service ..... UP
Representative ..... Louis Borgatti, Webb
President ..... John H. Williams
Gen., Sta., Comm. Mgr. ... Alexander W. Milne
Program Director ..... Joseph T. Fennessey
Chief Engineer ..... Peregrine White

WBEC—Pittsfield—1947—ABC

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Western Mass. Bcstg. Co.
Business-Studio Address ..... 33 Eagle St.
Phone: 8292 ..... Ar Time: Full Time
Newspaper Affiliation ..... Evening Eagle
News Service ..... AP
Transcription Service ..... World
Membership ..... NARTB
Rep. ..... Everett-McKinney, Kettell-Carter
President ..... L. K. Miller
Gen., Sta. Mgr. ..... W. Wendell Budrow
Comm., Sls. Prom. Mgr. ..... Edward Johnson
Prog., Pub. Dir. ..... Paul Edwards
Chief Engineer ..... Walton Ayer

WBRK—Pittsfield—1938
MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Greylock Bcstg. Co.
Business-Studio Address.....8 Bank Row
Phone: 2-1553.....Air Time: Full Time
News Service .....UP
Representative .....Walker, Borgatti
Membership .....NARTB
President .....Leon Podolsky
Gen., Sta., Comm. Mgr.....Walter Kearsey
Sales Promotion Manager...Robert H. Burbank
Program Dir.....Edward Merritt
Publicity Dir.....Laughran Yaber
Chief Engineer.....Leonard Lavendol

WPLM—Plymouth—1955

Frequency: 1390 Kc.....Power: 500 Watts
Owned-Oper. By...Plymouth Rock Bdcstg. Co.
Address..... 294 Court St.
Phone: 2600.....Air Time: Daytime
News Service .....UP
General Manager.....Lambert B. Beeuwkes

WJDA—Quincy—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By...South Shore Bcstg. Co., Inc.
Business-Studio Address.....Box 373
Phone: Mayflower 9-1300..Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Kirby
Pres., Gen., Sta. Mgr.....James D. Asher
Program Dir.....Charles Glass
Comm. Mgr.....K. P. Fallon, Jr.
Chief Engineer.....Arthur F. Lane

WESX—Salem—1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....North Shore Bcstg. Corp.
Phone: NE 2-1301.....Air Time: Full Time
Transcription Service .....World
Station Rep.....Grant Webb, Nona Kirby
Gen. Mgr.....James D. Asher
Commercial Mgr.....Charles Asher
Sta. Mgr.....William C. Asher
Program Director.....Norman Durkee

WESO—Southbridge—1955

Frequency: 970 Kc.....Power: 500 Watts
Owned-Operated By.....WESO, Inc.
Address.....291 Main St.
Phone: 4-4381.....Air Time: Daytime
Representative..... Walker Co.
News Service .....UP
Transcription Service .....World
Station, Comm. Mgr.....Robert F. Nims
Program Director.....Robert S. Binet

WBZA-WBZ
(Synchronous Operation)
Springfield-Boston—1921
NBC

(See Boston Listing)

WJKO—Springfield—1949

Frequency: 1600 Kc.....Power: 5000 Watts d.
Owned-Oper. By .....Springfield Bdcstg. Co.
Address.....P. O. Box 898
Phone: REpublic 2-7487....Air Time: Daytime
News Service .....UP
Representative.....Gill. Perna, Nona Kirby
Sales Mgr.....Earle G. Hewinson, Sr.
Gen. Mgr., Chief Eng.....Chris M. Manitsas

WMAS—Springfield—1932
MBS-YANKEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WMAS, Inc.
Business-Studio Address.....101 West St.
Phone: RE 7-1414.....Air Time: Full Time
News Service .....UP
Representative .....H-R Reps., R. C. Foster
Membership .....NARTB
President .....Gerald Harrison
Vice Pres.....Carl S. Wheeler
Station Manager.....Robert Donahue

WTXL—Springfield—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Telecolor Corp.
Address.....34 Sylvan St.
Phone: RE 9-4768.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Walker
Membership .....NARTB, RAB
Pres., Gen. Mgr.....L. A. Reilly
Commercial Manager ....Holland D. Cameron
Program Director.....George Erwin
Station Mgr., Chief Engineer.....J. L. Spates

WSPR—Springfield—1936
ABC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....WSPR, Inc.
Business Address.....63 Chestnut St.
Phone: 2-4182.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Hollingbery Kettell-Carter
Membership .....NARTB
Pres., Gen. Mgr.....Alan C. Tindal
Commercial Manager.....John J. Sullivan
Program Dir.....Paul Monson
Chief Engineer.....Valentino Partyka

WPEP—Taunton—1949

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Silver City Bcstg. Corp.
Address .....174 Broadway
Phone: 4-7528.....Air Time Daytime
News Service .....UP
Representative .....Walker Co.
President.....J. Marshall McGregor
Sta. Mgr.....Joseph G. Quill
Commercial Mgr.....Edwin Stawnlak
Production Dir.....Charles S. Williams
Chief Engineer..... Lawrence Prado

WARE—Ware—1945—KBS MBS

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Central Bcstg. Corp.
Business-Studio Address.....East St.
Phone: Ware 1250.....Air Time: Daytime
News Service .....AP
Rep.....Grant Webb, Walker Co.
President.....H. Scott Kilgore
Gen., Sta. Mgr.....William R. Sweeney
Comm., Sls. Prom. Mgr.....Thomas Sullivan
Prog., Pub. Dir.....L. L. Winiarski
Chief Engineer.....David R. Pryce

WCRB—Waltham—1948

Frequency: 1330 Kc.....Power 1 Kw.
Owned.....Charles River Bcstg. Co.
Address.....Sheraton Plaza Hotel
Phone: Waltham 5-7080...Air Time: Full Time
Station Rep.....Good Music Broadcasters
Membership .....NARTB
Pres., Gen. Mgr.....Theodore Jones
Sta. Mgr.....Richard L. Kaye
Sales Mgr.....Theodore Jones
Prom. Mgr.....Fred L. Bosworth
Prog. Dir.....David S. MacNeill
Chief Eng.....Leonard Buckwalter

WOCB—West Yarmouth—1940 MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....E. Anthony & Sons
Address.....South Sea Avenue
Phone: Hyannis 502.....Air Time: Full Time
Representative .....Walker
Newspaper Affil.....Standard Times
President .....Basil Brewer
Commercial Mgr.....Paul Stiles
Program Director.....Marilyn Boesse
Publicity Director.....E. Semprini
Chief Engineer.....Frank L. Lynch

WAAB—Worcester—1931 MBS-YANKEE

Frequency: 1440 Kc.....Power: 5000 Watts
Owned by .....WAAB, Inc.
Business-Studio Address ....34 Mechanic St.
Phone: PLeasant 2-5611...Air Time: Full Time
News Service .....AP
Representative....Grant Webb, R. C. Foster
Pres., Gen. Mgr.....Gorge F. Wilson
Pub. Dir., Sls. Prom. Mgr..H. Allen Whittemore
Chief Engineer.....George Capalbo

WNEB—Worcester—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....New England Bcstg. Co.
Address.....405 Main St.
Phone: 6-4672.....Air Time: Full Time
News Service .....UP
Representative .....Bolling
President.....Paul C. Lytle
Gen. Mgr.....John J. Hurley
Commercial Mgr.....Edward T. McCann, Jr.
Chief Engineer.....Vernon P. Wilson

WORC—Worcester—1925

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By.....WORC, Inc.
Business-Studio Address.....4 Walnut St.
Phone: PLeasant 5-3101..Air Time: Full Time
Representative.....Forjoe, Kettell-Carter
President.....Robert F. Bryar
Gen., Sta. Mgr.....Kenneth Leslie
Commercial Mgr.....M. D. Morris
Prog. Dir.....Richard Smith
Chief Engineer.....Herman A. Gruzin

WTAG—Worcester—1924 CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WTAG, Inc.
Business-Studio Address.....18 Franklin St.
Phone: 5-4321.....Air Time: Full Time
Newspaper Affil.....Telegram & Gazette
News Service .....AP
Transcription Service .....Associated
Representative.....Henry L. Christal Co.
Membership .....NARTB, RAB
President.....Robert W. Booth
Vice Pres., Gen. Mgr.....Herbert L. Krueger
Commercial Manager.....Robert J. Brown
Sales Promotion Manager.Bernard J. La Plante
Prod., Pgm. Dir.....A. J. Brissette
Publicity Director.....John Hiser
Chief Engineer.....E. A. Browning

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WABJ—Adrian—1945—ABC

Frequency: 1490 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Gerity Bcstg. Co.
Address.....2982 Treat Rd.
Phone: Colfax 5-7123.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus
Membership .....NARTB, RAB
President.....James Gerity, Jr.
General, Sta. Manager.....R. W. Cessna
Program Director.....J. O. Stone
Chief Engineer.....Galen Stutzman

WALM—Albion—1952—KBS

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Calhoun Bcstg. Co.
Address .....Box 346
Phone: 5065.....Air Time: Daytime
News Service .....UP
General Manager.....M. H. Wirth
Sta. Mgr.....Robert Cessna

WFYC—Alma—1948—KBS

Frequency: 1280 Kc....Power: 1000 Watts d.,
Owned-Oper. By .....WFYC, Inc.
Address .....U. S. 27
Phone: 95.....Air Time: Daytime
News Service.....UP
Membership .....RAB
Trans. Service .....Lang-Worth, World
General Manager.....David W. Sommerville

WATZ—Alpena—1946 MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Business Address.....M-32 West
Phone: 1049.....Air Time: Full Time
News Service .....AP
Representative .....Holman
General Manager.....Les Biederman
Station Manager.....Drew McClay
Chief Engineer.....William Kiker

WHRV—Ann Arbor—1946 ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Huron Valley Bcstrs., Inc.
Address .....4230 Packard Rd.
Phone: NO 2-4573.....Air Time: Full Time
News Service .....AP
Representative .....Walker
Pres., Gen. Mgr.....J. R. Chapman
Commercial Mgr.....James H. Hopkins
Sls. Prom., Prog. Dir.....Donald A. Herman
Publicity Dir.....Susan E. Hammer
Chief Engineer.....Richard W. Johnston

WPAG—Ann Arbor—1945

Frequency: 1050 Kc.....Power: 1,000 Watts d.
Owned-Operated By...Washtenaw Bcstg. Co.
Bus.-Studio Address....3rd Floor, Hutzel Bldg.
Phone: NO 2-5517.....Air Time: Daytime
News Service .....AP
Representative .....Everett-McKinney, Inc.
Membership .....NARTB
Gen. Sta. Manager.....Edward F. Baughn
Commercial Manager.....Kenneth MacDonald
Program Dir.....Albert Sanborn
Chief Engineer.....D. N. Bowdish

WLEW—Bad Axe—1950

Frequency: 1340 Kc.....Power: 250 Watts d.
Owned-Operated By....Port Huron Bdcstg. Co.
Address.....935 S. Van Dyke Rd.
Phone: 1010.....Air Time: Daytime
Rep.....Gill, Perna-Michigan Spot Sales
Trans. Ser...Standard, Lang-Worth, Thesaurus
Gen. Mgr.....John Wismer
Business Manager.....Jim Muehlenbeck

WBCK—Battle Creek—1948 MBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Michigan Bcstg. Co.
Address.....Security Natl. Bank Bldg.
Phone: 3-5555.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Burn Smith
Membership .....RAB
President.....Robert H. Holmes
General Mgr.....E. F. Cahill
Chief Engineer.....Harley Hammond

WELL—Battle Creek—1925 ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Federated Publications, Inc.
Address.....Michigan National Bank Bldg.
Phone: WO 4-7173.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus, Standard
Representative .....Meeker
Membership .....NARTB, RAB
President.....Robert Miller
Gen. Sta., Comm. Mgr.....P. J. Haller
Program Director.....Jack Shoemaker
Publicity Director.....Jack Newman
Chief Engineer.....Earl J. Stone

WBCM—Bay City—1928 ABC

Freq.: 1440 Kc...Power: 1 Kw. d., 500 W., n.
Owned-Operated By.....Michigan Bcstg. Co.
Business-Studio Address.....Wenonah Hotel
Phone: 3-7551.....Air Time: Full Time
News Service.....AP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership ..... RAB
President.....Robert H. Holmes
Gen., Sta. Mgr.....Leo A. Jylha
Comm., Sales Prom. Mgr...Charles E. Anthony
Program Director.....Robert F. Benkleman
Chief Engineer.....Ralph H. Carpenter

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CKLW
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National Representative

J. E. Campeau, Pres.
Guardian Bldg., Detroit

WHFB—Benton Harbor—1947

Frequency: 1060 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Palladium Publ. Co.
Address.....Fairplain Ave., Benton Harbor
Phone: WAlnut 5-2113....Air Time: Daytime
News Service .....AP
Newspaper Affil.....Palladium, Herald Press
Transcription Service.....World, Thesaurus
Representative .....Hal Holman
Membership .....NARTB, RAB
President .....Stanley R. Banyon
Station Mgr.....J. P. Scherer
Program Director.....Ray M. Turner
Comm. Mgr.....John Chase

WBRN—Big Rapids—1953

Frequency: 1460 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....WBRN, Inc.
Address.....P. O. Box 825
Phone: 648.....Air Time: Daytime
News Service .....AP
Transcription Service....Lang-Worth, SESAC
Membership ..... RAB
Representative .....Best
Pres., Gen., Sta., Comm. Mgr..Spencer Denison
Chief Engineer.....R. F. Cook

WATT—Cadillac—1945 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Midwestern Bcstg. Co.
Business-Studio Address.....U. S. 131, South
Phone: PR 5-7831.....Air Time: Full Time
News Service .....AP
Transcription Service .....SESAC
Representative ....Hal Holman
President .....Les Biederman
General Manager.....Art Nyhus
Sales Manager.....M. L. Chandler
Chief Engineer.....Bill Kiker

WCBY—Cheboygan—1954

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Straits Bcstg. Co.
Address .....Mackinaw Ave.
Phone: 554.....Air Time: Full Time
Representative .....Best
Pres., Gen., Sta. Mgr.....Richard E. Hunt
Commercial Mgr.....Ben Morrow
Program Director.....Dick Welsh
Chief Engineer.....Norbert C. Poeppelman

WTVB—Coldwater—1949

Freq.: 1590 Kc..Power: 5 Kw. d., 500 Watts n.
Owned-Oper. By ...Twin Valley Bdcstrs, Inc.
Address .....Box 32
Phone: 1230.....Air Time: Full Time
News Service .....AP
Trans. Service.....World, Thesaurus, Cole
Representative.....Hil F. Best
Membership ..... RAB
President .....George Hosek
Gen., Sta. Mgr.....E. Harold Munn, Jr.
Commercial Mgr.....Gilbert N. Ketcham
Chief Engineer.....Virgil Royer

CKLW—Detroit-Windsor 1932—MBS

Frequency: 800 Kc.....Power: 50,000 Watts
Owned-Oper. By..Western Ontario Bcstg. Co.,
Add...Essex Bcstrs., Guardian Bldg., Detroit 26
Phone: 4-1155.....Air Time: Full Time
News Service .....INS, UP
Representative .....Adam Young
Transcription Service.....World, Thesaurus
Membership .....NARTB
President, General Mgr.....J. E. Campeau
Dir., Oper.....S. C. Ritchie
Commercial Manager.....E. Wilson Wardell
Program Director.....John Gordon
Publicity Director.....Art Gloster
Chief Engineer.....W. J. Carter

(See Page 471)

WJBK—Detroit—1926

Freq.: 1500 Kc.....Power: 10 Kw. d., 1 Kw. n.
Owned-Operated By.....Storer Bcstg. Co.
Business-Studio Address....Second & Bethune
Phone: TR 3-7400.....Air Time: Full Time
News Service .....INS, AP
Representative .....Katz Agency
Membership .....NARTB, RAB
President.....George B. Storer, Sr.
Managing Director.....Harry Lipson
Ass't Managing Dir.....Gar Meadowcroft
Chief Engineer .....Paul O. Frincke

WJLB—Detroit—1926

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By ...Booth Radio & TV Stas.
Business Address.....3100 Broderick Tower
Phone: WOodward 5-2000. Air Time: Full Time
News Service .....AP
Membership .....NARTB
Representative .....Forjoe
President.....John L. Booth
Gen., Sta. Mgr.....Edwin E. Nyy
Commercial Mgr.....Eric V. Hay
Sales Prom. Mgr.....George Kendall
Chief Engineer.....Edward H. Clark

WJR—Detroit—1926—CBS

Frequency: 760 Kc.....Power: 50,000 Watts
Owned-Oper. By. WJR, The Goodwill Sta., Inc.
Address.....2100 Fisher Bldg.
Phone: Trinity 5-4440.....Air Time: Full Time
News Service .....AP, INS, UP
Trans. Ser.....Thesaurus, Lang-Worth
Representative.....Christal, Radio Time Sales
Membership .....NARTB, RAB
President .....John F. Patt
V.P., & Gen. Mgr. .....Worth Kramer
Sec'y-Treas.....William G. Siebert
Pub. Rel. Dir.....James Quello
V.P., Operations Mgr.....F. S. Moore
Sales Manager.....Elmer O. Wayne
Prog. Mgr.....Ron Gamble
Chief Engineer.....A. Friedenthal

Stars and Hosts of WXYZ-TV's daytime shows

Look what WXYZ-TV delivers in the Detroit market

Even against network competition, the well known WXYZ-TV personalities who are stars and hosts capture an extra large share of total daytime audience. Between noon and 6:00 P.M., WXYZ-TV's share runs as high as 40%. **Represented nationally by Blair TV.**

34%
of daytime audience
in 4 station market

WXYZ disc jockeys Ed McKenzie, Fred Wolf, Paul Winter

Look what WXYZ RADIO delivers in the Detroit market

WXYZ captures the largest share of daytime radio audience in Detroit. What's more, WXYZ's exclusive mobile radio studio wins an extra large car radio bonus by broadcasting from heavy traffic intersections. **Represented nationally by John Blair and Company.**

17%
of daytime audience
in 9 station market

WKMH—Detroit—1946

Freq.: 1310 Kc.....Power 5 Kw. d., 1 Kw. n.
Owned-Operated By.....WKMH, Inc.
Address .....WKMH Bldg., Dearborn
Phone: Tiffany 6-8500.....Air Time: Full Time
News Service .....UP
Representative ..... Headley-Reed
Membership ..... NARTB
Pres., Gen. Mgr.....F. A. Knorr
Managing Dir.....John J. Carroll

WWJ—Detroit—1920—NBC

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By ....The Evening News Assn.
Address.....622 W. Lafayette
Phone: WOodward 2-2000. Air Time: Full Time
Newspaper Affiliation....."Detroit News"
News Service .....AP, UP
Transcription Service.....Thesaurus
Representative.....Free-Peters, McDermott
Membership .....NARTB, RAB
President.....Warren S. Booth
General Manager.....Edwin K. Wheeler
Asst. Gen. Mgr.....Don DeGroot
Program Mgr.....M. C. Wissman
National Sales Mgr.....Robert J. McIntosh
Sales Prom. Mgr.....Glen Kyker
Business Mgr.....Henry C. Rogers
Chief Engineer.....E. J. Love

WXYZ—Detroit—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Oper. By.....WXYZ, Inc.
Business Address.....1700 Mutual Bldg.
Phone: WOodward 3-8321. Air Time: Full Time
News Service.....AP, INS
Representative .....John Blair
Membership .....RAB
President.....James G. Riddell
Commercial Manager.....Harold L. Neal
Publicity Dir.....M. Mogge
Sales Mgr.....Robert W. Koch
Sales Prom. Mgr.....Robert Baldrica
Chief Engineer .....Charles Kocher

(See Page 473)

WDBC—Escanaba—1941 MBS

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Operated By.....Delta Bcstg. Co.
Business-Studio Address.....606 Lud St.
Phone: 3190-1.....Air Time: Full Time
News Service .....AP
Membership .....RAB
Representative .....Walker
Pres., Gen. Mgr.....George D. Lindenthal
Station Manager.....F. J. Lindenthal
Program Director.....Vince Casey
Publicity Director.....Wm. J. Duchaine
Chief Engineer.....Henry C. Olsen

WESK—Escanaba—1953 NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Northern Bcstg. Corp.
Address.....Sault Ste. Marie
Phone: MElrose 2-2231....Air Time: Full Time
News Service .....UP
Transcription .....Thesaurus
Membership .....NARTB
President.....Stanley R. Pratt
General Manager.....Russell J. Staffeld
Sta., Comm. Mgr.....Robert Wagner
Program Director.....Don Siste
Chief Engineer.....Richard Deitz

WAMM—Flint—1955

Frequency: 1420 Kc.....Power: 500 W. d.
Owned-Oper. By...Binder-Carter-Durham, Inc.
Address.....3506 E. Kearsley St.
News Service .....UP
Pres., Gen. Mgr.....Richard S. Carter
Vice-Pres., Prog. Mgr.....Ernest L. Durham

WBBC—Flint—1947—MBS

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Oper. By..Booth Radio & TV Stations,
Bus.-Studio Address.....3076 E. Bristol Rd.
Phone: CEdar 9-8686.....Air Time: Full Time
Representative .....Weed
President.....John Lord Booth
Sta., Gen., Mgr.....W. Gerald Schroeder
Comm. Mgr.....Gene Ellerman
Program Director.....James Rush
Chief Engineer.....E. H. Clark

WFDF—Flint—1922—NBC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....The Trebit Corp.
Address.....Garland at First Ave.
Phone: CE 2-7158.....Air Time: Full Time
Transcription Service.....Standard, Thesaurus
Representative .....Katz
Membership .....NARTB, RAB
President.....Harry M. Bitner, Jr.
Gen., Sta. Mgr.....Lester W. Lindow
Comm., Sales Prom. Mgr.....Marvin Levey
Program Director.....Elmer A. Knopf
Chief Engineer.....Gerald Wolpert

WKMF—Flint—1952

Frequency: 1470 Kc.....Power: 1 Kw.
Owned .....Knorr Bcstg. Corp.
Address.....112 W. Water St.
Phone: 9-7608.....Air Time: Full Time
Station Rep.....Mich. Spot Sls., Headley-Reed
Membership .....NARTB
Pres., Gen. Mgr.....Fred A. Knorr
Managing Director.....W. Eldon Garner

WMRP—Flint—1946—KBS

Frequency: 1570 Kc.....Power: 500 Watts d.
Owned-Oper. By..Methodist Radio Parish, Inc.
Address.....3217 Lapeer St.
Phone: GE 3-5112.....Air Time: Daytime
Representative ..... Best
News Service .....UP
President .....Herbert Hausser
Gen., Sta. Mgr.....William H. Morford
Commercial Mgr.....Virgil Lewis
Chief Engineer.....Duane Mrohs

WTAC—Flint—1946—ABC

Freq.: 600 Kc.....Power: 1 Kw. d., 500 W. n.
Owned .....Founders Corp.
Address .....420 Lexington Ave., N. Y. C.
Phone: MU 6-4686.....Air Time: Full Time
Transcription Service.....World
Station Representative .....Hollingbery
News Service .....UP
President.....John M. Shaheen
Station Mgr.....David Mendelsohn
Program Director.....B. Burge
Nat. Sls. Mgr.....T. J. Warner
Publicity Dir.....E. Berryman
Chief Engineer.....Robert Wheaton

WBFC—Fremont—1954

Frequency: 1490 Kc.....Power: 100 Watts
Owner.....Paul A. Brandt
Address ..... Box 231
News Service .....AP
Station Mgr.....Al LaGuire
Program Dir.....Ward Mayrand
Chief Eng.....I. L. Homan

WATC—Gaylord—1950 MBS

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Midwestern Bcstg. Co.
Address....Paul Bunyan Bldg., Traverse City
Phone: Traverse City 2700. Air Time: Daytime
Representative .....Holman
Gen. Mgr.....Les Biederman

WFUR—Grand Rapids—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Furniture City Bcstg. Corp.
Address.....399 Garfield Ave., S.W.
Phone: GL. 6-9541.....Air Time: Daytime
News Service .....UP
Transcription Service .....Associated
Representative .....McGillvra
Pres., Gen., Sta. Mgr.....William Kuiper, Sr.
Commercial Manager....Peter Vanden Bosch
Sls. Prom., Pub. Dir.....William Kuiper, Jr.
Chief Engineer.....Gilbert Waite

WGRD—Grand Rapids—1947

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....Music Bcstg. Co.
Business-Studio Add...35 Lafayette Ave., N.E.
Phone: 94-111.....Air Time: Daytime
News Service .....AP
Transcription Service .....Standard
Representative .....Gill Perna
Membership .....NARTB
Pres., Gen. Mgr.....Paul F. Eichhorn
Comm. Mgr., Prog. Dir.....Glenn LePard
Publicity Director.....Dirk M. Nebbeling
Chief Engineer.....Richard Groenevelt

WJEF—Grand Rapids—1945 CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By .....Fetzer Bdcstg. Co.
Address.....Pantlind Hotel
Phone: Glendale 6-8512...Air Time: Full Time
News Service .....AP
Representative .....Avery-Knodel, Inc.
Membership .....NARTB, RAB
President.....John E. Fetzer
Station, Sales Manager.....Martin Giaimo

WLAV—Grand Rapids—1940 ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Versluis Radio & Television, Inc.
Address.....6 Fountain St., N.E.
Phone: Glendale 6-5461..Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative.....John E. Pearson
Membership.....NARTB, RAB
President.....Leonard A. Versluis
V.P., Gen. Mgr.....Lee G. Stevens

WMAX—Grand Rapids—1954

Frequency: 1480 Kc.....Power: 500 Watts d.
Owner .....WMAX, Inc.
Address.....113 Lyon, N.W.
Phone: GI 6-8621.....Air Time: Daytime
News Service.....UP
President.....Joseph C. Hooker
General Manager.....Chas. A. Sprague
Commercial Mgr.....Joe Hooker
Promotion Mgr.....Ed Fitzgerald

WOOD—Grand Rapids—1924 NBC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By ....Grandwood Bdcstg. Co.
Address.....120 College Ave., S.E.
Phone: GI 9-4125.....Air Time: Full Time
News Service .....AP
Representative .....Katz Agency
Membership .....NARTB, RAB
President .....H. M. Bitner, Jr.
General Mgr.....Willard Schroeder
Radio Sales Mgr.....Michael Lareau
Program Director.....Clark, Grant
Promotion Mgr.....John Dragonier
Publicity Director.....Sharon Schneider
Chief Engineer.....Louis Bergenroth

WBSE—Hillsdale—1955

Frequency: 1340 Kc.....Power: 100 W.
Owned-Operated By..Baw Beese Bcstrs., Inc.
Address .....92½ Broad St.
Air Time.....Full Time
Representative .....Best
News Service .....AP
Transcription .....Thesaurus
Membership .....NARTB
President .....Stanley White
Station Manager.....E. H. Munn, Jr.

WHTC—Holland—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Holland Bcstg. Co.
Address.....Hotel Warm Friend Tavern

Phone: 9482.....Air Time: Full Time
News Service .....AP
Transcription Service.....World
Representative .....Best
President .....W. A. Butler
Gen., Sta. Mgr.....Sandy Meek
Program Director.....William Gargano
Chief Engineer.....John Klungle

WHDF—Houghton—1929 NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Upper Michigan Bcstg. Co.
Address .....Houghton
Phone: Houghton 1.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Walker
Membership .....NARTB
Chief Owner.....G. L. Burgan
General Manager.....Albert W. Payne
Program Director.....Earl Norten
Publicity Director.....F. Grant Richards
Chief Engineer.....George L. Burgan

WHGR—Houghton Lake 1954

Frequency: 1290 Kc.....Power: 1 Kw.
Owned.....Sparks Bcstg. Co.
Address.....3431 Houghton Lake Dr.
Phone: Greenwood 8-3040..Air Time: Daytime
News Service.....AP
Membership .....NARTB
Pres., Gen. Mgr.....Jacob B. Sparks
Sta., Comm. Mgr.....Robert D. Ditmer
Secretary Treasurer.....Gordon A. Sparks
V.P., Chief Engr.....Garnet G. Sparks

WION—Ionia—1953

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Ionia Bcstg. Co.
Address .....Box 143
Phone: 1537.....Air Time: Daytime
News Service .....AP
Representative .....Best
Transcription Service .....Thesaurus
Membership .....NARTB
President.....Monroe MacPherson, Sr.
Publicity Dir.....Ben Thompson
Commercial Mgr.....Kenneth R. Chapin
Program Director.....W. M. MacPherson
Chief Engineer.....Erwin Fuller

WMIQ—Iron Mountain—1947 ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned....Iron Mountain-Kingsford Bcstg. Co.
Business-Studio Address..211 E. Ludington St.
Phone: 2031.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
General Manager.....William C. Johnson

WIKB—Iron River—1949 MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....WIKB, Inc.
Address.....Iron River Natl. Bank
Phone: 102.....Air Time: Full Time
Representative .....Walker
News Service .....AP
Membership .....NARTB
General Manager .....Bud Shields
Program Dir.....Milo Jordan
Sls. Manager.....Bob Campbell

WJMS—Ironwood—1931 MBS-KBS

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By..Upper Mich.-Wis. Bcstg. Co.
Business-Studio Address.....Ironwood
Phone: 20.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Walker
President, Gen. Mgr.....William L. Johnson
Program Director.....Laura Johnson
Comm. Mgr.....Lincoln Mayo
Publicity Dir.....Len Johnson
Chief Engineer.....Arne Dahlbacka

WJPD—Ishpeming—1947 KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ishpeming Bcstg. Co.
Business-Studio Address.....Jenks Block
Phone: HU 6-9937.....Air Time: Full Time
News Service .....AP
Membership .....NARTB
President .....J. P. Deegan
General Manager.....Mrs. J. P. Deegan
Manager .....Bob Olson

WIBM—Jackson—1927—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Booth Radio & TV Stations, Inc.
Address .....2511 Kibby Rd.
Phone: 6121.....Air Time: Full Time
Station Representative.....Forjoe
Pres., Gen. Mgr.....John L. Booth
Managing Director.....George P. Lasley

WKHM—Jackson—1951 MBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned.....Jackson Bcstg. & Tele. Corp.
Address .....441 Wildwood
Phone: 4-7181.....Air Time: Daytime
Representative .....Headley-Reed
Membership .....NARTB
Pres., Gen. Mgr.....Fred A. Knorr
Managing Director.....Merritt W. Greene

WKMI—Kalamazoo—1947

Frequency: 1360 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....Steere Bcstg. Co.
Business-Studio Address...State Theatre Bldg.
Phone: 4-0111.....Air Time: Full Time
News Service .....UP
Representative .....Forjoe
Membership .....NARTB
President.....Howard D. Steere
Station Manager.....Emil J. Popke, Jr.
Commercial Mgr.....Barney Doyle
Prog. Dir.....Dan Daniels
Chief Engineer.....Kenneth Farrance

WKZO—Kalamazoo—1923 CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Fetzer Bcstg. Co.
Business Address.....124 W. Michigan Ave.
Phone: 5-2101.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, RAB
President.....John E. Fiezer
V. P. & Mgr. Dir.....Carl E. Lee
Sales Service Director.....John W. O'Harrow
Program Director.....Charles T. Lynch
Publicity Dir.....Robert Dye
Chief Engineer.....Arthur E. Covell

WILS—Lansing—1947

Freq.: 1320 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Lansing Bcstg. Co.
Bus.-Studio Address.....407 N. Washington
Phone: IV 2-1655.....Air Time: Full Time
News Service .....AP
Representative .....Venard
Pres., Gen. Comm. Mgr.....John C. Pomeroy
Station Manager.....David Froh
Sales Prom. Mgr., Pub. Dir.....Stanley Kirby
Program Director.....Dick French
Chief Engineer.....John Whitacre

WJIM—Lansing—1934—ABC NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Gross Telecasting, Inc.
Address.....Saginaw & Howard Sts.
Phone: IVanhoe 2-1333....Air Time: Full Time
News Service .....UP
Transcription Service.....Standard
Representative .....Petry
Membership .....NARTB
President.....Harold F. Gross
Vice-President .....Howard K. Finch
Prog am Dir.....Ken Richards
Chief Engineer.....Chas. I. Brady

WESTERN MICHIGAN'S MOST POWERFUL INDEPENDENT

KALAMAZOO AND BATTLE CREEK

MICHIGAN'S BEST REGIONAL BUY

INFLUENCES OVER TEN COUNTIES OF THE RICHEST FARMERS IN THE LAND (SEE MAP)

• NOW 5000 WATTS

• Covering 1,719,000 Population in primary markets

• 270,000 in Metropolitan Kalamazoo • Battle Creek

• 84,000 Prosperous commercial farms

WKMI • STEERE BROADCASTING CORPORATION • KALAMAZOO, MICHIGAN

WKLA—Ludington—1944
ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Raymond A. Plank
Address .....East Ludington Ave.
Phone: 1450.....Air Time: Full Time
News Service .....UP
Representative .....Best
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr., Ch. Eng..Ray. A. Plank
Comm., Sls. Prom. Mgr.....C. J. Hagerman
Program Director.....Tom Roy
Publicity Dir.....Gordon J. Anderson

WMTE—Manistee—1951
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Manistee Radio Corp.
Address.....Box 322
Phone: 1340.....Air Time: Full Time
News Service .....AP
Trans. Ser.....Thesaurus
Representative .....Best
General Manager.....Stephen Cole

WDOG—Marine City—1950

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio St. Clair, Inc.
Address.....5300 Marine City Hway.
Phone: Rockwell 2-1111....Air Time: Daytime
President .....Jerry Coughlin
Vice President.....W. R. Drysdale
General Manager.....Harry C. Coughlin

WDMJ—Marquette—1931
MBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By..Lake Superior Bcstg. Co., Inc.
Bus.-Studio Address..294 W. Washington St.
Phone: CAnal 6-3524.....Air Time: Full Time
Newspaper Affil.....Mining Journal
News Service .....UP
Transcription .....Thesaurus
Membership .....NARTB, RAB
General Manager.....Frank J. Russell, Jr.
Gen., Sta., Comm. Mgr.....Robert Luke
Program Director.....Eldon Wallace
Chief Engineer.....Gordon Brozek

WMAW—Menominee—1952
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Men-Mar Bcstg. Co.
Phone: 8-4651.....Air Time: Full Time
News Service .....UP
Transcription Service.....World
Pres., Gen. Sta. Mgr.....Vernon Uecker
Commercial Mgr.....Ed Swartzby
Sales Promotion Mgr.....Tom Ferega
Program Dir., Chief Eng.....Larry Koesling
Publicity Dir.....Elaine Mottard

FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE COVERAGE . . .

AP

FOR RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

WMDN—Midland—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Rich Publ. House, Inc.
Address .....2500 Swede Rd.
Phone: Temple 9-9988.....Air Time: Full Time
News Service .....AP
Transcription Service...Lang-Worth, Thesaurus
Station Rep.....Hil F. Best
Membership .....RAB
President.....Phillip T. Rich
General Mgr. .....Peter A. Wolf
Program Director.....Hal Shore

WCEN—Mt. Pleasant—1949

Freq.: 1150 Kc.....Power: 1 Kw. d., 500 W. n.
Owned.....Paul A. Brandt
Address.....Mt. Pleasant, Mich.
Phone: 33171.....Air Time: Full Time
News Service .....AP
Trans. Ser....Thesaurus, SESAC, Lang-Worth
Membership .....NARTB
President .....Paul A. Brandt
Manager .....Russell Holcomb

WKBZ—Muskegon—1926 ABC

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Oper. By.....Ashbacker Radio Corp.
Business-Studio Address.....432 Apple Ave.
Phone: 2-6051.....Air Time: Full Time
News Service .....AP
Trans. Serv. .....Thesaurus
Representative .....Meeker
Pres., Gen. Sta., Comm. Mgr.....Arch Shawd
Program Director.....W. L. Trap
Pub. Dir., Sales Prom. Mgr.....B. L. Bennett
Chief Engineer.....George Krivitzky

WKNK—Muskegon—1949

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....NK Bcstg. Co.
Address .....Federal Square
Phone: 32126.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Best
President.....Nicholas W. Kuris
Program Director.....Esther Rynberg
Chief Engineer.....Henry Spahr

WMUS—Muskegon—1947

Frequency: 1090 Kc.....Power: 1000 Watts d.
Owned-Oper. Greater Muskegon Bcstrs., Inc.
Business-Studio Address.....517 W. Giles Rd.
Phone: 4-1672.....Air Time: Daytime
News Service .....AP
Station Rep. .....McGillvra
President.....R. Bunker Rogoski
Gen., Sta., Comm. Mgr. .....Dalton C. Hille
Prog., Pub. Dir.....Emily Kadlec
Chief Engineer.....Sam Lombardi

WOAP—Owosso—1947—KBS

Frequency: 1080 Kc.....Power: 250 Watts d.
Owned-Operated By.....Owosso Bcstg. Co.
Address .....Owosso
Phone: 980.....Air Time: Daytime
Representative.....Joseph Hershey McGillvra
President.....J. E. Campbell
General Manager.....M. H. Wirth
Sta., Comm. Prog. Mgr.....Merrill Walker
Chief Engineer.....Fran Bowles

WMBN—Petoskey—1946 MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Bus.-Studio Address.....Traverse City
Station Representative .....Holman
General Manager.....Les Biederman

WCAR—Pontiac—1955

Frequency: 1130 Kc.....Power: 1 Kw., d.
Owned-Operated By.....WCAR, Inc.
Address.....Box 55
Phone: FE 3-7141.....Air Time: Days
Representative .....Pearson
News Service.....AP, UP, INS
General Manager.....H. Y. Levinson
Supervisor of Sales.....Danny Shaver
Commercial Manager....William G. Lenhard
Production Manager.....Lawrence W. Bova

WPON—Pontiac—1954

Frequency: 1460 Kc.....Power: 500 Watts

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STATION IN
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NOW . . . and for the
Past 30 Years!

WKBZ

850 kc. ABC-Radio
Greater Muskegon

To Buy West Michigan's Largest Radio Audience
contact
Robert Meeker Associates

Owned.....Gerity Bcstg. Co.
Address.....7 S. Perry
Phone: Federal 8-0444....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Station Representative.....Hil Best
Membership .....NARTB, RAB
President.....James Gerity, Jr.
General Manager.....O. W. Myers
Station Manager.....Larry Payne
Commercial Mgr.....W. L. Belaney
Chief Engineer.....Elwood Brown

WHLS—Port Huron—1938
MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Port Huron Bdcstg. Co.
Address .....932 Military St.
Phone: Yukon 28536.....Air Time: Full Time
News Service .....AP
Trans. Ser.....World, Standard, Lang-Worth
Representative .....Gill-Perna
Membership .....NARTB
General Manager.....John F. Wismer
Station Mgr.....Thomas G. Sicklesteel
Comm. Mgr.....John Shepard
Program Director.....J. E. Shavnon
Chief Engineer.....Harold Oliver

WTTH—Port Huron—1947
ABC

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Times Herald Co.
Address.....606 Water St.
Phone: Yukon 5-5171.....Air Time: Full Time
Newspaper Affil.....Times-Herald
Membership .....NARTB, RAB
Pres., Exec. V.P.....F. Granger Weil
General Manager.....R. S. Sommerville
Chief Engineer.....Kenneth Kunze

WHAK—Rogers City—1948

Frequency: 960 Kc.....Power: 5000 Watts d.
Owned-Operated By...Rogers City Bcstg. Co.
Address .....Moltke Dr.
Phone: 7751.....Air Time: Daytime
News Service .....UP
Transcription Service .....Thesaurus
Pres., Gen., Sta. Mgr.....Harvey A. Klann
Comm., Sales Prom., Pub. Mgr....Albert Klann
Program Director.....H. E. Brege

WEXL—Royal Oak—1923

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Sparks Bcstg. Co.
Business Address.....Box 190
Phone: Jordan 4-6524.....Air Time: Full Time
News Service.....AP, INS
Transcription Service .....Thesaurus
Station Representative .....Gill-Perna
Membership .....NARTB
Pres., Gen. Mgr.....Jacob B. Sparks
Manager .....Gordon A. Sparks
Sales Manager.....Ernest Holder
V.P., Chief Engineer.....Garnet G. Sparks

WKNX—Saginaw—1947

Frequency: 1210 Kc. ..Power: 1000 Watts d.
Owned-Oper. By ...Lake Huron Bdcstg. Corp.
Address .....221 So. Wash. Ave.
Phone: 3-4471.....Air Time: Daytime
News Service .....UP
Representative .....Gill-Perna
Transcription Service.....World
Membership .....NARTB, RAB
Pres., Gen. Mgr.....William J. Edwards
Vice-President.....Hon. Alvin M. Bentley
Station Manager.....Howard H. Wolfe
Sales Prom. Mgr.....Henry Scott
Commercial Mgr.....R. M. Chandler
Business Manager.....L. L. Purvis
Program Director.....Paul Carey
Chief Engineer .....Max W. Thomas

WSAM—Saginaw—1942
NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Knorr Bcstg. Corp.
Address.....2435 Holland Ave.
Phone: 2-8161.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed Co.
Membership .....NARTB
Pres., Gen. Mgr.....Fred A. Knorr
Managing Dir.....Vincent Picard

Pitch a Ringer
in the
Thumb of Michigan
with this
Combination
of
WHLS + WLEW

for "plus" coverage of a prosperous urban and outstanding agricultural area in the center of Eastern Michigan's best vacationland. "PLUS" coverage where it counts.

W H L S — Port Huron
Bad Axe — W L E W

See the man from Gill-Perna, Inc.

WSGW—Saginaw—1950 MBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Oper. By...Booth Radio & TV Stations
Address.....400 Mason Bldg.
Representative .....Pearson
Transcription Service.....Thesaurus
News Service .....AP
Pres., Mgng. Dir.....John L. Booth
V.P., Gen., Sta., Comm. Mgr..Robert W. Phillips
Program Director.....Fred Krell
Chief Engineer.....Harold Volz, Jr.

WSOO—Sault Ste. Marie 1940—ABC

Freq.: 1230 Kc...Power: 250 W. d., 100 W. n.
Owned-Operated By..Hiawathaland Bcstg. Co.
Business-Studio Address.....208 Ashmun St.
Phone: Melrose 2-2231....Air Time: Full Time
Membership .....NARTB, RAB
Transcription Service.....Thesaurus, SESAC
President.....Stanley R. Pratt
General Mgr.....Richard Y. Burnett

WSTR—Sturgis—1951

Frequency: 1230 Kc.....Power: 250 Watts d.
Owned-Operated By.....WSTR, Inc.
Address.....So. Nottawa Rd.
Phone: 1199.....Air Time: Full Time
Representative.....Hil B. Best
Membership .....RAB
General Manager.....E. Harold Munn Jr.
Station Manager.....Bob Geerdes

WTCM—Traverse City—1941 MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Midwestern Bdcstg. Co.
Address .....Paul Bunyan Bldg.
Phone: 2700-1.....Air Time: Full Time
Representative .....Hal Holman Co.
Membership .....NARTB
General Manager.....Les Biederman

MINNESOTA

Pop. Feb. 1, 1956 (Est.) 3,115,000—Families 905,000
Radio Homes 869,000—TV Homes 642,356—Stations in State 50

KASM—Albany—1950—KBS

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Stearns Co. Bcstg. Co.
Phone: 53005.....Air Time: Daytime
Station Rep.....Continental, UMBS Sales
President.....William Blattner
General Manager.....Urban J. Keppers
Promotion Mgr.....Dale Howard

KATE—Albert Lea—1937 ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owner....Albert Lea-Austin Bdcstg. Co., Inc.
Address .....332 South Broadway
Phone: 2[illegible]33.....Air Time: Full Time
Representative.....Meeker, Bulmer & Johnson
Membership .....RAB
President.....Bennett O. Knudson
General Manager.....Anson Van Alstyne
Program Director.....Dale Dickerson
Chief Engineer .....Robert Holt

KXRA—Alexander—1949 KBS-ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Alexandria Bcstg. Co.
Address .....1315 Broadway
Phone: ROckwell 3-3131...Air Time: Full Time
News Service .....UP
Transcription Service .....Keystone
Representative.....Upper Mid-West Bcstg.
Membership .....NARTB
Pres., Comm., Sales Prom. Mgr...E. Q. Walters
Station Manager.....Kenneth A. Tessmer
Publicity Director.....Ercel Aga
Program Director.....K. C. Bechtel
Chief Engineer.....Kenneth Olson

KAUS—Austin—1948—MBS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.Cedar Valley Bcstg. Co., Inc.
Business-Studio Address.....405A N. Main St.
Phone: HE 3-8836.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Avery-Knodel
President .....Chet Weseman
Gen., Sta. Mgr., Prog. Dir.....Gene P. Loffler
Commercial Manager.....Ken Soderberg
Chief Engineer.....Phil Melone

KBUN—Bemidji—1946 MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Butler Bcstg. Co., Inc.
Business-Studio Address....511 Beltrami Ave.
News Service .....UP
Transcription Service .....World
Representative .....UMBS Sales
Gen. Mgr.....Edward W. Butler

KLIZ—Brainerd—1946

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Operated By.....Brainerd Bcstg. Co.
Business Address.....2700 E. Oak
Phone: 2853.....Air Time: Daytime
News Service .....AP
Transcription Service.....World
Representative .....Walker
Membership .....NARTB
President, General Manager.....E. T. O'Brien
Sta. Comm., Sales Prom. Mgr...Earl R. Johnsen
Sls. Prom., Pub. Dir.....Betty Smith
Chief Engineer.....James Peterson

KBMW—Breckenridge—1948
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Interstate Bdcstg. Corp.
Address....519 Dakota Ave., Wahpeton, N. D.
Phone: 2-5567-8.....Air Time: Full Time
News Service .....UP
Station Representative.....Continental
Membership .....NARTB
Transcription Service .....Standard
General Manager.....H. M. Griffith

WKLK—Cloquet—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Cloquet Bcstg. Co.
Address .....Reliable Bldg.
Phone: 4-6725.....Air Time: Full Time
News Service .....UP
Transcription Service.....Keystone
General Manager.....Richard A. Rall

KROX—Crookston—1948
KBS

Freq.: 1260 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Operated By.....Crookston Bcstg. Co.
Business-Studio Address.....Eagles Bldg.
Phone: 1050.....Air Time: Full Time
Transcription Service.....Thesaurus, World
Rep.....Donald Cook, Tracy Moore, Upper Midwest Bcstg.
President.....Jerome A. Dahlberg
General Manager.....William J. Kiewel
Sales Prom. Mgr.....E. R. Melbye
Chief Engineer.....Earl Handyside

KDLM—Detroit Lakes—1951
KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.Detroit Lakes Bcstg. Corp.
Address.....1360 Richwood Rd.
Phone: 1100.....Air Time: Daytime
News Service.....UP
Transcription Service .....World
Representative.....Upper Mid-West Bcstg.
Pres., Gen., Sta., Mgr.....G. L. Fox
Program Director.....Louis Wagner
Commercial Mgr.....Norman Engstrom
Chief Engineer.....Dona Van Torbenson

KDAL—Duluth—1936—CBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By....Red River Bcstg. Co., Inc.
Business-Studio Address....218 Bradley Bldg.
Phone: 2-2628.....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Gen. Mgr. .....Dalton Le Masurier
Sta., Comm. Manager.....Odin S. Ramsland
Sales Prom. Mgr.....Dale Cowle
Program Director.....Jack Gordon
Chief Engineer.....Robert A. Dettman

WEBC—Duluth—1924
NBC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Head of the Lakes Bcstg. Co.
Business-Studio Address.....WEBC Bldg.
Phone: RA 2-2873.....Air Time: Full Time
News Service .....UP
Rep.....Hollingbery, Bulmer & Johnson
Vice Pres.....W. C. Bridges
General Manager.....Robert J. Rich
Program Director.....Dennis Murphy

WELY—Ely—1954—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owner.....Charles B. Persons
Phone: Ely 744.....Air Time: Full Time
News Service.....UP
Transcription Service .....World
Station Mgr., Chief Eng.....Charles B. Persons
Sls. Prom. Mgr.....Mark Whitney
Program Director.....Scott Dudley

WEVE—Eveleth—1947
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Carl Bloomquist
Phone: 1340.....Air Time: Full Time
Transcription Service .....Standard
Representative .....UMBS Sales
Membership .....NARTB
Owner .....Carl Bloomquist
General Manager.....Arthur F. Nelson

KSUM—Fairmont—1949
MBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....Fairmont Bdcstg. Co.
Address .....306 North Park St..
Phone: 1370.....Air Time: Full Time
News Service .....AP
Representative.Rambeau, Upp, Midwest Bcstg.
Trans. Serv. .....Thesaurus
Membership .....NARTB, RAB
President .....Leo J. Seifert
General Manager.....Frank Endersbe
Commercial Mgr.....E. V. Ohrt
Sales Prom. Mgr.....V. H. Halligan
Program Director.....James L. Barkley
Chief Engineer.....Lawrence Lawson

KDHL—Faribault—1948

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....KDHL Bdcstg. Co.
Business-Studio Address....213 Central Ave.
Phone: 4-4345.....Air Time: Full Time
News Service.....UP
Transcription .....Capitol, World, Standard
Representative .....UMBS
Membership .....NARTB, RAB
General Mgr.....J. E. Hyde, Jr.
Commercial Mgr.....Palmer Dragston
Program Director.....Tom Bachrach

KGDE—Fergus Falls—1926
MBS

Freq.: 1250 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Fergus Radio Corp.
Business-Studio Address.....Fergus Falls
Phone: 6996.....Air Time: Full Time
News Service .....AP
Representative.....Bulmer & Johnson
Membership .....NARTB
Secy.-Treas., Gen. Mgr.....Harold L. Dell
Station Manager.....Frederic T. Dell
Chief Engineer.....Harold E. Allen

KOZY—Grand Rapids—1948
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Itasca Bcstg. Co.
Phone: Fairview 6-3446..Air Time: Full Time
Membership .....RAB, NARTB
Pres., General Manager....Robert D. Kennedy
Program Director.....Bud Germ
Chief Engineer.....Ross A. Fessenmeyer

WMFG—Hibbing—1935
NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Head of the Lakes Bcstg. Co.
Address.....WMFG Bldg., W. 37th St.
Phone: AM 3-7531.....Air Time: Full Time
News Service .....UP
Transcription Service.....World
Representative..Hollingbery, Bulmer & Johnson
Membership .....NARTB
President .....Morgan Murphy
General Manager.....Harold Parise
Sales Prom., Prog., Pub. Dir.....W. Saunders
Chief Engineer.....Norman Gill

KDUZ—Hutchinson—1953

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By.....McLeod Co. Bcstg.
Address.....Highway 15
Phone: 1555.....Air Time: Daytime
Representative .....Best
General Manager.....Albert Tedesco
Commercial Mgr.....Dean Nolt
Program Director.....Pearl MacClod
Station Manager.....Duke Fruck
Sales Prom. Mgr.....C. R. Splittgerber
Chief Engineer.....Darrel Gander

KLTF—Little Falls—1950
KBS

Frequency: 960 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Little Falls Bcstg. Co.
Address.....105½ Broadway E.
Phone: 367.....Air Time: Daytime
News Service .....UP
Transcription Service.....World, Capitol
Pres., Gen. Sta. Mgr.....John H. Lemme
Program Director.....S. H. Sabean
Commercial Manager.....Richard J. Rudeck
Program Director.....Gordon Lommen

KTOE—Mankato—1950
ABC

Freq.: 1420 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..Minnesota Valley Bcstg. Co.
Address .....Box 550
Phone: 4537.....Air Time: Full Time
News Service.....UP
Representative .....Pearson
President.....H. W. Linder
Gen., Sta., Comm. Mgr.....D. O. Linder
Program Director.....John Talbott
Publicity Director.....Wayne Hill
Chief Engineer.....Steve Wolf

KYSM—Mankato—1938
NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....F. B. Clements & Co.
Address.....101 N. Second St.
Phone: 4673.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Meeker
Membership ..... NARTB, RAB
Gen., Station, Comm. Mgr...Robert E. Dehaven
Sales Promotion Manager....Thomas Corniea
Program Director.....Charles Pasek
Chief Engineer.....James Houts

KMHL—Marshall—1946
ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Harry W. Linder
Business-Studio Address.....KMHL Bldg.
Phone: 2282.....Air Time: Full Time
News Service .....AP
Representative.....John E. Pearson
Owner.....Harry W. Linder
General Manager.....Gilmore F. Frayseth

KEYD—Minneapolis—1948

Frequency: 1400 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Family Bcstg. Corp.
Address .....Foshay Tower
Phone: Fillmore 8811.....Air Time: Daytime
News Service.....AP, UP
Representative .....H-R
Membership .....NARTB, RAB
President .....Leslie C. Park
Managing Director.....R. M. Purcell
Commercial Mgr.....Lee L. Whiting
Sales Prom., Pub. Mgr.....Jim McGovern
Program Dir.....J. Randolph Norris
Chief Engineer.....Harvey V. Headen

WCCO—Minneapolis—1924
CBS Radio

Frequency: 830 Kc.....Power: 50,000 Watts
Owned By.....Midwest Radio-Television, Inc.
Business-Studio Address....625 Second Ave. S.
Phone: Federal 2-1202....Air Time: Full Time
News Service.....AP, UP, INS
Transcription Service.....Standard

Representative.....CBS Radio Spot Sales
Membership .....NARTB, RAB
Exec. V. P.....F. Van Konynenburg
General Manager.....Larry Hoeg
Sales Manager.....Phil Lewis
Director Research.....C. H. Smith
Program Director.....Bob McKinsey
Prom., Pub. Dir.....C. Kaufman
Chief Engineer.....Kermit Sueker

WDGY—Minneapolis—1923 MBS

Freq.: 1130 Kc....Power: 50 Kw. d., 25 Kw. n.
Owned-Oper. By.....Twin Cities Bcstg. Corp.
Address.....609 2nd Ave. So.
Phone: Bridgeport 2271...Air Time: Full Time
News Service .....UP
Representative .....Avery-Knodel
Transcription .....Thesaurus
General Mgr.....Stephen B. Labunski
Commercial Manager.....Samuel N. Nemer
Program Director.....Donald A. Loughname
Chief Engineer.....Kenneth Olson

WLOL—Minneapolis—1940

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By.....BFR Bcstg. Co.
Address.....554 Northwestern Bank Bldg.
Phone: Atlantic 0406.....Air Time: Full Time
News Service.....UP, AP
President.....Larry Bentson
Gen., Comm. Mgr.....Wayne Williams
Prom., Pgm. Dir.....Ray Christianson
Chief Engineer.....Bryce Ekberg

WPBC—Minneapolis—1949

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....People's Bdcstg. Co.
Address.....1133 Stinson Blvd.
Phone: Sterling 9-4356.....Air Time: Daytime
Representative.....Indie Sales, Inc.
Pres., Gen., Sta. Mgr.....W. V. Stewart
Commercial Mgr.....Merle T. Forland
Sales Prom. Mgr.....Jack I. Moore
Prog., Pub. Dir.....Mrs. B. A. Stewart
Chief Engineer.....Ken Hanson

WTCN—Minneapolis-St. Paul 1935—ABC

Freq.: 1280 Kc.....Power: 5 Kw. d.; 1 Kw. n.
Owned....Minnesota TV Public Service Corp.
Address.....2925 Dean Blvd.
Phone: WA 7-8881.....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....Associated
Representative .....Katz Agency
Membership .....NARTB
President.....Harry M. Bitner, Jr.
Gen., Sta. Mgr.....Miller C. Robertson
Commercial Manager.....Bill Daley
Prom. Mgr., Pub. Dir.....M. J. "Clipper" Smith
Program Director .....Sev Widman
Chief Engineer.....Joseph Kahnke

KDMA—Montevideo—1951 ABC

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Oper. By.....Midwest Bcstg. Corp.
Phone: 8891.....Air Time: Full Time
News Service .....AP
Representative .....Pearson
Pres.....H. W. Linder
Gen. Mgr.....Willard Linder
Sta. Mgr., Chief Engineer....Richard Beekman

KVOX—Moorhead—1937 MBS

Frequency: 1280 Kc.....Power: 1 Kw.
Owned-Operated By.....KVOX Bcstg. Co.
Address.....Box 437
Phone: 3-1522.....Air Time: Full Time
News Service .....UP
Representative .....Walker
President.....E. J. McKellar
Gen., Station Mgr.....M. M. Marget
Commercial Mgr.....R. L. Owens
Pub. Director.....T. P. Hannaher
Chief Engineer.....J. Teiken

KNUJ—New Ulm—1949 KBS

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KNUJ, Inc.
Address .....304½ N. Minn. St.
Phone: 804.....Air Time: Daytime
News Service .....AP
Transcription Service.....Lang-Worth, World
Membership .....RAB
General Manager.....George E. Korenchen

KOBK—Owatonna—1950

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Owatonna Bcstg. Co.
Address.....307 Vesterby Bldg.
Phone: 2359.....Air Time: Daytime
News Service .....UP
President .....Harry Bulow
Gen. Mgr.....H. Bulow, Jr.

KLOH—Pipestone—1955

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By...Pipestone Bcstg. Corp.
Address.....118 W. Main St.
Phone: 1480.....Air Time: Daytime
News Service .....UP
Transcription Service .....Thesaurus
President.....C. B. Thomas
General Manager.....J. F. Kauper

KCVE—Red Wing—1948

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Red Wing Bdcstg. Co.
Address.....Highway 58, Red Wing
Phone: 3511.....Air Time: Daytime
News Service .....AP
Sec'y-Treas. .....Maxine Jacobs

KLGR—Redwood Falls—1954

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Oper. By.....KLGR Bcstg. Co.
Address.....209 S. Washington St.
Phone: 2989.....Air Time: Full Time
Representative .....Pearson
Owner .....H. W. Linder
General Manager.....Willard Linder
Comm. Mgr.....Ward Shaw

KROC—Rochester—1935 NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Southern Minnesota Bcstg. Co.
Address.....100 1st Avenue Bldg.
Phone: 3924.....Air Time: Full Time
News Service.....UP
Transcription Service .....Thesaurus
Representative .....Meeker
Membership .....RAB
President.....Mrs. Gregory P. Gentling
Gen., Comm. Mgr.....G. David Gentling
Sta. Mgr., Prog. Dir.....Cal Smith
Sales Prom. Mgr., Pub. Dir.....Jerry Reiner
Chief Engineer.....Bill Witte

KFAM—St. Cloud—1938 NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Times Publ. Co.
Address .....Weber Bldg.
Phone: BLackburn 2-1551..Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Pearson
Membership .....NARTB
President.....Frederick C. Schilplin
Gen., Sta. Mgr.....D. F. Rainsbenger
Sales Prom., Comm. Mgr.....Jack W. Lund
Program Director.....C. J. Willms
Publicity Director.....L. Hemberger
Chief Engineer .....Robert Witschen

WJON—St. Cloud—1950—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite City Bcstg. Co.
Address.....St. Cloud
Phone: BI 1-4422.....Air Time: Daytime
Newspaper Affil.....Portage Daily Reg.
Transcription Service .....World
News Service .....UP
Representative .....Rambeau
Membership .....NARTB
Pres., Gen., Sta. Mgr.....John Haerle
Program Director.....Van Vander Ark
Chief Engineer.....Vincent Stephens

KSTP—St. Paul-Minneapolis 1928—NBC

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned By.....KSTP, Inc.
Bus.-Studio Address.....3415 University Ave.
Phone: Midway 5-2717....Air Time: Full Time
News Service.....AP
Transcription Service.....Thesaurus, SESAC
Representative .....Edward Petry
Membership .....NARTB
President, Gen. Mgr.....Stanley E. Hubbard
Nat. Sales Mgr.....Byron Anderson
Exec. V.P., Areas.....K. M. Hance
Production Supervisor....D. Brooks Henderson
Promotion-Publicity Director.....Wm. Davey
Chief Engineer.....William S. Sadler

WMIN—St. Paul—1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Franklin Bcstg. Co.
Address.....611 Frontenac Place
Phone: MI 5-7757.....Air Time: Full Time
News Service .....AP
Representative.....Headley Reed Co.
V.P., Gen. Mgr.....Wm. F. Johns, Jr.
Sales Mgr.....Jack Hazlett
Program Director.....Ralph R. Smith

WCOW—South St. Paul—1951

Frequency: 1590 Kc.....Power: 5000 Watts d.
Owned-Oper. By...WCOW Broadcasting Co.
Address.....158 White Bear Ave.
Phone: VA 5588.....Air Time: Daytime
News Service .....UP
Representative.....Wm. G. Rambeau Co.
Station, Sales Mgr.....Charles Loufek
Program Director.....Gene Taylor

WSHB—Stillwater—1949 KBS

Frequency: 1270 Kc.....Power: 250 Watts d.
Owned-Operated By.....St. Croix Bcstg. Co.
Address.....126½ S. Main St.
Phone: 46, 47.....Air Time: Daytime
News Service .....UP
General Manager.....Richard Power

KTRF—Thief River Falls 1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KTRF Radio Corp.
Address.....Thief River Falls
Phone: 13.....Air Time: Full Time
News Service.....UP
Transcription Service .....World
Representative .....Bulmer & Johnson, Inc.
Membership .....RAB
Pres., Gen. Mgr.....Don Olsen

WHLB—Virginia—1936—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Head of the Lakes Bcstg.
Address .....WHLB Bldg.
Phone: Virginia 2000.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative..Hollingbery, Bulmer & Johnson
Gen. Mgr.....Harold J. Parise
Station Manager.....Baldino W. Rodorigo

KWAD—Wadena—1948 MBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Associated Bcstrs., Inc.
Bus.-Studio Address.....First Natl. Bank Bldg.
Phone: 920.....Air Time: Full Time
News Service .....UP
Representatives.....Bulmer & Johnson
General Manager.....Martin T. Obie
Program Director.....Robert Hunt
Chief Engineer.....Howard Helland

KWLM—Willmar—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Lakeland Bcstg. Co.
Business-Studio Address.....1340 N. 7th St.
Phone: Belmont 5-1340....Air Time: Full Time
News Service .....AP
Transcription Service .....Cole
Representative.....John E. Pearson
Membership .....NARTB
President .....H. W. Linder
Sta. Mgr.....Willard Linder
Commercial Manager.....Jack Lynch
Chief Engineer.....Francois Peterson

KWNO—Winona—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Winona Radio Service
Business-Studio Addres.....216 Center St.
Phone: 3313.....Air Time: Full Time
News Service .....AP
Newspaper Affiliation.....Daily News
Transcription Service.....Standard, World
Membership .....NARTB, RAB
Representative.....John E. Pearson
President.....M. H. White
Gen., Sta. Mgr.....E. M. Allen
Prog. Dir.....C. E. Williams
Pub. Dir.....J. Rizzardi
Commercial Manager.....H. Rod Hurd
Chief Engineer.....Gene Gappa

KWOA—Worthington—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Worthington Bcstg. Co., Inc.
Address .....Hotel Thompson
Representative.....Bulmer & Johnson
Membership .....NARTB
President.....R. W. Olson
General Manager.....R. E. Shepard

MISSISSIPPI

Pop. Feb. 1, 1956 (Est.) 2,210,000—Families 577,000
Radio Homes 555,000—TV Homes 249,246—Stations in State 62

WMPA—Aberdeen—1951

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Prairie Bdcstg. Co.
Address.....Darracott Rd.
Phone: 1050.....Air Time: Full Time
News Service .....UP
General Manager.....E. O. Roden
Station Manager.....Glenn Slayton
Comm. Mgr., Prog. Dir.....Helen McShane
Sales Prom. Mgr.....Jack Jarvis
Chief Engineer.....A. D. Wygul

WAMY—Amory—1955

Frequency: 1580 Kc.....Power: 250 Watts
Owner.....Charles C. Boren, Jr.

WBLE—Batesville—1953 KBS

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Panola Bcstg. Co.
Address.....Drawer No. 73
Phone: 7266.....Air Time: Daytime
News Service.....AP
Transcription .....Thesaurus
Representative.....Hil F. Best
Co-Owner, Gen. Mgr.....Harold B. McCarley
Co-Owners.....Travis A. Palmer, James E. Hartness
Chief Engineer.....Norman R. Phillips

WLOX—Biloxi—Gulfport 1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WLOX Bcstg. Co.
Address.....Buena Vista Hotal
Phone: 5581-2.....Air Time: Full Time
Transcription Service.....Standard, World
News Service .....UP
Representative .....Holman
Membership .....NARTB
President.....James S. Love, Jr.
General Manager.....Ray Butterfield
Commercial Manager.....Thomas B. Majure
Sales Prom. Mgr.....Richard Kettering
Program Director.....Cecil Curtis
Chief Eng.....Thomas B. Majure

WVMI—Biloxi—1950

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Associates
Address.....P. O. Box 152
Phone: 7001.....Air Time: Daytime
Rep.....John Hershey McGillvra
Transcription Service.....Thesaurus
Membership .....RAB, NARTB
News Service .....UP
Pres., Gen., Sta. Mgr.....Odes E. Robinson
Program Director.....Richard Crans
Publicity Dir.....Hazel P. Crans
Chief Engineer.....Odes E. Robinson, Jr.

WBIP—Booneville—1950 KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Booneville Bcstg. Co
Address.....Highway No. 45-S
Phone: 678.....Air Time: Full Time
Gen. Mgr.....E. O. Roden
Comm. Mgr.....Don Moore
Program Director.....Jean Cochran

WCHJ—Brookhaven—1955

Frequency: 1470 Kc....Power: 1000 Watts d.
Owned-Operated By...Rural Broadcasting Co.
Address.....Entrican Bldg.
Phone: 1076.....Air Time: Day Time
News Service .....AP
Membership .....NARTB
General, Sales Mgr.....W. M. Jones
Traffic Manager .....Rita Coker

WJMB—Brookhaven—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Brookhaven Bcstg. Co.
Address.....W. Chickasaw St.
Phone: 1298.....Air Time: Full Time
Station Representative.....Continental
News Service .....AP
Transcription Service .....World
Pres., Gen. Mgr.....Tullius Brady

WDOB—Canton—1953—KBS

Frequency: 1370 Kc.....Power: 1 Kw. d.
Owned-Oper. By...Madison County Bcstg. Co.
Address .....Box 182
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Dora-Clayton, Indie
Gen., Sta. Mgr.....Roy Harris
Commercial Mgr.....Billy Harris
Sales Prom. Mgr.....Martha Wren
Program Director.....Ronnie Chrisco
Chief Engineer.....Emil G. Wasilowski

WGLC—Centreville—1951

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Southern Bdcstg. Co.
Address .....Hiway 25
Phone: 4001.....Air Time: Daytime
News Service .....UP
Transcription Service .....Capitol
Representative.....Continental Radio Sales
President .....Alvin Sansing
Commercial Mgr.....C. W. Wright
Chief Engineer.....Winston Hayes

WKDL—Clarksdale—1955

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Coahama Bcstg. Co.
Address.....1 State St.
Phone: MAin 4-4908.....Air Time: Daytime
News Service .....UP
Membership .....RAB
General Manager.....John McLendon
Station Manager .....Charles M. Quillian
Asst. Mgr., Prog. Dir.....William A. Duke

WROX—Clarksdale—1944

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Mrs. Eunice T. Imes
Address.....Alcazar Hotel, Columbus, Miss.
Phone: MAin 4-4313.....Air Time: Full Time
News Service .....AP
Station Rep. .....McGillvra
General Manager.....Bob McRaney
Station Manager.....P. B. Hinman

WCLD—Cleveland—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Voice of the Delta, Inc.
Address.....H'way 61 So.
Phone: VI 3-4091.....Air Time: Full Time
News Service .....AP
Station Representative.....Best
President.....Joseph W. Carson

WCJU—Columbia—1946 MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Lester Williams, WCJU, Inc.
Address.....P. O. Box 472
Phone REpublic 6-2616....Air Time: Full Time
Newspaper Affiliation.....The Progress
News Service .....AP
Transcription Service .....World
Pres., Gen. Manager.....Lester Williams
Sta. Mgr., Chief Eng.....Ray Tolar
Program Director.....Clifford Chance

WACR—Columbus—1950 KBS

Frequency: 1050 Kc.....Power: 1 Kw. d.
Owned.....J. W. Furr
Address.....WACR Bldg.
Phone: 768.....Air Time: Daytime
Representative .....Best
Membership .....NARTB
Gen. Mgr.....J. W. Furr
Prog. Dir.....Richard Moore
Promotion Mgr.....C. Landis Rogers
Sales Mgr.....Sydney Thweatt

WCBI—Columbus—1940 MBS

Frequency: 550 Kc..Power: 1 Kw. d., 500 W. n.
Owned.....Columbus Bcstg. Co., Inc.
Address .....Gilmer Hotel
Phone: 1313, 1430.....Air Time: Full Time
Newspaper Affil.....Commercial Dispatch
Station Representative .....McGillvra
Membership .....NARTB
Gen. Mgr.....Bob McRaney
Sta. Mgr.....J. W. Eatherton

WCMA—Corinth—1945 MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Corinth Bcstg. Co., Inc.
Business-Studio Address.....Ray Bldg.
Phone: 5575.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative.....Burn-Smith, Dora Clayton
Vice-Pres., Gen. Mgr.....Aaron B. Robinson
Sta., Sales Prom. Mgr.....John E. Bell
Program Director.....Vincent Lawrence
Commercial Manager.....Joe P. Van Dyke
Chief Engineer.....James D. Anderson

WMAG—Forrest—1955

Frequency: 860 Kc.....Power: 500 Watts d.
Owner-Operated By..Scott County Bcstg. Co.

WGVM—Greenville—1948

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By...Mid America Bcstg. Co.
Bus.-Studio Address.....118 So. B'way
Phone: 4559.....Air Time: Daytime
News Service .....UP
Membership .....NARTB
Rep...Devney, O'Connell, Ayres, Dora-Clayton
Pres., General Manager.....David M. Segal
Comm., Sta. Mgr.....Jack Stull

WJPR—Greenville—1939 MBS

Freq.: 1330 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By..Radio Services Co. & WJPR
Business-Studio Address.....120 So. Poplar St.
Phone: 9040.....Air Time: Full Time
News Service .....AP
Representative.....Bogner & Martin
Transcription Service.....World
Gen. Sta. Mgr.....Emmett H. McMurry
Commercial Manager.....Frank W. Baldwin
Program Director.....Charles Adams
Sls. Prom. Mgr.....Dorothy Russum
Publicity Dir.....Bea Armistead
Chief Engineer.....Percy L. Kuhn

WABG—Greenwood—1949 ABC

Freq.: 960 Kw.....Power: 1 Kw. d., 500 w. n.
Owned-Oper. By.....Greenwood Bcstg. Co.
Address.....222 Howard St.
Phone: 3010.....Air Time: Full Time
News Service .....AP
Rep.....John Hershey McGillvra
Membership .....NARTB
President, Gen. Mgr.....Cy Bahakel
Sta., Comm. Manager.....Tom Rea don
Chief Engineer.....Clifford Greene

WGRM—Greenwood—1937 NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Operated By.....P. K. Ewing
Address.....600 Walnut St.
Phone: 1900-1.....Air Time: Full Time
President.....P. K. Ewing
General Manager.....F. C. Ewing

WNAG—Grenada—1949 MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Address .....Barwin Hotel
Phone: 1400.....Air Time: Full Time
Representative .....McGillvra
Newspaper Affiliation .....Dispatch
President.....Birney Imes, Jr.
General Manager.....Bob McRaney
Sta., Comm. Mgr. .....Monroe Looney
Chief Engineer.....Jimmie Pinnix

WDEB—Gulfport—1955

Frequency: 1390 Kc.....Power: 1000 Watts d.
Owned-Operated By.....J. E. Breland
Address.....1410 Broad Avenue
Phone: 2832.....Air Time: Daytime
News Service.....UP
Representative.....Hil F. Best
Station Manager.....J. E. Breland
Commercial Mgr.....Bernard R. Behrendt
Sales Prom. Mgr.....Earl B. Blessey
Prog. Dir., Chief Eng.....Charlie Pearson

WGCM—Gulfport—1928 ABC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WGCM Bcstg. Co.
Address .....Hewes-Martin Bldg.
Phone: 1110.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Station Representative.....Bogner & Martin
Membership .....NARTB
Owner & Gen. Mgr.....Hugh O. Jones
Station Manager, P. D.....C. Edwin Vann
Commercial Manager.....Mrs. O. L. Owens
Sales Prom. Mgr.....Holton Turnbough
Chief Engineer.....Donovan Murphy

WBKH—Hattiesburg—1954

Frequency: 950 Kc.....Power: 950 Watts
Owner.....Hattiesburg Bcstg. Co.
Address.....122½ E. Front St.
Phone: JU 3-1625.....Air Time: Daytime
News Service.....UP
Transcription .....Thesaurus
Representative.....Indie Sales
Gen., Sta. Mgr.....William C. Veidt
Commercial Mgr.....F. M. Smith
Sales Prom. Mgr.....Gerald M. Howell
Program Director.....Dean Griffin
Publicity Director.....Charles Carter
Chief Engineer.....Robert M. Keith, Jr.

WFOR—Hattiesburg—1925 NBC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Bcstg. Co.
Address.....302 Hemphill St.
Phone: Juniper 4-5432....Air Time: Full Time
News Service .....UP
Representative .....McGillvra
Membership .....NARTB
President.....C. J. Wright, Sr.
General, Station Manager.....C. J. Wright, Jr.
Program Director.....Clifton Sessions
Commercial Mgr.....E. M. Jenkins
Chief Engineer.....B. B. McLemore

WHSY—Hattiesburg—1948 ABC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Hub City Bcstg. Co. Inc.
Address.....Box 1008

Phone: Juniper 3-1741....Air Time: Full Time
News Service .....AP
Station Representative.....T. F. Clark
Membership .....NARTB, RAB
President.....Charles W. Holt
Gen. Mgr.....Robert N. Robinson
Program Director.....Bill Slaton
Publicity Director.....Alice Bivin
Chief Engineer.....Charles Sharpling

WMDC—Hazlehurst—1953
KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned.....Southwestern Bcstg. Co. of Miss.
Address.....P. O. Box 571
Phone Number 869
News Service .....UP
Representative .....McGillvra
General Manager.....Louis Alford
Sta. Mgr., Chief Engr.....Mack Smith
Program Director.....Malcolm Jones
Comm. Mgr., Prog. Dir.....Malcolm Jones
Publicity Director.....Bob Prather

WCPC—Houston—1955

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WCPC Bcstg. Co.
Address .....Box 552
Partners.....Robin Mathis, Ralph Mathis, Rad Mathis, James Atkinson

WNLA—Indianola—1953

Frequency: 1380 Kc.....Power: 500 watts d.
Owned.....Central Delta Bcstg. Co.
Address.....134 Baker St.
Phone: 500.....Air Time: Daytime
News Service .....AP
Transcription Service.....Lang-Worth
Station Representative.....Thomas F. Clark
Membership .....NARTB
Co-Owners.....W. L. Kent; J. M. McLendon
Gen., Sta. Mgr.....Howard M. Peters
Program Director.....Paul Artman
Publicity Director.....John McClendon
Chief Engineer.....Bob Meador

WJDX—Jackson—1929—NBC

Frequency: 620 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Lamar Life Ins. Co.
Business Address.....715 S. Jefferson St.
Phone: 2-2691, 3.....Air Time: Full Time
Representative.....George P. Hollingbery
Membership .....NARTB
Station Manager.....Fred L. Beard
Commercial Manager.....Frank Gentry

WJQS—Jackson—1947
CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Mississippi Bcstg. Co., Inc.
Business-Studio Address.....Edwards Hotel
Phone: 3-9681.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
President, General Manager...Withers Gavin

WJXN—Jackson—1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Jackson Bcstg. Co., Inc.
Address.....916 Foley St.
Phone: 2-6673.....Air Time: Full Time
Representative .....Indie, Dora Clayton
General Manager.....James T. Ownby
Station Manager.....Robert Statham

WOKJ—Jackson—1954

Frequency: 1590 Kc.....Power: 1 Kw. d.
Owned.....Dixieland Bcstg. Co.
Address.....1017 Lynch St.
Phone: 3-7820.....Air Time: Daytime
News Service .....UP
Station Rep. .....McGillvra
Co-owners....John M. McLendon, W. L. Kent
General Manager.....John M. M Lendon
Station Manager.....Uler J. Gilbert
Commercial Manager.....Kersh Walters
Prom. Mgr., Prog., Pub. Dir..William Anderson
Chief Engineer.....Jay Gilbert

WRBC—Jackson—1947—MBS

Freq.: 1300 Kc.....Power: 5 Kw. d., 1 Kw., n.
Owned-Operated By.....Rebel Bcstg. Co., Inc.
Business-Studio Address.....125 So. Lamar
Phone: 5-1562.....Air Time: Full Time
Representative .....Branham
General Manager.....W. V. Dubard

WSLI—Jackson—1938—ABC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By....Capitol Broadcasting Co.
Business Address.....P. O. Box 1847
Phone: 3-2788.....Air Time: Full Time
Representative .....Weed
Membership .....NARTB, RAB
General-Station Manager.....L. M. Sepaugh
Commercial Manager.....Ed Wilkerson

WKOZ—Kosciusko—1947

Frequency: 1350 Kc.....Power: 5 Kc. d.
Owned-Oper. By.....Cy N. Bahakel
Address.....109 W. Jefferson
Phone: 782.....Air Time: Daytime
Membership .....NARTB
General Manager.....Cy N. Bahakel
Station Manager.....Mims Boswell, Jr.

WAML—Laurel—1932
NBC-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....New Laurel Radio Station
Bus.-Studio Address.....442 6th Ave.
Phone: 5601.....Air Time: Full Time
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....NARTB, RAB
President .....Harold Matison
Gen., Sta. Mgr.....Granville Walters
Commercial Manager.....M. M. Caver
Sales Prom. Mgr.....Paul Carlisle
Program Director.....Stanley Walters
Chief Engineer.....Forrest Williams

WLAU—Laurel—1946
ABC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Southland Bcstg. Co.
Address.....437 N. Magnolia St.
Phone: 8-7227.....Air Time: Full Time
News Service .....UP
Representative .....McGillvra
Membership .....RAB, NARTB
President.....C. T. McCallum
Gen., Sta. Mgr.....Norma H. Leggett
Comm., Sales Prom. Mgr.....Teck Jones
Pgm., Pub. Dir.....David Kane
Chief Engineer.....W. B. Carter

WLSM—Louisville—1953

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Louisville Bcstg. Corp.
Address .....Box 111
Phone: 1000.....Air Time: Daytime
News Service .....AP
Station Representative.....Hil Best
Station Manager.....William R. Parkes

WMBC—Macon—1947
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....J. W. (Billy) Furr
Address .....WYBC Bldg.
Phone: 310.....Air Time: Full Time
News Service .....UP
Station Rep.....Hil Best
President.....J. W. (Billy) Furr
General Manager.....Felix Adams, Jr.
Comm. Mgr.....E. C. Farr

WAPF—McComb—1948
KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By..S. W. Bcstg. Co. of Miss.
Address.....Pike Hotel
Phone: 1884.....Air Time: Daytime
Station Rep. .....McGillvra
Transcription Service.....Lang-Worth, World
Co-Owners.....Phillip Brady, Louis Alford, Mack Smith

WHNY—McComb—1939
ABC-MBS

Freq.: 1250 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By.....Bcstrs. Service, Inc.
Address.....P. O. Box 111
Phone: 2080.....Air Time: Full Time
News Service .....AP
Transcription Service .....Capitol
Representative.....Thomas F. Clark Co.
President.....Charles W. Holt
General Manager.....W. R. Taylor

WCOC—Meridian—1926—CBS

Frequency: 910 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Mississippi Bcstg. Co., Inc.
Business-Studio Address.....Threefoot Bldg.
Phone: 2-7714.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
President, General Manager...Withers Gavin

WMOX—Meridian—1945
MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Address.....P. O. Box 1511
Phone: 2-0171.....Air Time: Full Time
News Service .....AP
Representative .....McGillvra
Transcription Service .....Thesaurus
President.....Birney Imes, Jr.
General Manager.....Bob McRaney
Station Manager.....Joseph W. Carson
Comm. Mgr.....Eddie Holladay

WTOK—Meridian—1946
ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Southern TV Corp.
Address .....Southern Bldg.
News Service .....AP
Transcription Service .....SESAC
General Manager.....Jerry J. Joiner
Comm. Mgr.....Frank Holifield

WMIS—Natchez—1941
NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Natchez Bcstg. Co.
Address.....615 Main St.
Phone: 8211.....Air Time: Full Time
General Manager.....P. K. Ewing, Jr.

WNAT—Natchez—1949
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Old South Bcstg. Co.
Address .....Eola Hotel
Phone: 4621.....Air Time: Full Time
News Service .....UP
President.....Mrs. Laurie G. Ratcliffe
General Manager.....Paul Schilling
Prog. Dir.....Fred Katool
Commercial Mgr.....Eddie Phelan
Pub. Dir.....Irene Griffey
Chief Engineer.....Martin Tyrone

WNAU—New Albany—1955
KBS

Frequency: 1470 Kc.....Power: 500 Watts
Owned-Oper. By.....New Albany Bcstg. Co.
Address.....202 Bankhead St.
Phone: 4361.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Gen., Sta. Mgr., Chief Eng....V. Keith Wroten
Comm., Sls. Prom. Mgr.....Daniel L. Skilton
Program Director.....Wynez Wroten
Publicity Director.....Lee Elman

WSUH—Oxford—1955

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By.....Ole Miss Bcstg. Co.
Address.....University Ave., East; Box 266
Phone: 1133.....Air Time: Daytime
Newspaper Affil.....Walker Co. Times, Jasper, Ala.
News Service .....UP
Transcription Service.....World
President.....E. O. Roden
Gen., Sta., Comm. Mgr.....C. H. (Clete) Quick
Sls. Prom. Mgr., Pub. Dir.....Allan English
Program Director.....Netta Quick
Chief Engineer.....Mitchell Self

WPMP—Pascagoula—1951
KBS-ABC

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Crest Bcstg. Co., Inc.
Address.....P. O. Box 391
Phone: 83 and 391.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Membership .....NARTB
Pres., Pub. Dir.....William R. Guest, Jr.
Station Manager.....Floyd W. Hess
Sales Prom. Mgr.....Ollie Bales
Program Director.....Sam Price
Chief Engineer.....Bill Collins

WHOC—Philadelphia—1948
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....William Howard Cole
Phone: 740.....Air Time: Full Time
News Service .....UP
Transcription Service .....Capitol
President, Manager....William Howard Cole
Program Director.....Mrs. Wm. H. Cole
Chief Eng.....Paul M. Miller

WRJW—Picayune—1949

Frequency: 1320 Kc.....Power: 5000 d.
Owned-Oper. By.....Tung Bcstg. Co.
Address .....Picayune
Phone: SYmore 8-4835....Air Time: Daytime
News Service .....AP
Representative .....McGillvra
President.....S. G. Thigpen, Sr.
Station Manager.....Mildred Dossett
Gen. Comm. Mgr.....Jimmie Willson
Chief Eng., Prog. Dir.....Archie Rushing, Jr.

WSSO—Starkville—1949
KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Starkville Bcstg. Co.
Business-Studio Address.....WSSO Bldg.
Phone: 1230.....Air Time: Full Time
News Service .....AP
Transcription Service .....Capitol
Pres., Gen., Comm. Mgr.....Joe Phillips
Program Director.....Mrs. Hollis Pierce
Chief Engineer.....Travis Palmer

WELO—Tupelo—1944
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tupelo Bcstg. Co.
Business-Studio Address.....S. Spring St.
Phone: 1400.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
Membership .....NARTB
Gen. Mgr.....Bob McRaney
Station Manager.....Bob Evans
Commercial Manager.....E. L. Bowen, Jr.
Prog. Dir.....Edward Cleary
Chief Engineer.....LeRoy Green Sr.

WTUP—Tupelo—1953

Frequency: 1380 Kc.....Power: 1000 Watts d.
OwnedOper. By.....Lee Bcstg. Co.
Address .....Box 612
Phone: 3111.....Air Time: Daytime
Station Representative.....Hil F. Best
President.....E. O. Roden
Gen., Sta., Comm., Prom. Mgr..James E. Reese
Prog., Pub. Dir.....Evelyn B. Morgan
Chief Engineer.....Dabney Ramseur, Jr.

WQBC—Vicksburg—1931
MBS-KBS

Freq.: 1420 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By...Delta Bcstg. Co., Inc.
Business-Studio Address.....Post-Herald Bldg.
Phone: 312.....Air Time: Full Time
Representative.....Bogner & Martin
President.....L. P. Cashman
General-Station Mgr.....Mary-Van Cashman
Commercial Manager.....L. L. Miller
Program Director.....C. Kahn
Chief Engineer.....Waverley Conway

WVIM—Vicksburg—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Miss., Inc.
Business-Studio Address.....Box 76
Phone: 3901.....Air Time: Full Time
News Service.....UP
Transcription .....World
Representative.....Indie Sales, Dora-Clayton
President.....John F. Shea
General Manager.....Cecil Goodreau
Chief Engineer.....S. Ray Emerson

WABO—Waynesboro—1954
KBS

Frequency: 990 Kc.....Power: 250 Watts
Owner.....New Laurel Radio Sta., Inc.
Phone: 5-4700.....Air Time: Daytime
News Service.....AP
Representative .....Hil F. Best
President .....Harold Matison
General Manager.....Granville Walters
Station Manager.....Keith L. Andre
Chief Engineer.....Forrest Williams

WROB—West Point—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Bob McRaney, Sr.
Address.....WROB Bldg., Forest St.
Phone: 1450.....Air Time: Full Time
Station Rep. .....McGillvra
Pres., Gen. Mgr.....Bob McRaney Sr.
Station Manager.....Jack King

WAZF—Yazoo City—1947 MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned .....WAZF, Inc.
Address.....South Main St.
Phone: 1300.....Air Time: Full Time
News Service .....UP
Manager.....Bruce Gresham
Prog. Dir.....Dennis Hancock, Jr.
Chief Engineer.....Earl B. Neal, Jr.

MISSOURI

Pop. Feb. 1, 1956 (Est.) 4,160,000—Families 1,315,000
Radio Homes 1,260,000—TV Homes 1,021,571—Stations in State 71

KWRT—Boonville—1953

Frequency: 1370 Kc.....Power: 1000 Watts
Owner.....Wm. R. Tedrick
Address .....Box 5
Phone: TUxedo 2-6505.....Air Time: Daytime
Representative .....Indie
News Service.....AP
Transcription .....Standard
Gen., Sta. Mgr.....W. R. Tedrick
Comm., Sales Prom. Mgr.....Bill Diekroeger
Prog., Pub. Dir.....A. M. Tedrick
Chief Engineer.....Walter Atamanel

KGHM—Brookfield—1955

Frequency: 1470 Kc.....Power: 500 Watts d.
Owned-Operated By....Green Hills Bcstg. Co.
Address.....308 N. Main
Phone: 1800.....Air Time: Daytime
Representative.....Indie Sales, Inc.
General Manager.....Herbert Noyes

KFVS—Cape Girardeau—1925 MBS

Freq.: 960 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Hirsch Bcstg. Co.
Business-Studio Address.....324 Broadway
Phone: 5-5511.....Air Time: Full Time
Representative.....John E. Pearson
President.....Oscar C. Hirsch

KGMO—Cape Girardeau—1952 KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....KGMO Radio-TV Inc.
Address.....Hwys. 61 & 74
Phone: 5-8228.....Air Time: Daytime

KDMO—Carthage—1947 KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Carthage Bcstg. Co.
Address.....1201 E. Chestnut
Phone: 2648.....Air Time: Full Time
News Service .....AP
Station Rep. .....Continental
Membership .....NARTB
Owner, Gen. Mgr.....J. J. Daly

KCRV—Caruthersville—1950 KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Pemiscot Bcstg. Co.
Address.....106 W. 3rd St.
Phone: 965.....Air Time: Daytime
Transcription Service.....Thesaurus
News Service .....UP
Membership .....NARTB
President.....Eric Taylor
General Manager.....Ed Pyer, Jr.
Program Director.....Harry A. Moreland
Chief Engineer.....Al Lawrence

KCHR—Charleston—1953 KBS

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....South Mo. Bcstg. Co.
Phone: 2-4451.....Air Time: Daytime
Representative.....Continental Radio Sales
Pres., Gen. Mgr., Chief Eng.....Kermit Barker
Program Director.....James L. Byrd III

KCHI—Chillicothe—1950

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By.....Midwest Bcstg. Co.
Address .....Farmington
Phone: 107.....Air Time: Daytime
News Service.....AP
Representative.....Hil F. Best, Conwell
President.....Cecil W. Roberts
Gen., Sta., Comm. Mgr.....Howard G. Rion
Program Dir.....J. F. Way
Publicity Dir.....E. T. Reynolds
Chief Engineer.....Claude Kramer

KDKD—Clinton—1951—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KDKD, Inc.
Address.....Box 113
Phone: 233.....Air Time: Daytime
News Service .....UP
Representative .....Forjoe
Membership .....NARTB
President.....David M. Segal
Gen., Comm. Manager.....B. E. Brown
Program Dir.....R. F. Morey
Chief Engineer.....C. F. Cunningham

KBIA—Columbia—1955
KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated by...Midwest Bdcstg. System
Address.....Box 412
Phone: 2-4401.....Air Time: Day Time
Representative .....Best
President.....Cecil Roberts
Gen., Sta. Mgr.....Robert D. Rapp
Program Dir.....Martha M. Rapp
Chief Engineer.....Joseph F. Mackey

KFRU—Columbia—1925
ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KFRU, Inc.
Business Address.....Box 89
Phone: 4141.....Air Time: Full Time
Station Rep. .....Webb
President.....H. J. Walters, Jr.
Station Manager.....Mahlon R. Aldridge, Jr.
Director of Sales.....F. J. LeGrand

KDEX—Dexter—1955

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Dexter Bcstg. Co.
General Manager.....Jerome B. Zimmer

KREI—Farmington—1947
KBS

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Midwest Bcstg. System
Address .....Ozarks Bldg.
Phone: 107.....Air Time: Daytime
News Service.....AP
Station Rep.....Hil F. Best
President.....Cecil W. Roberts
Station Manager.....Earl L. Whitener
Chief Engineer.....Norman Nielson

KJCF—Festus—1951—KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned.....Jefferson County Radio & TV Co.
Phone: YE 7-3810.....Air Time: Daytime
General Manager.....Donald M. Donze
Chief Engineer.....Russell Seals, Jr.

KFMO—Flat River—1947
MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Lead Belt Bcstg. Corp.
Business-Studio Address.....Flat River
Phone: 1000.....Air Time: Full Time
News Service .....UP
President.....Oscar C. Hirsch
Station-Comm. Mgr.....James F. Collins
Prom. Mgr.....James Strader
Program Director.....Lynn Bohs
Pub. Dir.....Virginia Collins
Chief Engineer.....Gilbert Collins

KFAL—Fulton—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mo. Central Bcstrs.
Address.....5th and Market
Phone: 1400.....Air Time: Daytime
News Service .....UP
Representative .....Paschall
Transcription Service .....Standard
Membership .....NARTB, RAB
Gen. Man., Ch. Eng.....Robert W. Nickles
Sta., Prog. Director.....Roger P. Fox
Comm. Manager.....L. Reed Holt

KHMO—Hannibal—1941
MBS

Freq.: 1070 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By....Mt. Rainer Radio TV Broadcasting Corp.
Business-Studio Address.....Box 711
Phone: 3450.....Air Time: Full Time
News Service .....AP
Representative.....John E. Pearson
President.....Lester M. Smith
Gen., Sta. Mgr.....V. L. Smith
Commercial Manager....William Stephenson
Program Director.....P. Sosey
Chief Engineer.....Ben Parrish

KIMO—Independence—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Craig Siegfried
Business-Studio Address.....310 N. Osage
Newspaper Affil.....Daily News
President .....Craig Siegfried
General Manager.....Bill Hardt

KLIK—Jefferson City—1954

Frequency: 950 Kc.....Power: 5 Kw., d.
Owned.....Empire Bcstg. Co.
Address .....410 E. Capital
Phone: 6-3191
Station Representative .....Walker
Membership .....NARTB
President.....J. A. Shepherd
Gen., Sta. Mgr.....Lynn Bickett
Program Dir.....Robert Rector
Chief Engineer.....Ed Scarr

KWOS—Jefferson City—1937
KBS-MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Capital Bcstg. Co.
Business-Studio Address.....210 Monroe St.
Phone: 6-3137.....Air Time: Full Time
Newspaper Affiliation.....News Tribune Co.
News Service .....AP
Transcription Service.....Thesaurus
Station Rep.....Bogner & Martin
Membership .....RAB
President.....Mrs. L. R. Goshorn
General Manager.....R. L. Rose
Station Manager.....E. A. Richter
Chief Engineer.....Leroy S. Hackmann

Kansas City's Most Effective "ONE-TWO" ADVERTISING PUNCH!

KMBC-TV

Coverage-conscious advertisers get more than their money's worth when they swing their schedules to KMBC-TV, Kansas City's most powerful television station. With a giant 1,079-foot tower (above average terrain) and a 316,000-watt color-equipped RCA transmitter, KMBC-TV is the giant among television facilities in the Heart of America.

The new KMBC-TV "Big-Time" Daytime format is unquestionably the No. 1 TV buy in the market. Comparison of ratings, cost per thousand and complete versatility of commercial handling show that this fresh, new programming — featuring the Heart of America's finest TV talent — is far and away the best place to put your television advertising dollars.

KMBC-KFRM Radio

Listeners and advertisers alike are finding the New Sound of KMBC-KFRM more and more irresistible! Some of the biggest names in the Midwestern broadcasting world — plus top ABC personalities — produce a new brand of radio that's tailored to the tastes of today's radio audience. Music, News, Sports, Major League Baseball, Farm Service, Women's Programs — there's quality service and entertainment for *everyone* via the New Sound of KMBC-KFRM.

By skillfully integrating *personalized* air salesmanship with the radio services modern-day audiences demand, KMBC-KFRM has created a climate for selling that's unduplicated in the Heart of America. You'll see what we mean when you buy your next schedule on KMBC-KFRM.

the SWING is to...

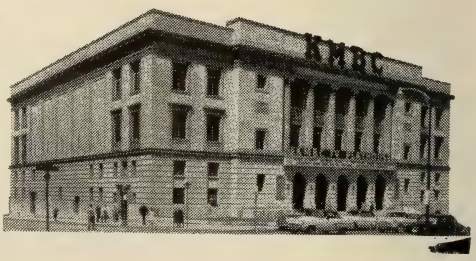
KMBC-TV

CHANNEL 9

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America

For the broadest broadcasting coverage in the Heart of America market, use the area's most effective one-two advertising punch — KMBC-TV Television plus KMBC-KFRM Radio! See the Colonel from Peters, Griffin, Woodward, Inc.

DON DAVIS, First Vice Pres. & Commercial Mgr.
JOHN SCHILLING, Vice Pres. & Gen. Mgr.
GEORGE HIGGINS, Vice Pres. & Sales Mgr.
DICK SMITH, Director of Radio
MORI GREINER, Director of Television



KFSB—Joplin—1948

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By.....Four States Bcsters, Inc.
Address.....1027 Main St.
Phone: MA 4-1310.....Air Time: Full Time
News Service .....UP
Representative .....Meeker
Membership .....NARTB
President .....Harry Easley
Sta., Comm., Gen. Mgr.....W. H. Clark
Program Director.....Ed Johnson
Chief Engineer.....Lloyd Frazier

KSWM—Joplin—1946—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Air Time, Inc.
Address .....1928 W. 13 St.
Phone: MA 4-7260.....Air Time: Full Time
News Service .....UP
Representative.....William G. Rambeau
Membership .....NARTB
Pres., Gen. Mgr.....Austin A. Harrison
Prog. Dir.....Ronald Robson
Commercial Mgr.....D. T. Knight Jr.

WMBH—Joplin—1926—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Joplin Bcstg. Co.
Business-Studio Address.....Frisco Bldg.
Phone: May Fair 4-43-30 ..Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Sears & Ayer
Membership .....NARTB
Pres., Gen., Sta. Mgr.....D. J. Poynor
Comm. Mgr.....M. E. Dunn
Program Director.....Golda Shaunce
Chief Engineer.....E. L. Dodge

KCKN—Kansas City—1925

(See Kansas City, Kansas, listing)

KCMO—Kansas City—1936
ABC

Freq.: 810 Kc.....Power: 50 Kw. d., 10 Kw. n.
Owned-Operated By.....KCMO Bcstg. Co.
Address.....125 E. 31st St.
Phone: Jefferson 1-6789...Air Time: Full Time
News Service .....AP
Representative .....Katz
Membership .....NARTB, RAB
President.....E. T. Meredith
General Manager.....E. K. Hartenbower
Commercial Manager .....R. W. Evans
Sales Prom., Pub. Dir.....F. C. Strawn
Program Director.....George Stump
Chief Engineer.....Karl Troeglen

KFRM—Kansas City—1947

For KFRM Listing—See Concordia, Kansas

KMBC—Kansas City—1921
ABC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....KMBC Bcstg. Co.
Address.....222 W. 11th St.
Phone: HArrison 1-2650...Air Time: Full Time
News Service .....AP, UP
Transcription Service .....World
Representative.....Free & Peters
Membership .....NARTB, RAB
V. P., Comm. Mgr., Pub. Dir...Donald D. Davis
V. P., General Manager....John T. Schilling
V. P., Sales Manager.....George J. Higgins
Station Manager.....Dick Smith
Chief Engineer.....Henry E. Goldenberg

KPRS—Kansas City—1949

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Twin City Adv. Agency
Address.....2814 E. 23rd St.
Phone: Humbolt 3-3100....Air Time: Daytime
Station Rep. .....McGillvra
News Service .....AP
General Manager.....Edward H. Pate
Commercial Mgr.....Andrew Carter
Program Director.....Eugenia Pate

KUDL—Kansas City—1953

Frequency: 1380 Kc.....Power: 1 Kw. d.
Owned.....Tele-Broadcasters, Inc.
Address.....1012 Baltimore Bldg.
Phone: Baltimore 0077....Air Time: Daytime
News Service .....UP
Station Representative.....Forjoe & Co.
Membership .....NARTB
General Mgr.....David M. Segal
Business Mgr.....Harold Backun
Commercial Mgr.....Irving Schwartz

WDAF—Kansas City—1922
NBC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By....The Kansas City Star Co.
Business-Studio Address.....3030 Sommit St.
Phone: Harrison 1200....Air Time: Full Time
News Service .....AP
Newspaper Affil.....Kansas City Star
Transcription Service.....Standard, Thesaurus
Representative.....H. I. Christal
President.....Roy A. Roberts
Gen. Mgr.....H. Dean Fitzer
Station Manager.....V. S. Batton
Comm., Sls., Prom. Mgr.....E. Manne Russo
Pgm., Publ. Dir.....Harry J. Kaufmann
Chief Engineer.....J. A. Flaherty

WHB—Kansas City—1922

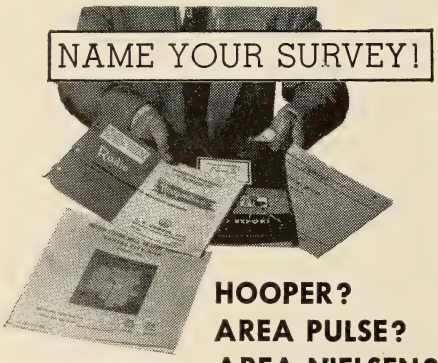
Freq.: 710 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned.....Mid-Continent Bcstg Co.
Address.....10th & McGee Sts.
Phone: BAltimore 8300....Air Time: Full Time
News Service.....AP, UP, INS
Station Representative.....John Blair Co.
Membership .....NARTB
President .....Todd Storz
V.P. Gen. Mgr.....George W. Armstrong
Sales Promotion Mgr.....Jack Sampson
Program Director.....John Pearson
Publicity Director.....Robert E. Sharon
Transmitter Supv.....Lewis E. Baird
Studio Supv.....Roy Nonemaker

KBOA—Kennett—1947

Frequency: 830 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Kennett Bcstg. Corp.
Business-Studio .....Kennett
Phone: 8-4616.....Air Time: Daytime
News Service .....AP
Transcription Service .....Lang-Worth
General Manager.....Paul C. Jones
Station Manager.....C. H. Harrison

KIRX—Kirksville—1947 KBS-ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....North Mo. Bcstg. Co.
Business-Studio Address.....KIRX Bldg.
Phone: MOhawk 5-3781..Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Membership .....RAB, NARTB
Gen., Sta. Mgr.....Samuel A. Burk
Comm., Sales Prom. Mgr...James J. Dougherty
Program Director.....Robert Carlson
Chief Engineer.....Charles P. Porter



HOOPER?
AREA PULSE?
AREA NIELSEN?
TRENDEX?

All have **WHB** First!

10,000 watts, 710 kc.

70-County AREA PULSE—every daytime period—FIRST PLACE! HOOPER all day average—47.7%—FIRST PLACE! AREA NIELSEN—all day average—42.9%—FIRST PLACE! TRENDEX—all day average—42.8%—FIRST PLACE! Call the man from Blair or General Manager George W. Armstrong.

MID-CONTINENT BROADCASTING COMPANY

President, Todd Storz
WTIX, New Orleans, Reps: Adam J. Young, Jr.
KOWH, Omaha, Reps: H-R Reps, Inc.
WHB, Kansas City, Reps: John Blair & Co.

KLWT—Lebanon—1947 MBS

Frequency 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address.....221 E. Commercial St.
Phone: 1015.....Air Time: Full Time
News Service .....UP
Transcription Service.....Langworth, SESAC
General Manager.....O. R. Wright
Program Director.....Jack A. Sellers

KTCB—Malden—1954—KBS

Frequency: 1470 Kc.....Power: 1 Kw.
Owned.....Tri-County Bcstg. Co.
Address.....100 W. Main St.
Phone: 851.....Air Time: Daytime
News Service .....UP
Transcription Service .....Thesaurus
President.....C. W. Craft
General Manager.....Dick Wiethan
Commercial Mgr.....Carleton Garner
Promotion Mgr.....Mack Howerton

KMMO—Marshall—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KMMO, Inc.
Address .....Box 513
Transcription Service .....World
Station Rep. .....Pearson
General Manager.....Harold Douglas

KNIM—Maryville—1953 KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By...Maryville Radio-TV Corp.
Address .....Box 278
Phone: 730.....Air Time: Daytime
Manager .....Jack Lloyd

KXEO—Mexico—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Audrain Bcstg. Corp.
Address.....1705 E. Liberty
Phone: 2340-1.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB, RAB
Comm., Sls. Prom. Mgr.....W. Earl Dougherty
Program Dir.....Greg Swanson
Chief Engineer.....Hyle Lemen

KNCM—Moberly—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Oper. By.....Moberly Bcstg. Co.
Phone: 1600.....Air Time: Full Time
Transcription Service.....Lang-Worth
Membership .....RAB
News Service .....AP
Owner.....Jerrill A. Shepherd
Sta. Mgr.....A. E. Dahl
Asst. Mgr.....James Lipsey
Chief Engineer.....Ed Scarr

KRMO—Monett—1950—KBS

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Monett Bcstg. Co.
Phone: 858.....Air Time: Daytime
News Service .....AP
Station Rep. .....Continental
Membership .....NARTB
General Manager.....L. C. McKenney
Partner.....J. J. Daly
Program Director.....Floyd Stewart
Commercial Mgr.....Marion Pilant
Chief Engineer .....George Province

KLRS—Mountain Grove—1955 KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owner.....Kickapoo Prairie Bcstg. Co.
Address..... Box 308
Phone: 650.....Air Time: Day Time
News Service.....UP
Transcription .....Lang-Worth
President.....Floyd W. Jones
General Manager.....L. C. McKenney
Commercial Manager.....Frank Edwards
Sales Promotion.....Bob Mussman
Program Director.....Dave Whittaker
Publicity Director.....Orville Barton
Chief Engineer.....George Province

KBTN—Neosho—1954—KBS

Frequency: 1420 Kc.....Power: 500 Watts
Owner.....Ozarks Playground Bcstrs.
Address.....212½ E. Main St.
Phone 1666
President.....John V. Turner
Station Mgr.....Dud Stallings
Comm. Mgr.....Forrest Crockett

KNEM—Nevada—1949—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio KNEM, Inc.
Address.....P. O. Box 15
Phone: 13.....Air Time: Full Time
News Service .....UP
Station Rep.....Hil Best
President .....John Blake
Gen. Mgr., Chief Engr.....Kenneth E. White
Comm. Mgr.....Virgil Kachel
Prom. Mgr., Pub. Dir.....Joe Young
Prog. Dir.....John Beydler

KRMS—Osage Beach—1952

Frequency: 1150 Kc.....Power: 1 Kw. d.
Owned.....Central Missouri Bcstg. Co.
News Service .....AP
Transcription .....Lang-Worth
General Manager.....Arden Booth
Station Manager.....George Strickland
News Director.....Harland Snow

KWOC—Poplar Bluff—1938

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By....Poplar Bluff Bcstg. Corp.
Address.....428 Vine St.
Transcription Service.....SESAC, World
Representative .....John E. Pearson
General Manager.....A. L. McCarthy
Sales Manager.....L. G. Stovall

KTTR—Rolla—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper By....."Show-Me" Bcstg. Co.
Address.....P. O. Box 567
Phone: 380.....Air Time: Full Time
News Service .....AP
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Luther W. Martin
Comm. Mgr.....Ward C. Rinehart
Prog. Dir.....Norma Fleming
Program Mgr.....Murl Nash
Chief Engineer.....Martin M. Mitchum

KSGM—Ste. Genevieve—1947 KBS

Frequency: 980 Kc.....Power: 500 Watts
Owned-Oper. By.....Donze Enterprises, nc.
Bus.-Studio Address.....410 Merchant St.
Phone: 930.....Air Time: Full Time
News Service .....UP
President, General Manager....Elmer L. Donze
Chief Engineer.....Murel L. Rose

KFEQ—St. Joseph—1923 MBS

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....KFEQ, Inc.
Business-Studio .....Howitt Bdg.
Phone: 3-2528.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Headley-Reed
Membership .....NARTB
Pres., Gen. Sta. Mgr.....Barton Pitts
Commercial Mgr.....J. Ted Branson
Program Director.....William R. Balch
Chief Engineer.....J. Wesley Koch

KRES—St. Joseph—1946 KBS

Frequency: 1550 Kc.....Power: 5000 Watts
Owned-Oper. By.....KRESS Radio Corp.
Address.....404 So. 8th
Membership .....NARTB
News Service .....AP
Representative .....Clark
Pres., Gen., Sta. Mgr.....Tee Casper
Commercial Mgr.....Robert Mosiman
Prog., Pub., Sls. Prom. Dir.....Richard Irving
Chief Engineer.....Don O'Brian

KUSN—St. Joseph—1955

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Broadcast Group, Inc.
Address .....Robidoux Hotel
Phone: 3-2577.....Air Time: Daytime
News Service.....UP
Representative.....Hil F. Best Co.
Station, Comm. Mgr.....Hal Hamilton
Asst. Comm. Mgr.....Joe Kilgore
Studio Director.....Don Blue
Program Director.....Eleanor Shepard

KATZ—St. Louis—1955

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....St. Louis Bcstg. Co.
Address.....812 Olive St.
Phone: CHestnut 1-0955...Air Time: Full Time
News Service.....AP
Representative.....Forjoe & Co., Inc.
Membership .....NARTB
Pres., Gen. Mgr.....William F. Garrett
Commercial Manager.....R. M. Hetherington
Chief Engineer.....Charles O. Rick

KMOX—St. Louis—1925—CBS

Frequency: 1120 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Operated By.....CBS Radio Division
Business-Studio Address.....401 So. 12th St.
Phone: Central 1-8240....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....Associated
Representative.....CBS Radio Spot Sales
Membership .....RAB, NARTB
General Manager.....Robert Hyland, Jr.
Sales Prom. Mgr.....Charles Burge
Publicity Dir.....Paul Douglass
Program Director.....Mark Russell
Chief Engineer.....Harry Harvey

KSD—St. Louis—1922—NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By..The Pulitzer Publishing Co.
Business-Studio Address.....1111 Olive St.
Phone .....Main 1-1111
News Service .....AP
Newspaper Affil.....St. Louis Post Dispatch
Transcription Service.....World, Thesaurus
Representative.....NBC Spot Sales
Membership .....NARTB
President.....Joseph Pulitzer, Jr.
General Manager.....George M. Burbach
Sales Manager.....Arthur J. Casey
Program Director.....Harold Grams
Promotion Manager .....David Pasternak
Chief Engineer .....J. E. Risk

KSTL—St. Louis—1948

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio St. Louis, Inc.
Address.....Box 1440
Phone: BRidge 1-6090.....Air Time: Daytime
News Service.....UP
Representative.....Everett McKinney
Pres., Gen., Sta. Mgr.....Dick J. Kasten
Commercial Manager.....William A. Knight
Program Director.....Tony Glenn
Sales Prom. Mgr.....Wm. L. Vietmeier
Publicity Director.....Norman Edwards
Chief Engineer.....Ira E. Pollock

KWK—St. Louis—1927—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....KWK, Inc.
Address.....1215 Cole St.
Phone: Main 1-9100.....Air Time: Full Time
Newspaper Affiliation.....St. Louis Globe-Democrat
News Service .....AP
Representative .....Katz
President, General Mgr.....Robert T. Convey
V. P., Sta. Dir.....Ray E. Dady
V. P., Comm. Dir.....V. E. Carmichael
Exec. Prog. Dir., Asst. Sta. Dir..John W. Tinnea
Sales Mgr.....Jack E. Henderson
Prog. Dir.....Russell C. Kaiser
Prom., Publ. Director.....Fred J. Mueller
Chief Engineer.....N. J. Zehr

KXLW—St. Louis—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By...St. Louis County Bcstg. Co.
Address.....2735 Bonaparte Ave., Brentwood
Phone: WO 1-1320.....Air Time: Daytime
News Service .....UP
Representative .....Pearson
Membership .....NARTB, RAB
President.....John W. Kluge
Gen. Sta. Manager.....William W. Jefferay
Commercial Manager.....W. D. Herman
Prog. Pub. Director.....Alvin D. Suter
Chief Engineer.....James F. Mitchell

KXOK—St. Louis—1938—ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By.....KXOK, Inc.
Address.....Radio Park
Phone: Forest 7-6000.....Air Time: Full Time
News Service .....UP
Representative .....John Blair
Membership .....NARTB
President.....E. M. Roberts
General Manager.....C. L. Thomas
Sls. Manager.....W. C. O'Donnell
Sales Prom. Mgr.....Frank Doyle
Program Director.....Elmer Muschany
Publicity Director.....Frank Doyle
Chief Engineer.....Arthur F. Rekart

WEW—St. Louis—1921

Frequency: 770 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Barrington Co.
Address.....DeSoto Hotel
Phone: CHestnut 1-1921....Air Time: Daytime
News Service.....UP
Representative.....Bowling Co.
Pres., Gen. Mgr.....Bruce Barrington
Sta. Manager.....Don Phillips
Comm., Sls. Prom. Mgr.....Ed Wolfe
Prog., Publicity Dir.....Don Phillips
Commercial Manager.....Ray Korpowicz
Program Director.....Lambert Kaiman
Chief Engineer.....Charles C. Casey

WIL—St. Louis—1922

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Missouri Bcstg. Corp.
Business-Studio Address.....Hotel Sheraton
Phone Number.....Olive 2-4500
Pres., Gen. Mgr. .....L. A. Benson
V. P., Asst. Gen. Mgr.....Nick Pagliara
Sales Prom. Mgr.....C. W. Beintker
Continuity Dir.....Phil MacMurray

KSMO—Salem—1953

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....'Show-Me" Bcstg. Co.
Address.....4th & Hickory
Phone: 303.....Air Time: Full Time
Partnership.....Luther W. Martin, Martin M. Mitchum
General Manager.....Luther W. Martin
Sta. Mgr., Chief Eng.....William B. Smith
Salesman .....Joseph Parker
Program Director.....Zola Irene Smith
Consulting Engineer.....Martin M. Mitchum

KDRO—Sedalia—1939—MBS KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Milton J. Hinlein
Bus.-Studio Address.....2100 W. Broadway
Phone: 4004.....Air Time: Full Time
Representative .....Pearson
President.....Milton J. Hinlein
General Manager.....Herbert W. Brandes
Sales Manager.....Jimmy Glenn
Program Director.....Bob Younger

KSIS—Sedalia—1953

Frequency: 1050.....Power: 1000 Watts
Owner.....Yates Bcstg. Co.
Address .....KSIS Building
Phone: 590.....Air Time: Daytime
News Service.....UP
Transcription .....Lang-Worth
Representative .....Best
Pres., Sta., Comm. Mgr.....Carl W. Yates, Jr.
Sta. Mgr., Prog. Dir.....Bettie S. Yates
Chief Engineer.....Donald D. Warnock

KSIM—Sikeston—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owner-Oper....Sikeston Community Bcstg. Co.
Bus.-Studio-Transmitter Address..Hway. 60 W.
Phone: 1.....Air Time: Full Time
News Service .....AP
President.....Lyman R. Bowman, Jr.
Gen., Sta., Sls. Prom. Manager .....Richard L. Watkins, Jr.
Program Director.....James Palmer
Comm. Mgr.....Nelson Wheeler
Chief Engineer.....R. L. Hirsch

KGBX—Springfield—1926 NBC

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Springfield Bcstg. Co.
Bus.-Studio Address.....605 Boonville Ave.
Phone: 4-2822.....Air Time: Full Time
News Service .....AP
Newspaper Affil..Springfield Newspapers, Inc.
Transcription Service .....Thesaurus
Rep.....Venard, Rintoul & McConnell
Membership .....NARTB
Pres., Gen., Sta. Mgr.....K. G. Wells
Commercial Mgr.....Don C. Dailey
Program Director.....Francis Uhlis
Sls. Prom. Mgr.....Dudley Morris
Publicity Dir.....Wm. DeLange
Chief Engineer.....Richard Bowman

KICK—Springfield—1949 MBS

Frequency 1340 Kc.....Power 250 Watts
Owned-Oper. By...Kickapoo Prairie Bcstg. Co.
Address.....610 College St.
Phone: 4-1561.....Air Time: Full Time
News Service .....UP
Representative .....McGillvra
Membership .....NARTB, RAB
President.....Floyd W. Jones
General Manager.....L. C. McKenney
Sls. Prom., Pub. Dir.....Sol Mosher
Comm. Mgr.....Al Patterson
Prog. Dir.....James Allwood

KTTS—Springfield—1941 CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Independent Bcstg. Co.
Address.....P. O. Box 1716 S. S. S.
Phone: 2-7474.....Air Time: Full Time
Representative.....Sears & Ayer
Membership .....NARTB
President.....J H. G. Cooper
General Manager.....G. Pearson Ward
Commercial Manager.....Bob Burke
Program Director.....Wendel Smith
Chief Engineer.....William F. Curry

KWTO—Springfield—1933 ABC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....Ozarks Bcstg. Co.
Business-Studio Address.....606 St. Louis St.
Phone: 2-4422.....Air Time: Full Time
News Service .....UP
Representative.....John E. Pearson
Membership .....NARTB
Pres., Gen. Mgr.....Ralph D. Foster
V.P. & Asst. Gen. Mgr.....Leslie L. Kennon
Commercial Manager....Raymond M. Keltner
Program Director.....Joe Slattery
Prom., Pub. Dir.....Bill Bailey
Chief Engineer.....Wallis Fender

KALM—Thayer—1953—KBS

Frequency: 1290 Kc.....Power: 1 Kw. d.
Owned.....Robert F. Neathery
Address.....Box 326
Phone: 165.....Air Time: Daytime
News Service .....AP
Transcription Service .....Keystone

Pres., Gen. Sta. Comm. Mgr.....R. F. Neathery
Sls. Prom. Mgr.....W. Gillespie
Prog. Dir.....Tom Stone
Chief Engineer.....Sam Beatty

KTTN—Trenton—1955—KBS

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Oper. By.....Trenton Bcstg. Co.
Address.....112 E. Ninth St.
Phone: 1600.....Air Time: Daytime
News Service.....AP
Transcription .....World
Representative .....Keystone
General Manager.....Sam A. Burk
Station Manager.....Ed Hundley
Commercial Manager.....Bob Dennis
Chief Engineer.....Stuart Underwood

KLPW—Union—1954

Frequency: 1220 Kc.....Power: 250 Watts
Owned.....Franklin County Bcstg. Co.
Address.....P. O. Box 72
Phone: Wash. 1439.....Air Time: Daytime
News Service .....AP
Representative .....Indie
President .....Leslie P. Ware
Gen., Sta., Comm. Sls. Prog.,
Pub. Manager.....Norb Moore
Chief Engineer.....Frank Lohmeyer

KOKO—Warrensburg—1953 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Warrensburg Bcstg. Co.
Phone: 1260.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Station Rep. .....Forjoe
President, Chief Eng.....Lee E. Baker
Comm., Gen. Mgr.....C. L. Parks
Program Director.....Jim Gammon
Publicity Director.....Gene Tipton

KWRE—Warrenton—1949 KBS

Frequency: 730 Kc.....Power: 500 Watts
Owned.....W. T. Zimmerman
Address .....Warrenton
Phone: 398.....Air Time: Daytime
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Continental
Gen., Sta. Mgr.....W. T. Zimmerman
Comm. Mgr.....Russell Benton

KWPM—West Plains—1947 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Robert F. Neathery
Phone: 700.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Membership .....NARTB
Pres., Gen. Mgr., Eng.....Robert F. Neathery
Sta., Comm. Mgr.....Fritze A. Dixon
Program Director.....A. Woodside
Publicity Director.....Paul Best

FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE COVERAGE . . .

AP

FOR RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

KANA—Anaconda—1946

Frequency: 1230 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Anaconda Bcstg. Co.
Address.....P. O. Box 727
Phone: 136.....Air Time: Full Time
News Service .....UP
Station Rep. .....Gill-Perna
President.....A. J. Mosby
Station Mgr.....A. H. Smith
Program Director.....King Harmon
Comm. Mgr.....C. Moore

KBMY—Billings—1946
MBS-KBS-IMN

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Billings Bcstg. Co.
Address .....Box 2544
Phone: 9-4586.....Air Time: Full
News Service .....AP
Transcription Service.....Lang-Worth
Station Representative....Avery-Knodel, Inc.
Membership .....NARTB, RAB
President .....Rockwood Brown
Gen., Sta., Comm. Mgr.....Ken Nybo
Prog., Pub. Dir.....Charles G. du Bois
Chief Engineer.....T. A. Hildebrand

KGHL—Billings—1928—NBC

Frequency: 790 Kc.....Power: 5 Kw.
Owned.....Midland Empire Bcstg. Co.
Address.....5th Ave. & North B'way
Phone: 2-2222.....Air Time: Full
News Service .....UP
Station Representative .....Katz
Membership.....RAB, NARTB
President.....P. N. Fortin
General Manager.....Jeff Kiichli
Sta. Mgr., Prog. Dir.....V. Braunberger
Comm., Prom. Mgr.....Warren Marshall
Chief Engineer.....F. L. Bartlett

KOOK—Billings—1950—CBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Montana Network
Address.....P. O. Box 2557
Phone: 9-5970.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NARTB, RAB
President.....C. L. Crist
Station Manager.....V. V. "Bud" Clark
Commercial Manager.....Glen Beebe
Program Director.....Cliff Ewing
Publicity Dir.....Conna G. May
Chief Engineer.....Grant French

KOYN—Billings—1955

Frequency: 910 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....D. Gene Williams, Delbert Bertholf
Address .....Riverside Dr.
Gen., Comm. Mgr.....Robert Eubanks

KBMN—Bozeman—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Penn Engineering Co.
Address.....N. Seventh St.
Phone: 2105.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Gill-Perna
Owner, Gen. Mgr.....G. Norman Penwell

KXLQ—Bozeman—1939
NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....KRBM Bcstrs. Inc.
Address .....Bozeman, Mont.
Phone: JU 6-5881.....Air Time: Full Time
News Service.....AP
Representative .....Walker
General Manager.....Ernest A. Neath
General Mgr.....Ernie Neath
Commercial Mgr.....Ernest Seccomb, Jr.
Prog. Dir.....Dick Smiley
Publicity Dir.....Marcellus Rapkoch
Chief Engineer.....George Roe

KBOW—Butte—1947—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Copper City Radio Co.
Address.....720 Yale Ave.
Phone: 7429.....Air Time: Full Time
Station Rep. .....Cooke
President .....Frank Reardon
Chief Engineer.....Al Morgan

KOPR—Butte—1948
ABC-MBS-IMN

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Copper Bcstg. Co.
Business-Studio Address.....Hotel Finlen
Phone: 6546.....Air Time: Full Time
Representative .....Avery-Knodell
President.....Frank C. Carman
Gen., Comm. Mgr.....Ed Cooney
Program Director.....Jim Harrold
Chief Engineer.....William Emerson

KXLF—Butte—1929—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....KGIR, Inc.
Address .....Box 1956
Phone: 2-2344.....Air Time: Full Time
News Service.....UP
Transcription Service.....Standard
Representative .....Walker
Pres., Gen. Mgr. .....E. B. Craney
Sta., Comm. Mgr.....Arne E. Anzjon
Program Director.....Paul Hatton
Promotion Mgr.....George Oechsli
Chief Engineer.....Vern Totten

KLTZ—Glasgow—1954

Frequency: 1240 Kc.....Power: 250 Watts

Owner.....Glasgow Bcstg. Co.
Address.....Box 909
News Service.....AP
Transcription .....Thesaurus
Membership .....NARTB
Phone: 1000.....Air Time: Full Time
General Manager.....William L. Beach
Program Director.....Tom Ash
Chief Engineer.....William Sebastion

KXGN—Glendive—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Glendive Bcstg. Co.
Address .....Box 200
Phone: EM 5-3377.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard, World
Representative .....Lawson
General Manager.....Daniel C. Palen

KBGF—Great Falls—1955
KBS

Frequency: 1405 Kc.....Power: 250 W.
Owned-Operated By..Community Broadcasters
Address.....Box 1405
Phone: 2-9533.....Air Time: Full
News Service.....UP
Representative.....Webb, Feltis
Pres., Gen. Mgr.....Dan Snyder

KFBB—Great Falls—1921
CBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....Wilkins Bcstg., Inc.
Bussiness-Studio Address.....Box 1139
Phone: 4-4377.....Air Time: Full Time
Transcription Service .....Thesaurus
Station Rep. .....Bolling
Membership .....NARTB, RAB
General Manager.....J. P. Wilkins
Station Manager.....LeRoy Stahl
Commercial Manager.....W. C. Blanchette

KMON—Great Falls—1947
MBS-ABC-IMN

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Montana Farmer Bcstg. Co.
Business Address.....Box 1935
Phone: 4-4382.....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB
President .....Lester Cole
General Manager.....Robert H. Warner
Commercial Manager.....Frank W. Kaull
Program Director.....Mel Hallock
Chief Engineers..Eugene B. Bunker, Ben Rush

KXLK—Great Falls—1947
NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Great Falls Bcstg. Co.
Bus.-Studio-Transmitter Add.....P. O. Box 2072
Phone: 2-2453.....Air Time: Full Time
Representative....Walker, Pacific Northwest
President .....Barclay Craighead
Gen., Sta., Comm. Mgr.....T. L. Frayling
Program Director.....Juanita Loucks
Prom. Mgr., Chief Eng.....Eugene Kukkola

KOJM—Havre—1946
MBS-KBS-IMN

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By..No. Montana Bcstg. Co.
Address .....Box 70
Phone: 1096.....Air Time: Full
News Service.....UP
Transcription Service .....Associated
Representative.....Cooke, Inc., Avery-Knodel
Membership .....NARTB
General Manager.....Charlotte H. Brader

KCAP—Helena—1949
MBS-KBS-IMN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Lewis & Clark Bcstg. Corp.
Address.....1705 Jerome Place
Phone: HIckory 2-4490.....Air Time: Full
Representative .....Webb
Membership .....RAB
President .....Edward Maronick
Gen., Sta. Mgr.....K. O. MacPherson
Comm. Sales Prom. Mgr...Walter H. Marshall
Prog., Pub. Director.....Pat Lee
Chief Engineer.....Dean Mack

KXLJ—Helena—1937—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Peoples Forum of the Air
Address.....1306 Eleventh Ave.
Representative.....Walker, Pac. N.W. Bcstrs.
Manager.....Barclay Craighead

KGEZ—Kalispell—1927
MBS-KBS-IMN

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....KGEZ, Inc.
Business-Studio Address.....Box 439
Phone: 4331.....Air Time: Full Time
News Service .....UP
Transcription Service.....SESAC, Standard
Station Rep.....Donald Cooke Inc.
Membership .....RAB
President.....Frank Reardon
Gen. Manager.....Richard V. Vick
Prog. Director.....Robert Rigler
Sls. Prom. Mgr.....R. S. Bennett
Chief Engineer.....Keith Snodgrass

KOFI—Kalispell—1955

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Flathead Valley Bcstrs.
Address .....Box 75
Representative.....Moore & Lund
General Manager.....William H. Patterson

KXLO—Lewistown—1947 MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Montana Bcstg. Co.
Address.....E. Main St.
Phone: 1210.....Air Time: Full Time
News Service .....UP
President.....William G. Kelly
General Manager.....Donald C. Williams

KLCB—Libby—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...Lincoln County Bcstrs. Inc.
Address .....Box 636
Phone: 410.....Air Time: Full Time
News Service .....UP
Transcription Service..Lang-Worth, MacGregor
Membership .....NARTB
President .....Smith McNeill
Station Manager.....Joe Menehan
Comm. Manager.....James Maurer
Prog. Director .....Marlene Carr
Chief Engineer.....John Hart

KPRK—Livingston—1947 KBS-IMN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Yellowstone Amuse. Co.
Business Address.....E. Park St.
Phone: 1000.....Air Time: Full Time
News Service .....UP
Station Rep. .....Avery-Knodel
Transcription Service .....World
General Manager.....Paul B. McAdam
Commercial Manager.....Jack Hinman

KATL—Miles City—1941 KBS-MBS-IMN.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Star Printing Co.
Address.....Box 720
Phone: 1340.....Air Time: Full Time
Newspaper Affiliation....."Daily Star"
News Service .....UP
Transcription Service.....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, RAB
Gen., Sta. Mgr.....Ian A. Elliot
Commercial Manager.....Fred B. Hunnes
Sales Prom. Mgr.....Norval B. Davis
Program Director.....Thomas Bieorzycki
Publicity Director.....Donald Kern
Chief Engineer.....William Abel

KBTK—Missoula—1955 MBS-KBS-IMN

Frequency: 1340 Kc.....Power:: 250 Watts
Owned-Oper. By.....Montana Bcstg. Co.
Address .....Box 1202
Representative .....Avery-Knodel
General Manager.....William J. Strothman

KGVO—Missoula—1931—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Mosby's, Inc.
Bus.-Studio Address.....Radio Central Bldg.
Phone: 2-2155.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Gill Perna
Membership .....NARTB, RAB
Pres., Gen. Mgr.....A. J. Mosby
Sta., Comm. Mgr.....Guy B. Farnsworth
Prom. Mgr., Prog. Dir.....Don Bradley
Pub. Director.....Don Weston
Chief Engineer.....Leo Stewart

KXLL—Missoula—1948—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Montana Assoc.
Phone: 4-4114.....Air Time: Full Time
News Service .....UP
Representative .....Walker Moore
Pres., Gen., Sta. Mgr.....Pat M. Goodover
Comm., Prom. Mgr.....Bob Gillis
Program Director.....Tom Lee
Publicity Director.....John Campbell
Chief Engineer.....Pat Goodover

KIYI—Shelby—1947 KBS-MBS-IMN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Tri County Radio Corp.
Address.....P. O. Box 185
Phone: Hemlock 4-5541...Air Time: Full Time
Representative .....Cooke
Membership .....NARTB, RAB
President .....John Lyon
Sec.-Treas. .....Frank Krshka

KGCX—Sidney—1926—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....KGCX, Inc.
Address.....109 S. Central
Phone: 408.....Air Time: Full Time
News Service .....UP
Representative .....Gill Perna
General Manager.....E. E. Krebsbach
Commercial Mgr.....E. Clair Krebsbach
Program Director.....Keith Krebsbach
Publicity Director.....Veryl Moser
Chief Engineer.....O. H. Halvorson

KCOW—Alliance—1949—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Sandhills Bcstg. Corp.
Trans. Address.....1100 West 10th St.
Phone: 1400.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....McGillvra
Membership .....NARTB
President.....J. W. Cover
General Manager.....Gene Ackerley
Ad Manager.....Carl Langewisch
Production Asst.....Ted Ford
Chief Engineer.....Roland Reed

KWBE—Beatrice—1949 MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Blue Valley Bcstg. Co.
Address .....Box 567
Phone: 1245.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
Membership .....NARTB
President.....Merle G. Jones
General Manager.....Bud Pentz
Commercial Mgr.....William Boyce
Prod. Supervisor.....R. Templeton
Chief Engineer.....Arlin Holle

KCNI—Broken Bow—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Custer County Bstg. Co.
Address .....Box 561
Phone: 611.....Air Time: Daytime
News Service .....UP
Transcription Service .....Capitol
Manager.....Georgia A. Crawford
Commercial Mgr.....Joe Grieser

KCSR—Chadron—1954

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Community Ser. Radio Corp.
Address.....212 Bordeaux St., Box 949
Phone: 5545.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Co-Owners.....Bill Finch, Bob Fouse

KJSK—Columbus—1948 KBS

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....George Basil Anderson
Business Address.....Box 460
Phone: 5154.....Air Time: Daytime
News Service .....AP
Representative .....Biddick, Continental
Transcription Service .....Thesaurus
President.....George Basil Anderson
Commercial Manager .....Milo Kincaid
Chief Engineer.....Max Reeves

KFGT—Fremont—1939

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Oper. By.....Walker Radio, Inc.
Business-Studio Address.....118 E. 5 St.
Newspaper Affiliation.....Guide, Tribune
Phone: PArk 1-5012.....Air Time: Full Time
Membership .....NARTB
News Service .....AP
Transcription Service .....Capitol
Pres., Gen. Mgr.....Lester A. Walker
Station Manager.....Robert L. Johnson
Program Director.....Harry Gehrett
Publicity Director.....E. Smizer
Chief Engineer.....Harry Snyder

KMMJ—Grand Island—1925 ABC

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Town & Farm Co., Inc.
Business-Studio Address....Division at Cedar
Phone: 703-4.....Air Time: Daytime
News Service .....UP
Representative .....H-R
Membership .....RAB, NARTB
President .....Don Searle
V. P. & General Manager.....Ken Titus
V. P. & Prog. & Sls. Service.....Ed Mason
Program Director.....Ed. Meyer
Business Mgr.....Williard Morton
Chief Engineer.....U. L. Lynch

KRGI—Grand Island—1953

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Grand Island Bcstg. Co.
Address.....315 South Locust
News Service .....AP
Trans. Service.....Capitol, World
Representative.....Bogner & Martin
Manager.....Wick Heath
Sales Manager.....Ray Kozak

KHAS—Hastings—1940 MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Nebraska Bcstg. Co.
Transmitter Address.....906 W. Second St.
Phone: 2-5101.....Air Time: Full Time
News Service .....INS
Transcription Service .....Thesaurus
Representative .....Gill-Perna
Membership .....NARTB
President .....Fred A. Seaton
General Mgr.....Duane L. Watts
Station Mgr.....J. W. Jackson Jr.
Comm. Mgr.....Pat Haase
Sls. Prom. Mgr.....Ken Willis
Prog. Dir.....Robert Wareham
Chief Engineer.....Vance Filken

KGFW—Kearney—1930 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By ..Central Neb. Bcstg. Corp.
Business-Studio Address...Platte Valley Bldg.
Phone: 2131.....Air Time: Full
News Service .....UP

Representative .....Hal Holman
Membership .....NARTB
General Manager.....J. C. Mitchell
Sta. Comm. Mgr.....Bob Riedy
Sls. Prom. Mgr.....Wes Graham
Program Director.....Bob Jenkins
Publicity Director.....Mary Mitchell
Chief Engineer.....David Roberts

KRVN—Lexington—1950

Frequency: 1010 Kc....Power: 25,000 Watts d.
Owned-Oper. By.....Nebraska Rural Radio
Address.....104 W. 8th St.
Phone: 42371.....Air Time: Daytime
Transcription Service .....Standard
News Service .....AP
Representative .....Raymer
President.....Jay A. Person
General Manager.....Max Brown
Commercial Manager.....Harry H. Packard
Program Director.....G. W. Embree
Chief Engineer.....Robert Bitner

KFOR—Lincoln—1924—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Cornbelt Bcstg. Corp.
Business-Studio Address...48th and Vine Sts.
Phone: 6-2331.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus, Standard
Representative .....Paul Raymer
Membership .....NARTB, RAB
President .....James Stuart
Gen., Sta. Mgr.....Richard Chapin
Sales Manager.....Roger Larson
Program Director.....Robert Askey
Chief Engineer.....Al Pugsley

KLIN—Lincoln—1947—MBS

Frequency: 1400 Kc.....Power: 250 W.
Owned-Operated By.....Frudegar Bcstg. Co.
Address.....417 Sharpe Building
Phone: 5-4377.....Air Time: Full
Representatives .....Rambeau
News Service.....AP
Transcription .....World
Pres., Gen. Mgr.....Robert W. Frudegar

KLMS—Lincoln—1949—KBS

Freq.: 1480 Kc.....Power: 1 Kw. d., 1 Kw. n.
Owned.....Lincoln Bcstg. Corp.
Address.....130 N. 16th St.
Phone: 2-7579.....Air Time: Full Time
President.....Howard A. Shuman
Gen., Sta., Comm. Mgr.....Frank Stubbs
Chief Engineer.....Charles Winkler

KBRL—McCook—1947 MBS-KBS

Frequency: 1300 Kc.....Power: 1 Kw. d.
Owned.....McCook Bcstg. Co.
Address.....1300 West J St.
Phone: 1450.....Air Time: Daytime
News Service .....AP
Transcription .....Standard
Representative .....McGillvra, Inc.
Membership .....NARTB
Pres., Gen. Sta. Mgr.....LeRoy W. Lenwell
Program Dir.....Ronald D. Schaffer
Comm. Manager.....Don Hays

WJAG—Norfolk—1922

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Huse Publ. Co.
Phone: 20.....Air Time: Daytime
Representative .....Walker
President .....Gene Huse
Station Manager .....Bob Thomas
Operations Director.....Glenn Hixson
Publicity Director.....Earl Katz
Comm. Manager.....Evans Meier
Chief Engineer.....Frank Wiedenbach

KNBR—North Platte—1952

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....John Townsend
Address.....P. O. Box 778
Phone: 3528.....Air Time: Daytime
Representative .....Indie Sales
Manager.....Bill Lemke

KODY—North Platte—1930 NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station KODY
Bus.-Studio-Transmitter Address..1529 W. 12th
Phone: 382.....Air Time: Full Time
Representative .....Meeker
Gen., Sta. Mgr.....John Alexander
Program Director.....Bill Wood
Commercial Manager.....Joe di Natale
Publicity Director.....Jerry Wing
Chief Engineer.....Jay Blakesley

KOGA—Ogallala—1954

Frequency: 930 Kc.....Power: 500 Watts
Owner.....Ogallala Bcstg. Corp.
Address.....216 N. Spruce
Phone: 930.....Air Time: Daytime
News Service .....UP
Transcription .....Thesaurus, SESAC
Representative.....Indie Sales
Membership .....NARTB
Pres., General Manager.....Newell Eastman
Station Manager.....Helen Eastman
Commercial Manager.....James B. Creed
Sales Promotion Mgr.....Henry Hagge
Program Director.....James B. Creed
Chief Engineer.....Howard Harrington

KBON—Omaha—1942 MBS-ABC

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By.....Inland Bcstg. Co.
Business-Studio Add.....World Ins. Bldg.
Phone: Jackson 8282.....Air Time: Full Time
Representative .....Pearson
Pres., Gen. Mgr.....Paul R. Fry
Sales Manager.....Ernest S. Priesman

KFAB—Omaha—1924—NBC

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Operated By.....KFAB Bcstg. Co.
Business-Studio Address....620 Farnam Bldg.
Phone: Ja. 3420.....Air Time: 24 Hours
Representative.....Free & Peters
General Manager.....Harry Burke
General Sales Mgr.....Harold Soderlund
Promotion Mgr.....Don Shoemaker
Program Director.....Lyell Bremser

KOIL—Omaha—1925—ABC

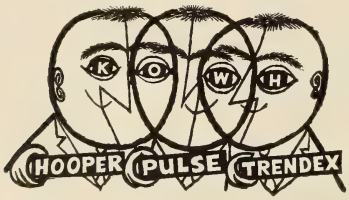
Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Central States Bcstg. Co.
Business-Studio Address.....511 So. 17th St.
Phone: JAckson 7626....Air Time: Full Time
Transcription Service.Capitol, Standard, World
Representative .....Avery-Knodel
Membership .....NARTB, RAB
Co-Manager, Programs.....Chic Crabtree
Co-Manager, Sales.....Don W. Borden

KOWH—Omaha—1922

Frequency: 660 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Mid-Continent Bcstg. Co.

all three see

EYE-TO-EYE-TO-EYE



No matter who asks the question

KOWH *Omaha*

is the answer!

43.7% average share-of-audience per latest Hooper. Latest Omaha-Council Bluffs PULSE has KOWH on top in every time period. So does Trendex. KOWH is first in every time period of every Omaha survey. Good coverage, too on 660 kc. Call the H-R man, or General Manager Virgil Sharpe.

MID-CONTINENT BROADCASTING COMPANY

President, Todd Storz

WHB, Kansas City, Reps: John Blair & Co.
WTIX, New Orleans, Reps: Adam J. Young, Jr.
KOWH, Omaha, Reps: H-R Reps, Inc.

Address .....Kilpatrick Bldg.
Phone: Atlantic 2228.....Air Time: Daytime
News Service.....AP, INS, UP
Representative .....H-R
Membership .....NARTB
President .....Todd Storz
V.P., Gen. Mgr.....Virgil Sharpe
Local Sales Mgr.....Jack Sandler
Sls. Prom. Manager.....Ed Morgan
Publicity Director.....George Dunlevy
Chief Engineer.....Bill Baldwin

WOW—Omaha—1923—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Meredith WOW, Inc.
Business-Studio Address..280 Insurance Bldg.
Phone: Webster 3400.....Air Time: Full Time
Representative .....John Blair
Chairman of Board.....Fred Bohen
President.....E. T. Meredith
Vice Pres., Gen. Mgr.....Frank P. Fogarty
Sales Manager.....Bill Wiseman
Program Director.....Ray Olson
Chief Engineer.....Glenn Flynn

KNEB—Scottsbluff—1948 MBS-IMN

Freq.: 960 Kc.....Power: 1 Kw. d., 500 Wts. n.
Owned-Oper. By....Platte Valley Bcstg. Corp.
Business-Studio Address....Golden Rule Bldg.
Phone: 1620.....Air Time: Full Time
Representative .....Hal Holman
President.....John R. Jirdon
General-Station Mgr.....Russ M. Stewart
Commercial Mgr.....Byron Joachim
Sales Prom. Mgr.....Kermit Kath
Program Director.....Wayne McIntosh
Chief Engineer .....Leslie A. Proctor

KOLT—Scottsbluff—1930 CBS

Frequency: 1320 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....The Hilliard Co.
Address.....1517 Bway
Phone: 856.....Air Time: Full Time
Representative .....Gill-Perna
Manager.....L. L. Hilliard

KSID—Sidney—1952 ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Wm. C. Grove, Inc.
Address .....Legion Park
Phone: 5503.....Air Time: Full Time
Representative .....McGillvra
Gen., Comm. Mgr.....David W. Young

KAWL—York—1954—KBS

Frequency: 1370 Kc.....Power: 500 W. d.
Owned-Operated By.....Prairie States Bcstg.
Address .....York
Phone: 33.....Air Time: Day
Pres., Mgr.....M. L. Gleason
Sec'y, Farm Director.....T. L. Gleason

KPTL—Carson City—1955

Frequency: 1400 Kc.....Power: 250 Watts
Owner-Operated By.....E. L. & A. Bullis
Address .....Box 523
Phone: 940.....Air Time: Full Time
News Service .....UP
Representative .....O'Connell
Membership .....NARTB
General Manager.....Edwin L. Bullis
Commercial Manager.....Ralph Nelson

KELK—Elko—1948
MBS-IMN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Elko Bcstg. Co.
Address.....P. O. Box 790
Phone: 260.....Air Time: Full Time
News Service .....UP
President .....Chris Sheerin
General Manager.....John J. Gammick

KELY—Ely—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....White Pine Bcstg. Co.
Address .....Hotel Nevada
Phone: AMherst 4-2077....Air Time: Full Time
Membership .....RAB
News Service .....AP
Co-Managers....D. I. Hansen, D. V. Bradley

KBMI—Henderson—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated.....Moritz Zenoff
Address.....New Frontier Hotel
Phone: DUdley 2-7171....Air Time: Full Time
Newspaper Affil.....Henderson Home News
News Service.....AP
Representatives.....BTS, McGavren
Pres., Gen. Manager.....Moritz Zenoff
Sales Prom. Manager.....Brad Bennett
Chief Engineer.....Jim Blaine

KENO—Las Vegas—1940
ABC

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Nevada Bcstg. Co.
Address.....810 Keno Lane
Phone: 1400.....Air Time: Full Time
Representative.....W. S. Grant
General Manager.....Merl Sage

KLAS—Las Vegas—1948
CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Las Vegas Bctrs., Inc.
Address .....Desert Inn, P. O. Box 1510
Phone: DU 4-4646.....Air Time: Full Time
Transcription Service .....Standard
News Service .....AP
Representative.....Weed & Co.
Membership .....RAB
President.....R. G. Jolley
General Manager.....Tom Ivory
Commercial Manager.....Bill Pursel
Program Director.....John C. Edington
Publicity Director.....Betty Swain
Chief Engineer.....Ralph Smith

KORK—Las Vegas—1951
NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwestern Bcstg. Co.
Address .....Hotel Thunderbird
Phone: 6500.....Air Time: Full Time
Representative .....Pearson
Membership .....RAB
President.....Donald W. Reynolds
General Manager.....Merrill Inch

KRAM—Las Vegas—1947
MBS-KBS-IMN

Freq., 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Boulder City Bcstg. Co.
Address.....P. O. Box 1712
Phone: 920.....Air Time: Full Time
Station Representative .....Avery-Knodel
President.....Edward J. Jansen
General Manager.....Truman B. Hinkle

KATO—Reno—1946
MBS-DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Robert L. Stoddard
Business-Studio Address.....Box 2231
Phone: 2-4501.....Air Time: Full Time
Representative .....Walker, McGavren
News Service .....UP
Transcription Service .....McGregor
Pres., Gen. Mgr.....R. L. Stoddard
Chief Engineer.....Al Glass

KOH—Reno—1928—NBC

Freq.: 630 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owner.....McClatchy Bcstg. Co. of Nevada
Address.....P. O. Box 2271
Phone: 3-5106.....Air Time: Full Time
News Service .....UP
Transcription Service .....Capitol
Representative.....Paul H. Raymer
Membership .....NARTB, RAB
Manager .....Hewitt Kees

KOLO—Reno—1946—CBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Western Bcstg. Co.
Business-Studio Address.....33 Sierra St.
Phone: 2-4516.....Air Time: Full Time
News Service .....UP
Representative .....Pearson
Membership .....NARTB, RAB
President.....Donald W. Reynolds
General-Station Manager.....H. G. Wells
Program Director.....Len Sherman
Sls. Prom. Mgr., Pub. Dir.....Pat Welty
Chief Engineer.....George O'Brien

KONE—Reno—1955

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Magown, Jones & Harford
Address .....700 Forest St.
Phone: 3-4493.....Air Time: Full Time
News Service .....AP
General Manager.....James W. Harford

KWRN—Reno—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KWRN, Inc.
Address .....Riverside Hotel
Phone: 3-6156.....Air Time: Full Time
News Service .....UP
Station Rep.....W. S. Grant
General Manager.....Franz J. Robischon

KWNA—Winnemucca—1955 KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owner.....N. W. Radio & TV Corp.
Address .....Sonoma Inn
News Service .....AP
Transcription .....Lang-Worth, SESAC
Representative .....Paschall
Pres., Gen. Manager.....Lester W. Pearce

NEW HAMPSHIRE

Pop. Feb. 1, 1956 (Est.) 543,000—Families 160,000
Radio Homes 153,000—TV Homes 135,610—Stations in State 13

WMOU—Berlin—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper.....White Mtns., Bcstng. Co.
Address.....27 Green Square
News Service .....AP
Transcription Service .....World
Representative .....Borgatti, Stars Natl.
Membership .....NARTB, RAB
President .....John W. Guider
General Manager.....Jock MacKenzie
Program Dir.....Charles Ross

WTSV—Claremont—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Grandview Inc.
Trans. Address.....221 Washington St.
Phone: 1800.....Air Time: Full Time
News Service .....UP
Representative.....A. Youug, L. Borgatti
President.....William J. Barkley
General Manager.....Ralph Gottlieb
Sales Prom., Comm., Sta. Mgr...F. Richard Hill
Prog. Pub. Director.....P. C. Smith
Chief Engineer.....A. J. Davis

WKXL—Concord—1946 KBS-CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Capitol Bcstng. Co.
Business-Studio Address.....110 N. Main St.
Phone: 5-5521.....Air Time: Full Time
News Service .....UP
Representative .....Walker
Membership .....NARTB
President.....H. Scott Kilgore
General Manager.....W. Sweeney
Station Manager.....Howard Chase
Program Director.....Tom Ferris
Chief Engineer.....Fred Sheehan

WJWG—Conway—1955

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WJWG, Inc.
Address .....Box 679
President.....John W. Guider

WTSL—Hanover-Lebanon 1950—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....WTSL Inc.
Address ....155 Front St., Manchester, N. H.
Phone: 4-4075.....Air Time: Full Time
News Service .....UP
Station Rep.....Borgatti, Young
President.....William J. Barkley
General Manager.....Ralph Gottlieb
Station Manager.....Harold Learned
Comm., Sls. Prom. Mgr.....Alson Engelhardt
Program Director.....Joe Shaw
Chief Engineer.....Al Davis

WKNE—Keene—1926 CBS-YANKEE

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKNE Corp.
Address.....17 Dunbar St.
Phone: 2080.....Air Time: Full Time
News Service .....AP
Representative .....Meeker, Kettell-Carter
Membership .....NARTB, RAB
President.....Joseph K. Close
Gen., Sta., Comm. Mgr.....Frank B. Estes
Sls. Prom., Prog., Pub. Dir.....Ted B. Sawyer
Chief Engineer.....Ernest Roberge

WLNH—Laconia—1922

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Oper. By.....Northern Bcstg. Corp.
Bus.-Studio Address....Masonic Temple Bldg.
Phone: 2300.....Air Time: Daytime
News Service .....AP
Representative .....Kettell-Carter, Grant
Membership .....NARTB
Gen., Sta. Mgr.....Arthur Rothafel
Commercial Manager.....Sydney Clarke
Program Director.....Irving W. Kaizer

WFEA—Manchester—1932 CBS

Frequency: 1370 Kc.....Power 5 Kw.
Owned.....Public Information, Inc.
Phone: 5-5491.....Air Time: Full Time

News Service .....AP
Transcription Service .....Thesaurus
Station Rep.....McKinney, Kettell-Carter
President.....Farris E. Rahall
General Mgr.....O. R. Davis
Station Mgr.....Norton I. Virgien, Jr.
Commercial Mgr.....Albert L. Auclair
Program Dir.....Alan Rock
Chief Engineer.....Jay Kosik

WKBR—Manchester—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Granite State Bcstg. Co.
Address.....155 Front St.
Phone: 4-4075, 6, 7.....Air Time: Full Time
News Service .....UP
Station Rep.....Borgatti, Young
Membership ..... NARTB
President.....William J. Barkley
General Manager.....Ralph Gottlieb
Sta. Mgr., Prog., Pub. Dir...Warren H. Journay
Commercial Mgr.....Arthur Cooper
Sales Prom. Mgr.....Forrest Morgan
Chief Engineer.....Royston Phillips

WMUR—Manchester—1941
ABC-MBS-Yankee

Freq.: 610 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned.....The Radio Voice of N. H., Inc.
Business-Studio Address.....1819 Elm St.
Phone: 3-8061.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB, RAB
Pres., Treas.....Francis P. Murphy
Vice-Pres., Gen. Mgr.....N. Gittleson
Program Director.....Bernie Mack

WOTW—Nashua—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Nashua Bcstg. Corp.
Bus.-Studio-Transmitter Location.....Lund Rd.
Phone: TUxedo 2-2781....Air Time: Daytime
News Service .....UP
Representative .....Walker
Membership .....RAB, NARTB
Pres., Gen. Mgr.....Arthur A. Newcomb
Sta., Prom. Manager.....R. E. Berry
Comm. Manager.....Armand Bedard
Program Director.....Roger Allan
Publicity Director.....Richard Stuart
Chief Engineer.....R. C. Bingham

WHEB—Portsmouth—1932

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WHEB, Inc.
Phone: 646.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Representative .....Foster, Walker
Pres., Gen., Comm. Mgr.....Charles M. Dale
Station Manager.....Thomas M. Dale
Program Dir.....George Pinkerton
Senior Engineer.....Anthony Vaccaro

WWNH—Rochester—1948

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By....Strafford Bcstg. Corp.
Address.....Rochester Hill Rd.
Phone: 1400-1.....Air Time: Daytime
News Service .....UP
Representative....Kettell-Carter, Grant Webb
Membership .....RAB, NARTB
Pres., Gen. Mgr.....A. J. K. Malin
Commercial Mgr.....M. C. Ball
Sta. Mgr., Pub. Dir.....H. Martin
Prog. Dir.....J. Alan Jasper
Chief Engineer.....Ralph Warren

NEW JERSEY

Pop. Feb. 1, 1956 (Est.) 5,345,000—Families 1,614,000
Radio Homes 1,55[illegible],000—TV Homes 1,547,810—Stations in State 23

WJLK—Asbury Park—1926

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Operated By..Asbury Park Press, Inc.
Address .....Press Plaza
Phone: Prospect 4-3000....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Newspaper Affiliate .....Press
Membership .....NARTB
President.....Wayne D. McMurray
Station Manager.....Everett Rudloff
Commercial Manager.....Margaret Curtis
Prog. Mgr.....Charles F. Hill
Program Director.....Frank Huber

WLDB—Atlantic City—1955
MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Atlantic City Bcstg. Co.
Address .....Senator Hotel
Phone: 4-6573.....Air Time: Full Time
News Service .....UP
Transcription .....Lang-Worth, SESAC
Membership .....NARTB
Pres., Gen. Mgr., Ch. Eng.....Leroy Bremmer
Station Manager.....John F. Moore
Business, Comm. Mgr.....Dorothy Bremmer

WMID—Atlantic City—1947
ABC-MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Mid-Atlantic Bcstg. Co., Inc.
Address.....Brighton Hotel
Phone: 4-7131.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Stars Natl.
President.....Richard Endicott
General Manager.....David H. Freedman
Program Director.....Alan Owen

WFPG—Atlantic City—1940
CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Neptune Bcstg. Corp.
Business Address.....Steel Pier
Phone: 5-2188.....Air Time: Full Time
News Service .....UP
Representative.....John E. Pearson
President.....Jack Berkman
Gen., Comm. Mgr.....Harry Foster
Director of Operations, C. E.....Blair K. Thron
Office Manager.....Pearl Kogen
Program Dir.....Ed Davis
Publicity Director.....Jessie Morris

WSNJ—Bridgeton—1937
KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Eastern States Bcstg. Corp.
Phone: BR 2930.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Station Representative .....Clark
Membership .....NARTB
President.....Russell S. Henderson
Vice-Pres., Gen. Mgr.....Paul Alger
Prog. Director.....Joseph McCulley
Sls. Prom. Manager.....Jerry Alden
Publicity Director.....Deane Eadie
Chief Engineer.....Ed Bold

FRIENDLY GROUP STATIONS

UNITED PRESS NEWS-AFFILIATE

JOHN E. PEARSON COMPANY—REPRESENTED

WFPG-AM *CBS Network Sports Music-News*
Atlantic City, N. J.

WBMS-AM *Independent Music-News*
Boston, Mass.

WPIT-AM *Independent Features- Music-News*
Pittsburgh, Pa.

WSTV-TV *CBS-TV Network MBS Network*
WSTV-AM *Sports Music-News*
Steubenville, Ohio

WCAM—Camden—1926

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Oper. By.....City of Camden
Business Address.....Camden 1
Phone: Emerson 5-5600...Air Time: Full Time
Transcription Service .....Standard
News Service .....UP
Membership .....NARTB
Gen., Comm. Manager.....John Cleary
Program Director.....Jack La Mar
Sales Prom. Mgr.....Jack Silin
Chief Engineer.....John Zander

WKDN—Camden—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....South Jersey Bcstg. Co.
Business-Studio Address.2881 Mt. Ephraim Ave.
Phone: Emerson 5-7200.....Air Time: Daytime
Representative .....Rambeau
Membership .....NARTB
News Service .....AP
President.....Ranulf Compton
General Manager.....Gordon Giffen

WMLV—Millville—1953

Frequency: 1440 Kc.....Power: 1000 Watts
Owner.....Union Lake Bcstrs., Inc.
Address .....Radio Park
Phone: TAylor 5-2600.....Air Time: Daytime
News Service .....UP
Transcription .....Lang-Worth
President.....John H. Norris
General Manager.....D. H. Freedman
Program Director.....M. A. Culpepper

WMTR—Morristown—1948
ABC

Frequency: 1250 Kc....Power: 1000 Watts d.
Owned-Operated By....Morristown Bcstg. Co.
Address.....10 Park Place
Phone: JE. 4-6190.....Air Time: Daytime
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NARTB
President.....George S. Croy
General Manager.....Kenneth A. Croy
Commercial Mgr.....Henry Behre
Program Director.....Bob Vesel
News Dir.....Merrill Morris
Chief Engineer.....Rudolph C. Prow

WAAT—Newark—1921

Frequency: 970 Kc.....Power: 5000 d., 1000 n.
Owned-Operated By.....Bremer Bcstg. Corp.
Business-Studio Address.....1020 Broad St.
Phone:..MItchell 2-6400; PLaza 5-1331 (N. Y.)
News Service .....AP
Air Time.....Full Time
Transcription Service .....Associated
Representative .....Forjoe
President, Gen. Mgr.....Irving R. Rosenhaus
Vice-Presidents....E. S. Lennon, F. V. Bremer
Director of Sales.....E. L. Cossman
Radio Sales Manager.....Harold Edison

WHBI—Newark—1922

Freq.: 1280 Kc...Power: 2½ Kw. d., 1 Kw. n.
Owned-Operated By....May Radio Bcst. Corp.
Business-Studio Address.....35 Warren St.
Phone: Mitchell 2-7353....Air Time: Sun. Only
President.....James L. Shearer
Station Manager.....William Masi
Program Dir.....Marie Masi
Chief Engineer.....Harold Michaels

WNJR—Newark—1947

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....Rollins Bcstg. Co.
Business-Studio Address.....P. O. Box 1258
Phone: UN 2-3655.....Air Time: Full Time
Representative .....Rollins Bcstg. Co.
Transcription .....Standard
News Service .....UP
President.....O. Wayne Rollins
General Manager.....A. R. Lanphear

WVNJ—Newark—1947

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Newark Bcstg. Corp.
Address....W. Mt. Pleasant Ave., Livingston
Phone Number.....Mitchell 7600
News Service .....UP
General Manager.....Ivon B. Newman

WCTC—New Brunswick—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Chanticleer Bcstg. Co.
Business-Studio Address.....385 George St.
Phone: Charter 7-1450.....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NARTB
President, Sta. Mgr.....James L. Howe
Commercial Manager....James M. Vogdes, Jr.
Prog. Dir.....John Allen Potts
Sls. Prom., Pub. Dir.....Jean Shuha
Chief Engineer.....Victor Takach

WNNJ—Newton—1953—KBS

Frequency: 1360 Kc.....Power: 500 Watts
Owned.....Sussex County Bcstrs.
Address.....Box 243
Phone: 1616.....Air Time: Daytime
News Service .....AP
Partners.....S. C. Wolfe, Jr.,
W. Fairclough, R. A. Mensel
Gen., Sta. Mgr.....Thurston Holmes
Program Director.....Margaret Holmes
Chief Engineer.....Arthur Crissey

WOND—Pleasantville—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....S. Jersey Radio, Inc.
Address .....Old Turnpike
Phone: 3971.....Air Time: Full Time
Transcription Service....Standard, Thesaurus
News Service .....AP
Membership .....NARTB
President.....Harlan G. Morrelle
General Manager.....T. K. Cassel
Station Manager.....John Struckell
Chief Engineer.....Milton Thurlow, Jr.

"Business today
Consists in
Persuading Crowds"
. . . Gerald Lee

"Mighty Mike"

WCTC
New Brunswick, N. J.
1450 AM 98.3 FM

In ATLANTIC CITY
it's the
South Jersey Key
the
WONDerful music station
for sensational
RESULTS
More People Listen to WOND
Than Any Other Station
WOND
It's listener loyalty to top personalities on programs of music, news and sports geared to local tastes. That's why most Atlantic advertisers and more national sponsors are using
WOND
Studios—Pleasantville, N. J.
John G. Struckell, Gen. Mgr.
* Advertest Research

WPAT—Paterson—1941

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WPAT, Inc.
Business-Studio Address.....66 Hamilton St.
Phones.....Armory 4-3400, PE. 6-2945 (N. Y.)
Air Time.....Full Time
News Service .....UP
President, General Manager.....D. J. Wright
Vice-President.....Charles W. Parker
Exec. G. M. Asst.....W. S. Calvert

WBUD—Trenton—1947

Frequency: 1260 Kc....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Morrisville Bcstg. Co.
Address .....Ewingville Rd.
Phone: EX 4-7191.....Air Time: Full Time
Station Rep.....United Bcstg.
General Manager.....Richard M. Hardin
Station Manager.....Teresa Rose
Comm. Manager.....William Garry
Program Director.....Frank Brooks
Chief Engineer.....Terrance O'Rourke

WTNJ—Trenton—1923

Frequency: 1300 Kc.....Power: 250 Watts
Owned.....WOAX, Inc.
Address.....416 Bellevue Ave.
Phone: EX 3-4281.....Air Time: Daytime
Representative .....Grant Webb
President .....William DeFreitas
Gen., Sta., Comm. Mgr.....William G. Long
Sales Prom. Manager.....Ray McFadden
Program Director.....Albert Leibert
Chief Engineer.....Nicholas Dalessandro

WTTM—Trenton—1941—NBC

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Peoples Bcst. Corp.
Bus.-Stu. Add...246 N. High St., Columbus, O.
Phone: CApitol 8-4711....Air Time: Full Time
Representative .....Forjoe
President.....M. D. Lincoln
General Manager.....Herbert E. Evans
Station Manager.....Fred E. Walker
Publicity Director.....Howard Tedder
Prog. Dir.....Wes Hopkins
Chief Engineer.....Chester Sunderland

WWBZ—Vineland—1946

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By...Community Bcstg. Serv.
Address.....633 Wood St.
Phone: Vineland 9-6500...Air Time: Full Time
Representative .....Gill-Perna
President.....Joseph M. Bullock

WCRV—Washington—1955

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Simon Geller
Address.....537 45th Street, Union City

WCMC—Wildwood—1951
KBS

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....Francis J. Matrangola
Address.....3010 N. J. Ave.
Phone: 2-7751.....Air Time: Full Time
Owner, Gen. Mgr.....Francis J. Matrangola

Distinctive Music... for New York and New Jersey

THE GASLIGHT STATION

WPAT
930 KC.

KALG—Alamogordo—1950
KBS-IMN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....William Wayne Phelps
Address .....Box 268
Phone: 211.....Air Time: Full Time
News Service .....UP
Transcription .....Thesaurus
Membership .....NARTB, RAB
President.....William Phelps
Sta., Sls., Prom., Prog. Dir.....Bob Hoffman
Comm. Mgr., Prog. Dir.....Terry Clark
Chief Engineer.....Bobby Wells

KABQ—Albuquerque—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....KABQ Bcstg. Co.
Address .....317 N. Broadway, Box 1388
Phone: 3-1744.....Air Time: Full Time
Transcription Service .....Thesaurus
News Service .....AP
Representative.....Richard O'Connell, Oakes
Membership .....NARTB
President.....Helen A. Price
V.P., Gen. Mgr.....Bert Arnold

KDEF—Albuquerque—1953

Frequency: 1280 Kc.....Power: 1 Kw. d.
Owned.....KDEF Bcstg. Co.
Address.....506 2nd St. N.W.
Phone: 3-7813.....Air Time: Daytime
News Service .....AP
Transcription Service .....Standard
Station Representative .....McGillvra
Membership .....NARTB
President, Gen. Mgr.....Frank Quinn
Sta. Mgr., Prog. Dir.....Wayne Griffin
Comm. Manager.....Ben Caine
Publicity Director.....Betty Colbert
Chief Engineer.....Don White

KGGM—Albuquerque—1927
CBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....New Mexico Bcstg. Co.
Business Address.....1414 Coal St., S.W.
Phone: 3-4543.....Air Time: Full Time
News Service.....AP
Representative.....Weed & Co.
Transcription Service .....World
Pres., Gen., Sta. Manager.....A. R. Hebenstreit
Comm., Sls. Prom. Mgr.....Merwyn Akin
Prog., Pub. Director.....Robert Van Driel
Chief Engineer.....Leonard F. Dodds

KQUE—Albuquerque—1946
ABC

Freq.: 860 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Sunshine Bcstg. Co., Inc.
Bus.-Studio Addres.....2000 Indian School Rd.
News Service .....UP
Transcription Service .....Associated
Representative.....John E. Pearson Co.
President, Gen. Mgr.....Wm. Wayne Phelps
Secretary-Treasurer.....DeWitt Landis
General Manager.....A. M. Caldwell
Chief Engineer.....Donald Delaney

KOB—Albuquerque—1921
NBC

Freq.: 770 Kc.....Power: 50 Kw. d., 25 Kw. n.
Owned-Oper. By.....Albuquerque Bcstg. Co.
Address.....1430 Coal Ave. S.W.
Phone: 3-4411.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Branham
Membership .....RAB, NARTB
Pres., Gen. Mgr.....Wayne Coy
Sales Prom. Manager.....Bill Mickel
Program Director.....Michael Dillon
Chief Engineer.....George S. Johnson

KSVP—Artesia—1946
KBS-MBS-IMN

Freq.: 990 Kc.....Power: 1 Kw. d., 250 Wts. n.
Owned-Operated By ...Artesia Bcstg. Corp.
Business-Studio Address.....Box 38
Phone: SH 6-2751.....Air Time: Full Time
News Service .....UP
Transcription Service.....Standard, Capitol
Membership .....NARTB, RAB
President.....Martin Yates III
Gen., Sta., Comm., Sls. Mgr...David M. Button
Chief Engineer.....L. O. Wilcox

KAVE—Carlsbad—1937—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Voice of the Caverns, Inc.
Business-Studio Address....601 No. Canal St.
Phone: TUxedo 5-4101....Air Time: Full Time
News Service .....AP
Representative .....Branham
President.....N. H. Battison
General Manager.....John H. Battison
Commercial Manager.....Richard E. Doyle
Program Director.....Bob Fuller
Chief Engineer.....Harland Nifong

KPBM—Carlsbad—1950

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Coronado Bcstg. Co.
Address.....313 W. Mermod
Phone: 5-5373.....Air Time: Daytime
News Service.....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
Membership .....RAB, NARTB
Pres., Gen., Sta., Comm. Mgr....D. A. Swayze
Prog. Director.....Ed Lyons
Chief Engineer.....Vic Daley

KLMX—Clayton—1950—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ari-Ne-Mix Bcstg. Corp.
Address.....Box 7, Fair Grounds

Phone: 616.....Air Time: Full Time
Transcription Service .....Thesaurus
News Service .....UP
Representative .....Best, Palmer
President .....Arthur Jernigan
Manager .....Frank Vale

KCLV—Clovis—1952

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....New-Tex Bdcstg.
Address .....2112 Thornton
Phone: 4401.....Air Time: Full Time
Transcription Service .....Lang-Worth
Membership .....NARTB
Representative .....Pearson
Manager.....Odis L. Echols, Jr.
Comm. Manager.....Albert Houpe

KICA—Clovis—1932—MBS

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....KICA, Inc.
Address.....520 Pile St.
Phone: 5511.....Air Time: Full Time
News Service.....AP
Station Representative .....Hal Holman
Membership .....RAB
Pres., Gen., Sta. Mgr.....G. C. Packard
Comm. Manager.....J. W. Richardson
Program Director.....James C. Self
Chief Engineer.....M. S. O'Dell

KOTS—Deming—1954

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Luna County Bcstg. Co.
Address.....P. O. Box 470
Phone: 999.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Membership .....NARTB
President, Gen. Mgr.....Robert W. Tobey
Commercial Manager.....Benny R. Smith
Sales Promotion Manager.....Pete Acosta
Prog. Dir., Chief Eng.....Larry Chisholm
Publicity Director.....Lad Engholm

KVBC—Farmington—1951 MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station KVBC
Address.....413½ West Main St.
Phone: Davis 5-3541.....Air Time: Full Time
News Service .....UP
Membership .....RAB
Transcription Service .....World
Pres., Gen., Sta. Mgr.....C. O. Kendrick
Commercial Mgr.....Bob Williams
Prog. Dir.....Gene Pearsall
Sls. Prom. Mgr.....John Dorman
Publicity Dir.....Fred Finlay
Chief Eng.....M. E. Bowles

KGAK—Gallup—1946—KBS

Frequency: 1330 Kc....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Thunderbird Bcstg. Co.
Address.....P. O. Box 1231
Phone: 1300.....Air Time: Full Time
Newspaper Affiliation .....Times
News Service.....AP
Transcription Service.....World
Station Representative .....McGillvra
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Merle H. Tucker
Sta., Comm. Mgr.....Harold Cook
Chief Engineer.....Robert Adamson

KHOB—Hobbs—1954

Frequency: 1280 Kc.....Power: 1 Kw.
Owned.....Permian Basin Radio Corp.
Address.....P. O. Box 247
Phone: 3-5148.....Air Time: Daytime
Station Rep. .....Melville
News Service .....AP
Membership .....NARTB
Co-Mgrs.....Charles Scott, Quenton Crandall
Sales Mgr.....Jack Crandall

KWEW—Hobbs—1938 MBS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....KWEW, Inc.
Representative .....Branham
General Manager.....Harry McAdams

KOBE—Las Cruces—1947 MBS-IMN-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Mesilla Valley Bcstg. Co.
Bus.-Studio Address.....940 N. Main St.
Phone: Jackson 6-2496....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB, RAB
President.....M. B. Thompson
General Manager.....Donald W. Husted
Comm. Manager.....Benjamin O. Norgress
Sls. Prom. Manager.....Betty Wallace
Program Director.....Phil Mead
Publicity Director.....James Haight
Chief Engineer.....Jack Diehl

KGRT—Las Cruces—1955

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Taylor Enterprises, Inc.
Address.....512 W. 2nd St.
President.....W. G. Taylor
Gen. Mgr., Chief Eng.....Vernon Hughes

KFUN—Las Vegas—1941 ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Southwest Bcsters, Inc.
Business Address.....Box 710
News Service .....UP
Transcription Service...Standard, Lang-Worth
Membership .....NARTB, RAB
Representative.....Hil F. Best
President, Gen. Mgr.....Ernest N. Thwaites

KRSN—Los Alamos—1949 ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Sunshine Bcstg. Co
Address .....Community Center
Phone: 2-4422.....Air Time: Full Time
Representative .....John E. Pearson
President.....W. W. Phelps
Gen., Sta., Comm. Mgr.....Bob Porton
Prog., Pub. Dir.....John L. Lockhart
Chief Engineer.....Jack Hardwick

KLEA—Lovington—1952

Frequency: 630 Kc.....Power: 500 Watts
Owned-Oper. By...Prosperity Land Bcstg. Co.
Address.....P. O. Drawer 865
Phone: 8911, 62211.....Air Time: Daytime
President, Gen. Mgr.....David R. Worley
Asst. Mgr., Prom. Mgr.....Gil Haugen
Comm. Mgr., Pub. Dir.....Hoyt Caldwell
Program Director.....Robert Burt
Chief Engineer.....Francis Clements

KENM—Portales—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Plains Bcstg. Co.
Phone: 600.....Air Time: Full Time
Manager .....L. Randolph

KRTN—Raton—1948 ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....W. Lloyd Hawkins
Business Address.....Box 815
Station Rep.....Hil Best
Membership .....RAB
Owner.....W. Lloyd Hawkins

KBIM—Roswell—1953

Frequency: 910 Kc.....Power: 5000 Watts
Owned.....Taylor Bcstg. Co.
Address.....512 W. 2nd St.
Phone: MAin 2-2120.....Air Time: Daytime
Station Rep. .....Clark
President.....William C. Taylor
District Manager.....Woodrow Groves
Station Manager.....G. F. "Jud" Roberts
Sales Prom. Manager.....Jean Groves
Program Director.....Almarie Oldfield
Chief Engineer.....Eugene Rader

KGFL—Roswell—1927 MBS-IMN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KGFL, Inc.
Bus.-Studio Address.....1621 N. Washington
Phone: MA 2-5110.....Air Time: Full Time
Representative .....Branham
President.....Theresa P. Whitmore
Gen., Sta. Manager.....W. E. Whitmore, Jr.
Comm., Prom. Manager.....Harry J. Porter
Program Director.....Beverly Brigham
Publicity Director.....Stan Gallup
Chief Engineer.....Bob Henske

KSWS—Roswell—1947—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....John A. Barnett
Business-Studio Address.....Box 670
Phone: MAin 2-6450.....Air Time: Full Time
Representative .....Meeker, Melville
Owner & Gen. Mgr.....John A. Barnett
Prog. Dir.....John Anderson
Sta., Comm. Mgr.....Larry Gordon
Asst. Gen. Mgr.....W. L. Shackelford
Chief Engineer.....Ray R. Summersgill

KTRC—Santa Fe—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..J. Gibbs & Bayne A. Spring
Address.....210 E. Marcy St.
Phone: 3-6685.....Air Time: Full Time
Representative .....McGillvra
Pres., Gen., Sta., Comm. Mgr...J. Gibbs Spring
Prog., Pub. Director.....Bayne A. Spring
Chief Engineer.....Lloyd Storr

KVSF—Santa Fe—1936—CBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sante Fe Bcstg. Co.
Business-Studio Address.....759 Cerrillos Rd.
Phone: 3-7319.....Air Time: Full Time
Representative .....Weed
Manager.....Ivan R. Head

KSIL—Silver City—1946 CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....James H. Duncan
Bus.-Studio-Transmitter Address..17th & Cactus
Representative .....Branham
Owner, Manager.....J. H. Duncan

KCHS—Truth or Consequences 1946—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Rex A. Tynes
Address.....P. O. Box 351
Phone: 266.....Air Time: Daytime
Representative.....Continental Radio Sales
Transcription .....Thesaurus
President .....Rex Tynes
Sta., Sls., Pub. Dir.....R. S. Fox
Program Director.....Beulah Weiss
Comm. Mgr., Chief Engineer.....Dell Sanders

KTNM—Tucumcari—1941 MBS-IMN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Quay County Bcstg. Co.
Business Address.....Box 668
Phone: 100.....Air Time: Full Time
Representative .....Melville
Co-Owner.....Lloyd Hawkins
Manager .....Howard Maudlin

WABY—Albany—1933

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Eastern N. Y. Bcstg.
Business-Studio.....80 Braintree St.
Phone: 2-3353.....Air Time: Full Time
Representative .....Rambeau
News Service .....UP
President .....David Kyle
General Manager.....Arthur Kyle
Station Manager.....Edward L. Trudeau
Program Director.....Toni Brady
Comm., Sls. Prom. Mgr., Pub. Dir....Alix Blake
Chief Engineer.....Tom McDermott

WOKO—Albany—1924
MBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By....Gov. Dongan Bcstg. Corp.
Business-Studio Address.....Hotel Wellington
Phone: 9957.....Air Time: Full Time
News Service .....AP
President, General Mgr.....James T. Healey
Station Manager.....Frank Panny
Comm. Manager.....J. T. Sherwood
Program Director.....John Lawrence
Chief Engineer.....Stanley J. Pawlic

WPTR—Albany—1948
MBS

Frequency: 1540 Kc.....Power: 50,000 Watts
Owned-Oper. By....Patroon Brdcstg. Co., Inc.
Address .....Hotel Sheraton
Phone: 5-3345.....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....World
Station Representative.....Weed and Co.
President .....J. Myer Schine
General Manager.....Leo Rosen
Station Manager.....Kay Feiley
Comm. Manager.....Reed Gordon
Sls. Prom. Mgr.....D. O'Connell
Program Director.....Dave Sauter
Chief Engineer.....W. Russell David, Sr.

WROW—Albany—1947
CBS

Freq.: 590 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..Hudson Valley Br. Co., Inc.
Address.....P. O. Box 4100
Phone: 3-2225.....Air Time: Full Time
News Service .....UP
Station Representative .....Avery-Knodel
Membership .....NARTB, RAB
President.....Frank M. Smith
General Manager.....T. S. Murphy
Station Manager.....Harry L. Goldman
Program Director.....Roger Bower
Sales Manager.....Harry V. Barker
Chief Engineer .....Charles Heisler

WCSS—Amsterdam—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Community Service Bcst.
Business-Studio Address....Upper Locust Ave.
Phone: Victor 3-2500.....Air Time: Full Time
News Service .....UP
Membership .....RAB
General Manager.....Walter T. Gaines

WMBO—Auburn—1926
MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WMBO, Inc.
Business-Studio Address.....141 Genesee St.
Phone: 2-3511.....Air Time: Full Time
Newspaper Affiliation .....“Advertiser”
News Service .....AP
Representative..... .....Thomas F. Clark
Membership .....NARTB, RAB
President.....William O. Dapping
General Manager.....Frederick L. Keesee
Prog., Pub. Dir.....Robert B. Morgan
Chief Engineer.....Herbert House

WBTA—Batavia—1941—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Batavia Bcstg. Corp.
Business-Studio Address....218 East Main St.
News Service .....AP
Phone: 715.....Air Time: Full Time
Pres., Gen. Mgr.....Edmund R. Gamble
Sales Prom. Mgr.....John Collins
Commercial Mgr.....Charles Snow
Program Director.....Winifred Legg
Publicity Director.....Jim Gerrety
Chief Engineer..... .....Fred Callendar

WENE—Binghamton Endicott—1947—ABC

Frequency: 1430 Kc.....Power: 5 Kw.
Owned-Oper. By.....Ottaway Stations, Inc.
Business-Studio Address.....909 E. Main
Transcription Service.....Associated
Representative.....Radio Reps. Inc.
Membership .....NARTB, RAB
President.....James H. Ottaway
Managing Director.....F. H. Brinkley
Station Manager.....S. W. Ryder
Sales Manager.....Norman F. Flynn
Program Director.....Len Hathaway
Chief Engineer.....Sheldon W. Weyland

WINR—Binghamton—1946 NBC

Freq.: 680 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By..Southern Tier Radio Service
Business-Studio Address.....Robinson Bldg.
Phone: 4-4318.....Air Time: Full Time
Representative.....George P. Hollingbery
Membership .....NARTB, RAB
President .....Donald Kramer

WKOP—Binghamton—1947 MBS

Freq.: 1360 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By..The Binghamton Bcstrs., Inc.
Business-Studio Address.....34 Chenango St.
Phone: 2-3437.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Bolling
Membership .....NARTB, RAB
Pres., Gen.-Sta. Mgr.....Andrew Jarema
Commercial Mgr.....Wally Buman
Chief Engineer.....Charles Hallinan

WNBF—Binghamton—1927 CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Triangle Pubs. Inc.
Business Address.....1 Henry St.
Phone: 3-7311.....Air Time: Full Time
News Service .....AP
Newspaper Affiliate.....Phila. Inquirer
Representative .....Blair & Co.
Membership .....NARTB
Gen. Mgr., Triangle Radio & TV...R. W. Clipp
Gen., Sta. Manager.....George R. Dunham
Comm. Manager.....A. G. Hubbell
Program Director..... E. M. Scala
Chief Engineer.....Sherman Egan

WBRV—Boonville—1955 KBS

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Black River Radio, Inc.
Address .....Boonville
Phone: 11.....Air Time: Daytime
News Service .....AP
Transcription .....SESAC
Membership .....NARTB, RAB
Pres., Gen. Manager.....Livingston Lansing
Station Manager.....Alvin Cash
Comm. Manager.....Edgar Hillyer
Chief Engineer.....Gerald Prouty

WBEN—Buffalo—1930—CBS

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WBEN, Inc.
Phone: MOhawk 0930.....Air Time: Full Time
Newspaper Affiliation..Buffalo Evening News
News Service.....AP, INS, UP
Transcription Service .....Lang-Worth
Representative.....Henry I. Christal
Membership .....NARTB, BAB
Vice-President.....A. H. Kirchhofer
General Manager.....C. Robert Thompson
Station Manager.....Frank W. Kelly
Sales Manager.....C. E. Daly
Publicity Director.....Joseph A. Haeffner
Chief Engineer.....Ralph J. Kingsley

WBNY—Buffalo—1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Roy L. Albertson, Inc.
Address.....485 Main St.
Phone: MOhawk 1400....Air Time: Full Time
News Service .....AP, UP
Transcription Service .....Capitol
Station Representative.....Burke Stuart
President.....Roy L. Albertson, Sr.
General Mgr.....Michael L. Merla
Sta., Comm. Manager....R. L. Albertson, Jr.
Program Director.....Henry Brach
Publicity Director.....Helen Kietzel
Sales Promotion Mgr.....Eugene K. McWhite
Chief Engineer.....Thomas L. Vines

WKBW

BUFFALO'S MOST POWERFUL STATION

50,000 WATTS

AVERY-KNODEL, INC.
National Representatives

BASIC ABC

CLINTON H. CHURCHILL
Founder, President
and General Manager

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The most successful advertising technique is "telling your sales story to as many people, as many times as you can, within the limits of a sound budget." This is the WKBW SATURATION FORMULA which is bringing increased sales results for WKBW advertisers; and we have the renewals to prove it. A WKBW saturation campaign gives you more than twice as many listeners for your advertising dollar. That's why your sales results will be more than twice as good. For details call any office of AVERY-KNODEL or WKBW direct.

You'll be surprised what $100 a week will buy!

RADIO CENTER **WKBW** BUFFALO, N. Y.

WKBW—Buffalo—1925—ABC

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....WKBW, Inc.
Business Address.Radio Center, 1430 Main St.
Phone: Grant 5101.....Air Time: Full Time
News Service .....UP
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Gen. Mgr.....Clinton H. Churchill
Public Service Dir.....Dorothy L. Ireland
V. P., Station Mgr.....Alfred E. Anscombe
Program Director.....William Meeks
Sls., Prom. Mgr.....Clinton D. Churchill
Chief Engineer.....Leroy Fiedler

WEBR—Buffalo—1924—MBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WEBR, Inc.
Business-Studio Address.....23 North St.
Phone: LIncoln 7133.....Air Time: Full Time
Newspaper Affiliation.....“Courier-Express”
News Service.....AP, INS, UP
Trans. Service...Thesaurus, Standard, SESAC
Representative .....Katz
Membership .....NARTB, RAB
President.....William J. Conners, III
General Manager.....William Doerr
Commercial Manager.....Carl J. Kirchhofer
Pgm., Prom. Mgr.....Wm. Schweitzer
Chief Engineer.....Frank B. Ridgeway

WGR—Buffalo—1922—NBC

Frequency: 550 Kc.....Power: 5 Kw.
Owned .....WGR Corp.
Address.....184 Barton St.
Phone: Summer 7115.....Air Time: Full Time
News Service .....UP
Station Rep....Peters, Griffin, Woodward, Inc.
Membership .....NARTB
President.....George F. Goodyear
General Mgr.....J. J. Bernard
Sta., Comm. Mgr.....Nat L. Cohen
Sales Prom. Mgr.....Ollie Howard
Program Dir.....Robert J. Strigl
Local Sls. Mgr.....A. Rocco
Chief Engineer.....Karl B. Hoffman

WWOL—Buffalo—1947

Frequency: 1120 Kc.....Power: 1000 Watts d.
Owned-Operated By..Greater Erie Broad. Co.
Address.....315 Main St.
Phone: MO 1200.....Air Time: Daytime
News Service .....UP
Owner .....Leon Wyszatycki
Gen., Sta. Manager.....Ted Wyszatycki
Commercial Manager.....Jack Greenfield
Program Director.....Fred Klestins
Chief Engineer.....Walter Williams Jr.

WXRA—Buffalo—Kenmore 1948

Frequency: 1080 Kc.....Power: 1000 Watts .d
Owned-Operated By..W. New York Broad. Co.
Address .....Box 85
Phone: AMherst 1160.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Gen. Manager.....Thaddeus Podbielnick
Comm. Manager.....B. W. Flanders
Sales Prom., Pub. Dir.....Bradley D. Steiger
Program Director.....James J. Frieling
Chief Engineer.....Roger W. Fleming

WCBA—Corning—1949

Frequency: 1350 Kc.....Power: 1000Watts d.
Owned...Wellsboro Corning Bcstg. Adv. Inc.
Address .....Box 133
Phone: 6-7000.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Representative .....McGillvra, Inc.
Pres., Gen. Mgr.....Paul L. Carpenter
Station Manager.....Paul E. Carpenter
Program Director.....Richard Buzzerd

WCLI—Corning—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Radio Corning, Inc.
Address.....99 W. First St.
Phone: 6-5421.....Air Time: Full Time
Transcription Service.....Thesaurus
Station Representative....Donald Cooke, Inc.
News Service .....AP
Pres., Gen. Mgr.....Gordon M. Jenkins
Sta. Mgr., Prog. Dir.....George P. Droelle, Jr.
Chief Engineer.....Frank Saia

WKRT—Cortland—1947

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Radio Cortland, Inc.
Business-Studio Address.....27 N. Main St.
Phone: SKyline 6-2828....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Gill, Perna
Membership .....RAB, NARTB
President.....Leighton A. Hope
Gen., Sta., Comm. Mgr.....W. L. Thompson
Chief Engineer.....Francis Ciccoricco

WFCB—Dunkirk—1949

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Operated By.....Dunkirk Broad. Corp.
Address.....316 Main St.
Phone: 7756.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Station Representative .....Walker
Membership .....NARTB, RAB
Pres., Gen. Mgr., Sta. Mgr....Alois A. Schmidt
Commercial Manager.....B. F. Goodrich
Sales Prom. Manager.....Larry H. Sands
Prog., Pub. Director.....Anthony James
Chief Engineer.....J. T. Grace

WELM—Elmira—1947 CBS-ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owner.....Radio Elmira, Inc.
Business-Studio Address.....222 E. Market St.
Phone: 3-5626.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Station Representative .....Burn-Smith
Membership .....NARTB

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Represented by GILL-PERNA

President.....John S. Riggs
Vice Pres., Gen. Mgr.....Keith W. Horton
Comm. Manager.....Frederick H. Elliott
Program Director.....Ruth E. Dibble
Chief Engineer.....Arthur French

WENY—Elmira—1939
NBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Elmira Star-Gazette, Inc.
Bus.-Studio Address.....Mark Twain Hotel
Phone: 5181.....Air Time: Full Time
News Service .....AP
Newspaper Affiliation....Gazette, Advertiser
Transcription Service .....Lang-Worth
Representative .....Everett-McKinney
Membership .....NARTB, RAB
General Manager.....Dale L. Taylor
Commercial Mgr.....Bill Pope
Sales Manager.....Woody Erdman
Program Director.....Ted Hodge
Chief Engineer.....Thurlow A. Greene

WGBB—Freeport—1924

Frequency: 1240 Kc.....Power: 100 Watts
Business-Studio Address....44 So. Grove St.
Phone: Freeport 9-1400...Air Time: Full Time
Trans. Serv....Lang-Worth, Thesaurus, World
News Service .....AP
Membership .....NARTB
General Manager.....John D. Whitmore
Commercial Manager.....Murray C. Evans
Program Director.....John Clayton
Sales Prom. Manager.....Herbert Clock
Publicity Director.....Jim Tucker
Chief Engineer.....Gus Tsavalas

WOSC—Fulton—1949

Frequency. 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Cassill Radio Corp.
Address.....W. Bridge & Water, Oswego
Phone: 3088.....Air Time: Daytime
News Service .....UP
Transcription Service .....Thesaurus
President.....Richard C. Mitchell
General Manager.....Jack Burgess

WGVA—Geneva—1947—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Star Bcstg. Co., Inc.
Phone: 6691.....Air Time: Full Time
News Service .....AP
Representative .....Cooke
Transcription Service .....World
President.....M. R. Forman
V.P., Gen. Manager.....Thomas L. Brown
Sta., Comm. Mgr.....Ernest F. Oliver
Pub., Prog. Director.....Alex Lamatis
Sales Prom. Mgr.....Archie Fabretti
Chief Engineer.....R. Carleton Greene

WWSC—Glens Falls—1946
ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Gt. Northern Radio Co.
Address.....13 Warren St.
Phone: 2-6518.....Air Time: Full Time
News Service .....AP
Newspaper Affil.....Post
Transcription Service.....SESAC
Representative .....Devney
Membership .....RAB
Pres., Gen Mgr.....Martin Karig
Program Director.....R. E. Middleton
Publicity Director.....V. E. Wiley
Asst. Mgr., Ch. Engineer.....Wilson P. Foy

WENT—Gloversville—1944
CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WENT Bcstg. Corp.
Business-Studio Address.....8 W. Fulton St.
Phone: 4-7175.....Air Time: Full Time
News Service .....UP
Representative .....Gill-Perna
Pres., Gen. Manager.....A. C. Lloyd, Jr.
Program Director.....Peter Dreyer
Sls. Prom. Mgr.....J. H. Tobin
Chief Engineer.....Richard Stewart

WHLI—Hempstead—1947

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....FM Bcstg. Corp.
Business-Studio Address.....245 Baldwin Rd.
Phone: Ivanhoe 1-8000.....Air Time: Daytime
News Service .....UP
Transcription...Associated, World, Thesaurus
Representative .....Gill-Perna
Membership .....RAB
Pres., Gen. Mgr.....Paul Godofsky
Comm. Manager.....Joseph A. Lenn
Prog. Dir.....Jerry Carr
Publicity Director.....George Ball
V.P., Chief Engineer.....Frank E. Knaack

WLEA—Hornell—1951
MBS-KBS

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Hornell Bcstng. Corp.
Business-Studio Address.....97 Main St.
Phone: 1420.....Air Time: Daytime
News Service .....UP
Representative .....Gill-Perna
Transcription .....World
Membership .....RAB
Pres., Gen. Mgr.....Charles D. Henderson
Sta. Mgr. .....G. W. Stidstone
Sls. Prom. Mgr.....E. Barnes
Prog. Dir.....Don Jones
Chief Engineer.....Frederick Witter

WWHG—Hornell—1949

Frequency: 1320 Kc.....Power: 1000 Watts, d.
Owned-Operated By.....W. H. Greenhow Co.
Address .....85 Canisteo St.
Phone: 2000.....Air Time: Daytime
Newspaper Affil.....Tribune, Advocate
News Service .....UP
Transcription Service.....Thesaurus

Representative .....McGillvra
General Manager.....Louis G. Buisch
Station Manager.....Donald J. Curran
Chief Engineer.....Howard Huff

WHUC—Hudson—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Colgren Bcstg. Co.
Address .....Union Turnpike
Phone: 8-3341.....Air Time: Full Time
Representative .....McGillvra, Kittell-Carter
Membership .....NARTB, RAB
General Manager.....John Kearney
Commercial Manager.....Robert Strakos

WGSM—Huntington—1951

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned....Huntington-Montauk Bcstg. Co., Inc.
Address.....379 New York Ave.
Phone: Huntington 4-6740..Air Time: Daytime
News Service .....UP
Station Representative .....Rambeau
Transcription Service .....World
President.....Byron T. Sammis
Gen., Sta. Mgr.....Edward J. Fitzgerald
Program Director.....Marjorie Anning
Sales Prom., Pub. Director.....Paul Barrish
Chief Engineer.....William Naramore

WHCU—Ithaca—1940—CBS

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornell University
Business-Studio Address...Savings Bank Bldg.
Phone: 4-6301.....Air Time: Full Time
News Service .....UP
Transcription Service .....Associated
Membership .....NARTB, RAB
Gen., Sta. Mgr.....Michael R. Hanna
Commercial Mgr.....H. E. M. Brockway
Program Director.....Joseph A. Short
Publicity Director.....Sam Woodside
Chief Engineer.....Herbert P. Michels

WJOC—Jamestown—1948 MBS

Frequency: 1340 Kc.....Power: 250 Watts d.
Owned-Operated By.....Air Waves, Inc.
Trans.-Bus.-Studio Address...415 W. Fourth St.
Phone: 5-108.....Air Time: Full Time
News Service .....AP
Representative .....Rambeau
Membership .....NARTB, RAB
President, Gen. Manager.....Harold P. Kane

WJTN—Jamestown—1924 ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....James Bcstg. Co., Inc.
Bus.-Studio Address.....Hotel Jamestown
Phone: 7-151.....Air Time: Full Time
News Service .....UP
Transcription Service...Associated, McGregor
Representative..Venard, Rintoul & McConnell
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....Simon Goldman
Comm. Mgr.....J. Carl Willems
Program Director.....George Pileeger
Publicity Director.....Hap Hazzard
Chief Engineer.....Herbert Niklaus

WKNY—Kingston—1939 MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Kingston Bcstg. Corp.
Business-Studio Address.....601 Broadway
Phone: 4500.....Air Time: Full Time
News Service .....AP
Membership .....RAB, NARTB
President.....Joseph K. Close
V.P., Gen., Sta. Manager...Robert M. Peebles
Comm. Manager.....Howard Shultis
Sls. Prom., Prog., Pub. Dir.....Ernest Ward
Chief Engineer.....Allan J. Smith

WVOS—Liberty—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Sullivan County Bcstg. Co.
Address .....Liberty
Phone: 1680-1.....Air Time: Full Time
News Service .....UP
General Manager.....S. D. Lubin
Commercial Mgr.....H. G. Borwick

WLFH—Little Falls—1952 MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Rock City Bcstrs.
Address.....339 S. 2nd St.
Phone: 654.....Air Time: Full Time
News Service .....AP
Representative .....McGillvra
President.....Arthur Feldman
Vice-President.....Robert Feldman
Commercial Mgr.....Frank Camarata
Chief Engineer.....Arthur Clark

WUSJ—Lockport—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Union-Sun & Journal, Inc.
Trans.-Address .....320 Michigan St.
Phone: 3-5944.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Newspaper Affil.....“Union Sun & Journal”
Representative .....Gill-Perna
Membership .....NARTB
President .....Egbert D. Corson
General Manager.....William B. Kemble
Sta., Comm. Mgr.....Joseph A. Pinna
Sales Prom. Manager.....J. E. Patterson
Pub., Prog. Director.....Tony Allen
Chief Engineer.....Richard Weatherbee

WICY—Malone—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper By.....North Country Bcstg. Co.
Address.....65 Woodward St.
Phone: 187.....Air Time: Full Time
News Service .....UP
General Manager.....Mitchell C. Tackley

WMSA—Massena—1945
ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The Brockway Co.
Business Address.....Central Building
Phone: RO. 9-3591.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus
Newspaper Affil.....Watertown Times
Representative .....Weed
Membership .....NARTB, RAB
President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station Manager.....Thomas R. McHugh
Program Director.....James H. Nash
Publicity Director.....R. E. Anderson
Chief Engineer.....A. Samuel Frazier

WALL—Middletown—1942
KBS

Fequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..The Community Bcstg. Corp.
Business-Studio Address.....62 North St.
Phone: Middletown 3119..Air Time: Full Time
News Service .....AP
Membership .....NARTB, RAB
Pres., Gen., Comm. Mgr.....James M. Patt
Program Director.....Jerry Wax
Chief Engineer.....Fred Schoelkoph

WKBS—Mineola—1948

Frequency: 1520 Kc.....Power: 250 Watts, d.
Owned-Oper. By.....Key Bcstg. System, Inc.
Address .....Box 750
Phone: Pioneer 6-6700.....Air Time: Daytime
News Service .....INS
Pres. & Gen. Mgr.....Lee Hollingsworth

WGNY—Newburgh—1933

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned.....Orange County Bcstg. Co., Inc.
Business-Studio Address.....161 Broadway
Phone: Newburgh 4600.....Air Time: Daytime
News Service .....AP
Membership .....RAB
Representative .....Kettell-Carter
Pres., Gen. Mgr.....George W. Bingham
V.P., Sales Manager.....Joseph Rake

WNRC—New Rochelle—1950

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By....Radio New Rochelle, Inc.
Address.....200 North Ave.
Phone: 6-0800.....Air Time: Daytime
News Service .....AP
Comm., Gen. Manager.....Jules Labert
Sales Prom. Mgr.....Ric Allen
Publicity Director.....Dick Defalco
Program Director.....Nick Andrews
Chief Engineer.....Edward Cahill

WABC—New York—1921
ABC

Frequency: 770 Kc.....Power: 50,000 Watts
Owned-Oper. By.....American Bcstg. Co., Inc.
Business Address.....7 West 66th St.
Phone: SU 7-5000.....Air Time: Full Time
News Service.....AP, INS
Representative.....Edward Petry & Co.
Membership .....NARTB, RAB
President .....Robert E. Kintner
Gen., Sta. Mgr.....Michael Renault
Program Manager.....Myrtle Tower
Dir. Prog. Prom. & Advt.....John Eckstine
Comm. Mgr.....R. E. Noble, Jr.
Publicity Director.....S. Strasburg
Chief Engineer.....John Bourcier

WEVD—New York—1927

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Debs Memorial Radio Fund
Business-Studio Address.....117 W. 46th St.
Phone Number.....PLaza 7-0880
News Service .....AP
President .....Adolph Held
Gen.-Sta.-Comm. Mgr.....Henry Greenfield
Program Director.....George Field
Chief Engineer.....Charles Brown

WBNX—New York—1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By....WBNX Bcstg. Co., Inc.
Bus.-Studio Address.....260 E. 161st St., Bronx

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult-programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of
"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD, 117-119 West 46th St.
New York 36

reaching
53 COUNTIES
IN 6 STATES
(5,420,915 radio homes)
N. Y., N. J., CONN.,
R. I., PA., MASS.

We Make Goods Move

wonderful **RESULTS**
based on 50,000 watt **COVERAGE**
of the nation's largest **MARKET!**

"The excellent showing we have made for the 11 months of 1955 again confirms our judgment in 'putting all our radio eggs in the WMGM basket'."
Herbert M. Adler, Pres.
ADLER SHOES FOR MEN

"Delighted with the response on our promotion of ski tours. Within two days our switchboard was swamped with calls about our tour package."
J. E. Reinke, Vice President
COLONIAL AIRLINES, INC.

"We have used five of the leading stations intermittently during the past four years. The only *station that justified* continuous *use is WMGM."*
Joseph Rudnick, Pres.
SUNSET APPLIANCE STORES, INC.

"Make sure we get those spots again *this year as our dealer organization was very well pleased with last year's schedule."*
E. S. Schulman
SHELL OIL COMPANY

"Results over WMGM were the best in New York City, substantially ahead *on a 'cost per proof of purchase', of TV and all New York newspapers used with the exception of the Daily News, who, too, stood out."*
Martin L. Strauss, II
BYMART-TINTAIR, INC.

if you want **RESULTS** as well as ratings put your money on

wmgm

"the selling station"

1050

ON YOUR RADIO DIAL

THE METRO-GOLDWYN-MAYER RADIO STATION • 711 FIFTH AVE., NEW YORK 22, N. Y.

Phone: MElrose 5-0333....Air Time: Full Time
News Service .....AP
Transcription Service .....SESAC
Representative .....King
President.....A. L. Haskell
V.P., Sta.-Gen. Manager.....William I. Moore
Asst. Comm. Mgr.....Edward Betchley
Prog. Directors.....Frank Johnson, E. Ervin

WCBS—New York—1924
CBS RADIO

Frequency: 880 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Operated By.....CBS Radio Division
General Studio Address.....485 Madison Ave.
Phone: PLaza 1-2345.....Air Time: Full Time
News Service.....AP, INS, UP
Transcription Service .....Capitol
Representative.....CBS Radio Spot Sales
Membership .....NARTB, RAB
President of CBS.....Frank Stanton
General Manager.....Carl Ward
Sales Manager.....Henry Untermeyer
Merchandising Dir.....Howard Lally
News & Public Affairs Dir.....Dave Driscoll
Sales Prom. Mgr.....Murray Gross
Program Director.....Sam Slate
Publicity Director.....Milton Rich
Chief Engineer.....Davidson Vorhes

WMCA—New York—1925

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WMCA, Inc.
Business-Studio Address....415 Madison Ave.
Phone: CI 6-2200.....Air Time: Full Time
Transcription Service .....World
Representative.....AM Radio Sales
Membership .....RAB
President .....Nathan Straus
General Manager.....M. M. Fleischl
Program Director.....Leon Goldstein
Sales Prom. Mgr.....Patricia Bolton
Sales Mgr.....John J. McSweeney
Chief Engineer.....James McCafferty

WMGM—New York—1922

Frequency: 1050 Kc.....Power: 50,000 Watts
Owned-Oper. By..Marcus Loew Booking Agcy.
Business-Studio Address.....711 Fifth Ave.
Phone: MU 8-1000.....Air Time: Full Time
News Service.....UP, AP
Representative .....Hollingbery
Director.....Arthur M. Tolchin
General Manager.....Frank Roehrenbeck
Sales Manager.....Samuel Faust
Program Director.....Raymond Katz
Public Service, Pub. Director.....Jo Ranson
Chief Engineer.....Paul Fuelling

For World-Wide News . . .

For Clear, Comprehensive

Coverage . . .

AP

FOR

RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

IN NEW YORK...

GERMAN

ITALIAN

POLISH

RUSSIAN

SPANISH

PLUS

Over half of the population of the New York City Metropolitan Area speaks a language other than English. Spanish, Italian, Polish, German, and Russian can be heard on the streets of New York at any time of day or night. Over a million families still use the language of their origin in the home. It is no wonder that WHOM, which for over a quarter of a century has been giving service to these foreign language groups, is *the foremost foreign language radio station in the East.* WHOM speaks the language they understand and therefore has become a great influence in the buying habits of millions. That influence can be put to work . . . SELLING FOR YOU.

. . . "Fiesta Mambo," a bi-lingual, Spanish and English program designed to satisfy the current rage for Latin Rhythm that is sweeping the country. Don Mambo draws his following from both the Spanish and English speaking after hours listeners.

PROGRESS BROADCASTING CORPORATION
136 West 52 St. CI 6-3900
New York 19, N. Y.

WHOM
America's Foremost Foreign Language Radio Station.
1480 Kcs. 5000 W.

WHOM—New York—1930

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By.....Progress Bcstg. Corp.
Business Address.....136 W. 52nd St.
Phone: CIrcle 6-3900.....Air Time: Full Time
News Service .....UP
President, Gen. Manager.....Fortune Pope
V.P., Chge. Sales.....Charles Baltin
Sales Prom. Mgr.....R. A. Fornier
Program Director.....Ralph Contantino
Chief Engineer.....George Steiger

WNEW—New York—1934

Frequency: 1130 Kc.....Power: 50 Kw.
Owned-Operated By.....WNEW Bcstg., Inc.
Business-Studio Address.....565 Fifth Ave.
Phone: PLaza 3-3300.....Air Time: Full Time
Transcription Service .....Lang-Worth
News Service .....AP
Representative.....Dave Simmons, Inc.
Pres. & Gen. Mgr.....R. D. Buckley
Treasurer .....Mel Stack
V.P., Ass't Gen. Mgr.....John Jaeger
Promotion Manager.....Kenneth Klein
Publicity Director.....David Yarnell
Program Director.....John Grogan
Chief Engineer.....Max Weiner

The Red Cross Needs

Your Unstinting Assistance

GIVE!

BOB & RAY

WINS KASH BOX

YANKEE BASEBALL

LISTEN TO LACY

BATTLE ROYAL

WINS *"The Smile on your Dial spot"*

STAN SHAW

LES KEITER'S SPORTS

MUSIC PARTY with TOM REDDY

the ALAN FREED *Rock 'n Roll Party*

PETER ROBERTS * news * special events

the BIRDLAND SHOW

WINS 1010 NEW YORK • 50 KW

24 HOURS A DAY

DREW PEARSON

the U. N. today

SATURDAY NIGHT HOP

WINS—New York—1926

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Gotham Bcstg. Corp.
Address.....28 W. 44th St.
Phone: BRyant 9-6000....Air Time: Full Time
News Service.....INS, UP
Membership .....NARTB, RAB
President.....J. Elroy McCaw
General Mgr.....Jock Fernhead
Gen. Sls. Mgr.....Hugh Ben LaRue
Program Director.....Robert Smith
Chief Engineer.....Paul von Kunitz

WOR—New York—1922—MBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....RKO Teleradio Pictures
Business-Studio Address.....1440 Broadway
Phone: LOngacre 4-8000..Air Time: Full Time
News Service .....INS, UP
Transcription Service .....Associated
Representative .....H-R Reps.
Membership .....NARTB, RAB
President.....Thomas F. O'Neil
Gen. Manager.....Robert Leder
Executive Ass't.....Seymour Handy
Sales Prom. Manager.....Robert Sullivan
Program Director.....Robert Monroe
Sales Manager.....William P. Dix, Jr.
Publicity Manager.....Richard Jackson
Chief Engineer.....Harry Tilley

SEE PAGES 100-101 FOR

LISTING OF NEW YORK PHONE NUMBERS

NETWORKS
☆
PUBLICATIONS
☆
ORGANIZATIONS
☆
TALENT AGENCIES
☆
FM RADIO STATIONS
☆
AM RADIO STATIONS
☆
NEWS ASSOCIATIONS
☆
TELEVISION STATIONS
☆
PROGRAM PRODUCERS
☆
RECORDING COMPANIES
☆
ADVERTISING AGENCIES
☆
TRANSCRIPTION COMPANIES
☆
STATION REPRESENTATIVES

GEORGE W. GOODMAN

BETTY GRANGER

You can sell 1,100,000 people...

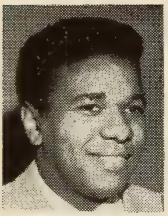
In the New York Negro market...representing ***$1-BILLION*** *plus in annual sales*

through

HARLEM RADIO CENTER

WLIB

1190 ON YOUR DIAL


VICTOR BOZEMAN

HAL JACKSON

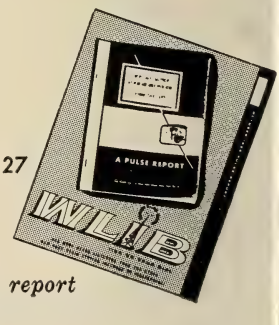
WILLIAM MARSHALL

because

- WLIB has more Negro listeners than any other New York station—network or independent (Pulse).
- WLIB is the only radio station in New York City with studios in Harlem.
- WLIB is first in 24 out of 25 quarter hours every morning.
- WLIB is the only New York station broadcasting Negro community news and special events on a regularly scheduled basis —every hour on the half hour.

HARLEM RADIO CENTER

HOTEL THERESA • 125th ST. & 7th AVE., N.Y. 27



write for free copy of latest PULSE PROGRAM report

WLIB—New York—1944

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....New Bcstg. Co., Inc.
Business-Studio Address.....2090 7th Ave.
Phone: MO 6-1800.....Air Time: Daytime

News Service .....AP
Representative .....Forjoe
Pres., Gen. Manager.....Harry Novik
Program Director.....Nat Rudich
Comm. Mgr.....George A. Bernstein
Publicity Director.....Mike Jablons
Chief Engineer.....Gordon A. Greenfield

FOR THE

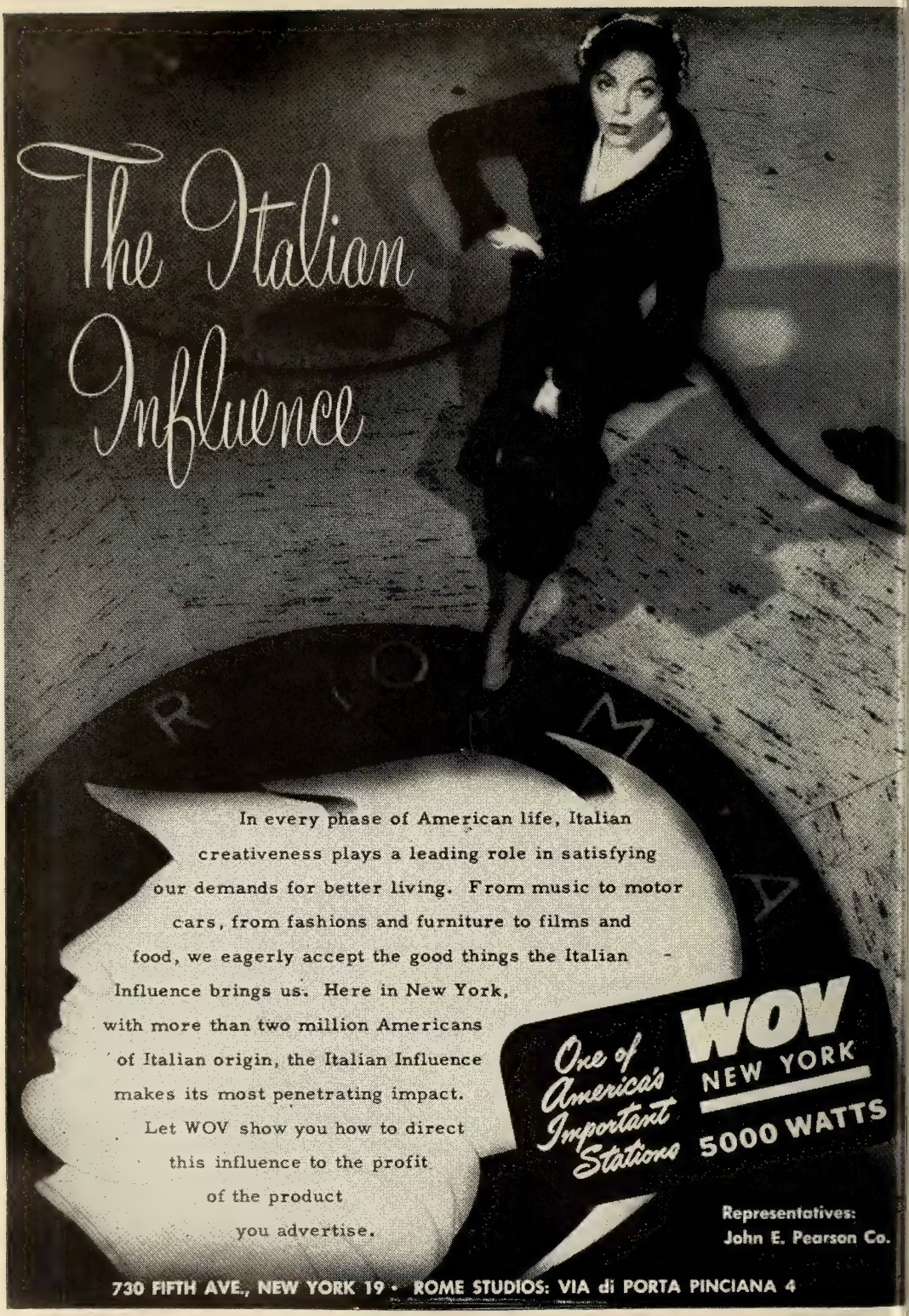
WHLI Story

AND

PERSONNEL ROSTER

SEE

PAGES 520-521


The Italian Influence
In every phase of American life, Italian creativeness plays a leading role in satisfying our demands for better living. From music to motor cars, from fashions and furniture to films and food, we eagerly accept the good things the Italian Influence brings us. Here in New York, with more than two million Americans of Italian origin, the Italian Influence makes its most penetrating impact. Let WOV show you how to direct this influence to the profit of the product you advertise.
One of America's Important Stations
WOV
NEW YORK
5000 WATTS
Representatives:
John E. Pearson Co.
730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

WOV—New York—1926

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....WOV Bcstg. Corp.
Business-Studio Address.....730 Fifth Ave.
Phone: CI 5-7979.....Air Time: 21 Hrs.
News Service .....AP, ANSA
Transcription Service.....MacGregor
Representative.....Pearson, Radio-TV Reps.
President.....M. S. Novik
Exec. V. P., Gen. Manager.....Ralph N. Weil
V. P., Prog. Director.....Arnold Hartley
Publicity Director.....R. E. Thompson
Chief Engineer.....Emile Hill

WRCA—New York—1922
NBC

Frequency: 660 Kc.....Power: 50 Kw.
Owned.....National Bcstg. Co.
Address.....30 Rockefeller Plaza
Phone: CI 7-8300.....Air Time: Full Time
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Station Rep.....NBC Spot Sales
Membership .....NARTB, RAB
President .....Robert Sarnoff
General Mgr.....Hamilton Shea
Asst. Gen. Manager.....William N. Davidson
Sales Mgr.....George Stevens
Prom., Mchdg., Advt. Mgr.....Max Buck
Program Dir.....Steve White
Publicity Mgr.....John O'Keefe
News & Sp. Events.....Bill Berns
Prod. & Business Affairs.....Arthur Hamilton
Chief Engineer.....Alfred E. Jackson

FOR WORLD-WIDE NEWS . . .

FOR CLEAR, COMPREHENSIVE

COVERAGE . . .

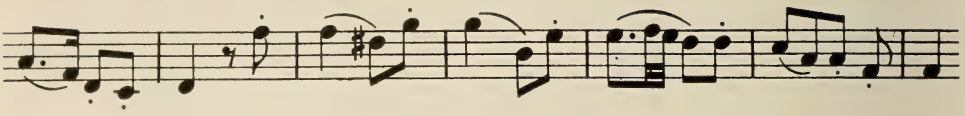
AP

FOR

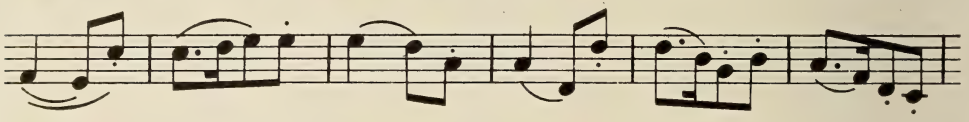
RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

50 KW



OF GOOD



MUSIC

America's Number One Good Music Station, WQXR, becomes America's most powerful good music station with our new 50,000-watt transmitter.

This means that the demand for the best in music and The New York Times news puts our television-proof program policy in the "big time."

Twenty years of sticking to one idea —good music and news—has enabled WQXR to build an audience of 659,000 families of higher-than-average income in the world's richest market —New York. Our new top-powered transmitter will extend that market further.

Now more people will hear WQXR's excellent programming, more people will hear our sponsors' messages, more people will buy WQXR's advertised products and services. That's what you want, isn't it?

WQXR *1560 on AM dial*
96.3 on FM dial

RADIO STATION OF THE NEW YORK TIMES
229 West 43rd St., New York 36, N.Y. LA 4-1100

WQXR—New York—1936

Frequency: 1560 Kc.....Power: 50,000 Watts
Owned-Operated By.....Interstate Bcstg. Co.
Business-Studio Address.....229 W. 43rd St.
Phone: LA 4-1100.....Air Time: Full Time
News Service.....N. Y. Times (Owner)
Transcription Service.....Associated, SESAC
Representative.....Paul H. Raymer
President.....Arthur Hays Sulzberger
Exec. V.P., Gen. Mgr.....Elliott M. Sanger
V.P. Sales Mgr.....Norman S. McGee
Sales Prom. Dir.....Mary Rice Anderson
Program Director.....Eleanor N. Sanger
Pub. Dir.....E. "Pat" Hurley
Chief Engineer.....L. J. Kleinklaus

WWRL—New York—1926

(SEE WOODSIDE, N. Y.)

WHLD—Niagara Falls—1940

Frequency: 1270 Kc....Power: 5000 Watts d.
Owned-Oper. By.....Earl C. Hull
Business-Studio Address.....Hotel Niagara
Phone: 8421.....Air Time: Daytime
News Service.....UP
Transcription Service....Associated, Standard
Representative.....Headley-Reed
Membership.....NARTB
Owner, Gen. Manager.....Earl C. Hull
Business Manager.....R. J. Manning
Program Director.....Earle Hamrick

WJJL—Niagara Falls—1947

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....John J. Laux
Address.....129 Main St.
Phone: 5796.....Air Time: Daytime
News Service.....UP
Transcription Service.....SESAC
Representative.....Pearson
President.....J. T. Sandonato
Exec. V. P., Gen. Mgr.....Tom W. Talbot
Program Director.....Joel Chesney
Comm. Manager.....W. M. Allen
Chief Engineer.....Gustav Czaplak

WCHN—Norwich—1953

Frequency: 970 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Radio Norwich, Inc.
Address.....14 S. Broad St.
Phone: 4-2218.....Air Time: Daytime
News Service.....UP
Transcription Service.....Thesaurus
Station Rep.....McGillvra
Pres., Gen. Mgr.....William J. Hall
Comm. Manager.....P. G. Penfold

WSLB—Ogdensburg—1940 MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....St. Lawrence Bcstg. Corp.
Address.....2315 Knox St.
Phone: 500.....Air Time: Full Time
News Service.....UP
President.....Joseph R. Brandy
General Manager.....Harold J. Frank
Program Director.....Dan Bethell
Chief Engineer.....Ellsworth Hall

WHDL—Olean—1929—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHDL, Inc.
Address.....3219 State St.
Phone: 4149.....Air Time: Full Time
Newspaper Affiliation.....Times Herald
News Service.....AP
Transcription Service.....World
Representative.....Everett & McKinney
Membership.....NARTB, RAB
Pres., Gen., Sta. Mgr.....John R. Henzel
Commercial Manager.....James F. Hastings
Program Director.....Donald W. Merriman
Publicity Director.....J. S. Woodruff
Chief Engineer.....Wallace D. Taylor

WDOS—Oneonta—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Ottoway Stations, Inc.
Bus.-Studio Address.....104 Chestnut St.
Air Time.....Full Time
News Service.....UP
Newspaper Affiliation.....Oneonta Star
Transcription Service.....Associated
Representative.....Radio-TV Reps.
Membership.....RAB
President.....James H. Ottaway
Managing Director.....Francis H. Brinkley
Station Manager.....Harold E. Graves

WALK—Patchogue—1952

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Suffolk Bcstg. Corp.
Address.....P. O. Box 230
Phone: Patchogue 3-0408..Air Time: Daytime
News Service.....AP
Newspaper Affiliation.....Suffolk Cons. Press
Transcription Service....Associated, Columbia
Representative.....Grant Webb
Membership.....NARTB
Pres., Gen. Mgr.....W. K. Macy, Jr.
Comm. Mgr.....John Regan
Prog. Dir.....Jack Ellsworth
Chief Engineer.....George Chandler

WPAC—Patchogue—1951

Frequency: 1580 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Patchogue Bcstg. Co.
Address.....2 East Main St.
Phone: Patchogue 3-4600..Air Time: Daytime
News Service.....UP
Representative.....Keller
Pres., Gen. Mgr.....Lee Morrison
Station Mgr.....Stan Allan
Comm. Mgr.....Herbert Morrison
Program Director.....Dick Hodkin
Publicity Director.....Ted Royce
Chief Engineer.....Morton Morrison

WLNA—Peekskill—1948

Frequency: 1420 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Highland Bcstg. Corp.

Address .....Radio Terrace
Phone: Peekskill 7-1124...Air Time: Daytime
News Service .....UP
Transcription Service .....World
Station Representative.....Rambeau
Membership .....NARTB
Pres., Gen. Mgr., Ch. Eng....Irving E. Cottrell
Comm., Sales Prom. Mgr.....Francis Lough

WEAV—Plattsburg—1934
ABC

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By.....Plattsburg Bcstg. Corp.
Studio Address.....153 Margaret St.
Phone: 1600.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Gill-Perna
Membership .....NARTB, RAB
Pres., Gen. Mgr.....George F. Bissell
Sales Prom. Mgr.....Roger Dufort
Chief Engineer.....Larry Lapanne

WIRY—Plattsburg—1950
MBS-KBS

Frequency: 1340 Kc. ....Power: 250 Watts
Owned-Oper. By ..Clinton Cty. Bdcstg. Corp.
Trans. Loca. Address ....301-03 Cornelia St.
Phone: Plattsburg 2800..Air Time: Full Time
News Service .....AP
Transcription Service.....Lang-Worth
Representative .....W. S. Grant Co., Inc.
Membership .....NARTB, RAB
Pres., Gen., Comm. Mgr. .....Joel H. Scheier
Business Mgr.....Donald Pelkey
Program Director.....Betty Kraus
Chief Engineer .....John M. Nazak

WDLC—Port Jervis—1953

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Oper. By.....Port Jervis Bcstg. Co.
Address .....Box 920
News Service .....AP
Membership .....NARTB
Phone: 3-2293.....Air Time: Full Time
Transcription Service .....World
President.....William H. Ware
General Manager.....Ernest C. Winkler
Commercial Mgr.....Oscar Wein
Program Director.....Henry Schwartz
Chief Engineer.....John George

WPDM—Potsdam—1955

Frequency: 1470 Kc.....Power: 1 Kw., d.
Owned-Oper. By....St. Lawrence Radio, Inc.
Address .....Potsdam
Air Time .....Daytime
News Service .....AP
President.....F. R. Woodruff
Business Manager.....David A. Kyle
Station Manager.....Eric Fields

WEOK—Poughkeepsie—1948

Frequency: 1390 Kc....Power: 1000 Watts, d.
Owned-Operated By...Mid-Hudson Bcsts. Inc.
Business-Studio Address.....385 Main St.
Phone: 8300.....Air Time: Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Everett-McKinney
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Arthur J. Barry, Jr.
General Manager.....Frank Breslin
Prom. Dir.....William Eames
Publicity Director.....Louis Pells
Chief Engineer.....John P. Burke

WKIP—Poughkeepsie—1940
ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Dutchess County Bcstg. Corp.
Business-Studio Address.....Box 889
Phone: 6800.....Air Time: Full Time
News Service .....AP
Station Rep.....Kettell-Carter
Membership .....NARTB, RAB
Pres., Gen. Mgr.....George W. Bingham
Commercial Manager.....Richard A. Dwelley
Pub., Prog. Director.....John Kuhn
Chief Engineer.....Marvin S. Seimes

WRIV—Riverhead—1955

Frequency: 1390 Kc.....Power: 500 Watts, d.
Owned-Oper. By.....Suffolk Bcstg. Corp.
Address .....Box 230, Patchogue
Phone: PArk 7-1200.....Air Time: Daytime
Pres., Gen. Manager.....W. K. Macy, Jr.
Program Director.....Bob Houston
Comm. Manager.....Larry Nicoll

WBBF—Rochester—1947
MBS

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By.....WBBF, Inc.
Bus.-Studio Address.....Sheraton Hotel
Phone: HA 8920.....Air Time: Full Time
News Service .....AP
Representative..Venard, Rintoul & McConnell
Transcription Service .....RCA
President, Gen. Mgr.....Thomas L. Brown
Commercial Manager.....Nick Nickson
Sales Prom. Mgr.....John Hargarther
Program Director.....Claude Johnstone
Chief Engineer.....Vinent Lopopolo

WHAM—Rochester—1922
NBC

Frequency: 1180 Kc.....Power: 50,000 Watts
Owned-Operated By...Stromberg-Carlson Co.
Business Address.....201 Humboldt Rd.
Phone: Hubbard 1221....Air Time: Full Time
News Service .....AP
Representative.....George P. Hollingbery
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....William Fay
Commercial Manager ...John W. Kennedy, Jr.
Program Director.....Charles W. Siverson
Sls. Prom., Pub. Director.....L. W. Smith
Sales Manager.....Arthur W. Kelly
Chief Engineer.....Kenneth Gardner

WHEC—Rochester—1925
CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned .....WHEC, Inc.
Bus.-Studio Address.....40 Franklin St.
Phone: BA 6740.....Air Time: Full Time
Newspaper Affiliation.....Gannett Co.
Representative .....Everett McKinney
President.....Frank E. Gannett
V.P., Gen. Manager.....Glover Delaney
Commercial Manager...Lowell H. MacMillan
Publicity Director.....W. J. Adams
Program Director.....Warren Doremus
Technical Director.....R. K. Blackburn

WRNY—Rochester—1947

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Rochester Bcstg. Co., Inc.
Business-Studio Address.....191 East Ave.
Phone: Glenwood 7032.....Air Time: Daytime
Representative .....Rambeau
President.....Arthur C. Kyle, Jr.
Gen., Sta. Manager.....Thomas H. O'Neill
Chief Engineer.....John Rathbun

WSAY—Rochester—1936

Frequency: 1370 Kc.....Power: 1 Kw.
Owned-Oper. By...Federal Bcstg. System, Inc.
Business-Studio Address.....250 E. Ave.
Phone: Baker 4870.....Air Time: Full Time
Representative .....Walker, Webb
Pres., Gen. Mgr.....Gordon P. Brown
Station Director.....John Hill

WVET—Rochester—1947
ABC

Frequency: 1280 Kc. .....Power: 5000 Watts
Owned-Oper. By....Veterans Bcstg. Co., Inc.
Address .....17 Clinton Ave So.
Phone: HAmilton 4820.....Air Time: Full Time
Representative.....Bolling Co., Inc.
Pres., Gen. Mgr.....Ervin F. Lyke
Comm. Manager.....Arthur Murrellwright
Sales Prom. Manager.....Don Kallock
Program Director.....Paul C. Louther
Chief Engineer.....Raymond Jobes

WKAL—Rome—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Copper City Bcstg. Corp.
Business-Studio Address..Capitol Theatre Bldg.
Phone: 723.....Air Time: Full Time
Representative .....Cooke
President.....Myron J. Kallet
General Manager.....Joseph Kallet
Station Manager.....J. C. Trela
Program Director .....Louis Barile
Chief Engineer.....James Delaney

WNBZ—Saranac Lake—1927
ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Upstate Bcstg. Corp.
Business-Studio Address.....88 Main St.
Phone: 1320.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative.....Wm. G. Rambeau
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Jacques DeMattos
Comm. Mgr., Prog. Dir.....Jeanne DeMattos
Chief Engineer.....H. Berwind Williams

WSPN—Saratoga Springs
1954

Frequency: 900 Kc.....Power: 250 Watts
Owner.....Spa Bcstrs., Inc.
Address.....71 West Ave.
Phone: 2180.....Air Time: Daytime
President.....Kenneth Freebern
Acting Manager.....J. O. Winch
Chief Engineer.....Martin Karig

WGY—Schenectady—1922
NBC

Frequency: 810 Kc.....Power: 50,000 Watts
Owned-Oper. By.....General Electric Co.
Business-Studio Address.....1 River Rd.
Phone: 7-2261.....Air Time: Full Time
News Service.....AP, UP
Transcription Service.....Thesaurus, World
Representative.....Henry I. Christal
Membership .....NARTB, RAB
General Manager.....R. B. Hanna, Jr.
Station Manager.....Merl L. Galusha
Sales Manager.....J. Schmulbach
Publicity Director.....James Cobb
Station Service.....Caleb Paine
Program Director.....Donn M. Chown
Mgr. of Engineering.....W. J. Purcell

Covering the Adirondacks

Since 1927

WNBZ

SARANAC LAKE, N. Y.

Rep. by WM. G. RAMBEAU CO.

WSNY—Schenectady—1942

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Western Gateway Bcstg.
Business-Studio Address.....619 State St.
Phone: EX 3-3622.....Air Time: Full Time
Pres., Gen., Sta. Mgr.....Winslow Leighton
Sales Manager.....Thomas Seeley
Prog. Dir.....Stephen Fitz
Chief Engineer.....Irving P. Beck

WHEN—Syracuse—1941
ABC-CBS

Frequency: 620 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned.....Meredith Syracuse Radio Corp.
Address .....Loew Bldg.
Phone: 2-0277.....Air Time: Full Time
Station Representative .....Katz
V.P. & Gen. Mgr.....Paul Adanti
Promotion Mgr.....Robert Peel
Program Director.....John L. Scott

WFBL—Syracuse—1922
CBS

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By.....Founders Corp.
Bus.-Studio Address.....433 S. Warren St.
Phone: 2-1147.....Air Time: Full Time
Representative.Peters, Griffin, Woodward, Inc.
President.....Oscar F. Soule
Chief Engr., Gen. Mgr.....Charles F. Phillips
Commercial Mgr.....Richard F. Polgreen
Sales Prom. Mgr.....Robert W. Weir
Program Director.....Edward Bryant
Publicity Director.....Robert W. Weir

WSYR—Syracuse—1922
NBC

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Central N. Y. Bcstg.
Bus.-Studio Address.....224 Harrison St.
Phone: SY 3-7111.....Air Time: Full Time
News Service .....UP
Transcription Service.....Lang-Worth
Newspaper Affil. .Herald-Journal, Post Standard
Representative .....Henry I. Christal
Pres., Gen. Mgr.....E. R. Vadeboncoeur
Commercial Mgr.....W. R. Alford, Jr.
Sls. Prom. Mgr., Pub. Dir.....Lou Switzer
V.P., Pgm. Dir.....Bill Rothrum
Chief Engineer.....Albert J. Eicholzer

WNDR—Syracuse—1946
MBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By .....Syracuse Bcstg. Corp.
Address .....Box 1212
Phone: 72-3366.....Air Time: Full Time
Station Rep. .....Rambeau
General Manager.....Arthur C. Kyle, Jr.
Asst. Manager.....James A. McKechnie
Commercial Mgr.....M. Silvieus

WOLF—Syracuse—1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Civic Bcstg. Corp.
Address.....Kirkpatrick & Van Rensellear Sts.
Phone: 2-7211.....Air Time: Full Time
Representative .....Walker
President, General Mgr...T. Sherman Marshall
Sta. Mgr., Prog. Dir.....Hamilton M. Woodle
Chief Engineer.....Don Muir

WIPS—Ticonderoga—1954
ABC-KBS

Frequency: 1250 Kc.....Power: 500 Watts
Owner.....Portage Bcstg. Co., Inc.
Phone: 77.....Air Time: Daytime
Representative .....Devney
President .....Martin Karig
Gen. Mgr., Chief Eng.....Thomas Leighton
Program Director.....R. Robertson

WTRY—Troy—1940—CBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....Tri-City Radio, Inc.
Business-Studio Address.....92 Fourth St.
Phone: Ashley 4-1100....Air Time: Full Time
Representative .....John Blair
Pres., Gen. Manager.....Mowry Lowe
Comm. Manager.....Kenneth M. Cooper
Sales Prom. Manager.....Robert T. Engles
Program Director.....C. George Taylor
Chief Engineer.....Frank Belaska

WGAT—Utica—1946

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 W. n.
Owned.....Central Bcstg. Co.
Phone: 5-5209.....Air Time: Full Time
Station Representative.....Stars National
General Manager.....J. Eric Williams

WIBX—Utica—1925—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By .....WIBX, Inc.
Address.....First National Bank Bldg.
Phone: 2-2101.....Air Time: Full Time
Reps. .....Biddick, Walker
Pres., Gen. Mgr. ...Mrs. Margaret B. Stevens
Exec. V.P., Sta. Mgr., Pgm. Dir...Elliott Stewart
Sales Prom., Pub. Dir.....F. C. Bowen
Chief Engineer .....John T. Dowdell

WRUN—Utica—Rome—1947
ABC

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....The Rome Sentinel Co.
Business-Studio Address.....258 Genesse St.
Phone: 2-5111.....Air Time: Full Time
Representative .....Avery-Knodel
Newspaper Affil.....Sentinel
President.....Bradley C. Barnard
Program Director.....Edward M. Stemmler
Sta., Comm. Mgr.....Richard A. Clark
Sls. Prom. Mgr.....Alan Cole
Chief Engineer.....George S. Woods

WDLA—Walton—1951

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Delaware County Bcstg.
Address.....Bear Spring Mt.
Phone: UN 5-4321.....Air Time: Full Time
Representative .....Rambeau

President.....Dr. E. Ogden Bush
V.P., Gen., Comm. Mgr.....Michael J. Cuneen
Program Director.....Myra Youmans
Chief Engineer.....Charles Lissner

WATN—Watertown—1941 MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Watertown Bcstg. Corp.
Bus.-Studio Location.....118 Washington St.
Phone Number 2424
Representative .....Devney
Pres., Gen. Mgr.....G. Harry Righter
Chief Engs.....D. Schryver, J. F. Sprague

WWNY—Watertown—1941 CBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....The Brockway Co.
Address .....Hotel Woodruff
Phone: 4120.....Air Time: Full Time
Representative .....Weed
President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station Manager.....Earl R. Kelly
Sales Manager.....Patrick E. Rheaume
Production Manager.....John V. Evans
Chief Engineer.....M. B. Davis

WLSV—Wellsville—1955

Frequency: 790 Kc.....Power: 500 Watts, d.
Owned-Oper. By..Radio Services of Wellsville
Address .....Main St.
Phone: 727.....Air Time: Daytime
Sta. Mgr., Prog. Director.....Lloyd Gordon
Commercial Manager.....Claude Stone

WFAS—White Plains—1932

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Westchester Bcstg. Corp.
Bus.-Studio Address.....P. O. Box 711
Phone: WH 9-6400.....Air Time: Full Time
News Service .....AP
Trans. Service.....Thesaurus, SESAC
Representative .....Headley-Reed
Membership .....NARTB
President.....Valentine E. Macy, Jr.
Gen., Sta. Manager.....Frank A. Seitz
Program Director.....Randall Kaler
Sls. Prom. Manager.....John Hade
Chief Engineer.....Jack Pearson

WWRL—Woodside—1926

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Long Island Bcstg. Corp.
Bus.-Studio-Transmitter Address..41-30 58th St.
Phone: DE 5-1600.....Air Time: Full Time
News Service .....AP
President.....W. H. Reuman
Gen., Sta. Mgr.....Edith Dick
Sales Prom. Mgr.....Selvin Donneson
Program Director.....Fred Barr
Publicity Director.....Walter Kaner
Chief Engineer.....Benton R. Bartlett

WWRL
New York
5,000 WATTS
Powerfully Selling America's Greatest
Market at the Lowest Cost
• • •
TOPS in New York
for the
NEGRO MARKET
SPANISH
GERMAN
• • •
1600 Kc DEfender 5-1600

UP — UP — UP!
AGAIN IN 1955
WFAS
SCORED IMPRESSIVE
INCREASES IN BUSINESS.
NATIONAL — UP 62.2%!
LOCAL — UP 7.0%!
"This is the Premier Radio
Service for Westchester
and Rockland Counties."
WFAS and WFAS-FM
White Plains, N. Y.
On the Air — 6:30 A.M. to Midnight

WRCS—Ahoskie—1947

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned.....Roanoke-Chowan Bcstg. Co., Inc.
Business Address.....P. O. Box 89
Phone: 3101.....Air Time: Daytime
News Service .....UP
President.....Charles H. Jenkins
Manager.....P. G. Sewell

WABZ—Albemarle—1947
KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Radio Station WABZ, Inc.
Business-Studio Address.....Box 226
Phone: 1100.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Membership .....NARTB
President.....S. P. Williams
General Manager .....W. J. Page
Commercial Manager.....Marvin A. Coley
Program Director.....Lee W. Kinard
Chief Engineer .....J. D. Brooks

WGWR—Asheboro—1947
KBS

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Asheboro Bcstg. Co., Inc.
Bus.-Studio Address.....303 E. Salisbury St.
Phone: 2187.....Air Time: Daytime
News Service .....UP
Newspaper Affil.....Courier Tribune
Transcription Service.....Thesaurus
Membership .....RAB
President .....Roy Cox
Gen., Sta., Comm. Mgr.....J. R. Marlowe
Sales Prom. Manager.....Dick Sweeney
Program Director.....A. B. Brown
Chief Engineer.....W. H. Trogdon

WISE—Asheville—1939—NBC

Freq.: 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By..Radio Station WISE, Inc.
Address .....Langren Hotel
Phone: 3-5381-3.....Air Time: Full Time
Membership .....RAB, BMB
Representative .....Bolling Co.
Pres., Gen. Sta. Mgr.....Harold H. Thoms
Commercial Mgr.....Loyd B. Leonard

WLOS—Asheville—1946
ABC-MBS

Freq.: 1380 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Skyway Bcstg. Co.
Business-Studio Address.....288 Macon Ave.
Phone: 2-2431.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Rep.....Venard, Inc., Ayers Scott & Co.
General Manager.....J. E. Edmunds
Executive Vice President.....Charles B. Britt
Comm. Manager.....George Roesler
Program Director.....R. Fred Brown Jr.

WSKY—Asheville—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Asheville, Inc.
Business-Studio Address.....12 Church St.
Phone: 3-4451.....Air Time: Full Time
News Service .....AP
Representative .....Pearson
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Zeb Lee
Prom., Pub., Comm. Mgr.....James W. Young
Chief Engineer.....Bill Clements

WWNC—Asheville—1927
CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Asheville Citizen-Times Co.
Business-Studio Address.....14 O'Henry Ave.
Phone: 5611.....Air Time: Full Time
Newspaper Affiliation .....Citizen-Times
Transcription Service .....Thesaurus
Representative .....H-R
Membership .....NARTB, RAB
President.....Charlie Peace
Gen., Sta., Prom., Pub. Mgr....Cecil B. Hoskins
Comm. Mgr.....James A. Hagan
Program Director.....William F. Melia
Chief Engineer.....William H. Hamrick

WBMA—Beaufort—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Richard Ray Cummins
Address .....Box 156
Phone: 2-9401.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Membership .....NARTB
Owner, Gen. Mgr., Ch. Eng.....R. R. Cummins
Program Director.....Hilda Cummins
Publicity Director.....James Willis

WCGC—Belmont—1954

Frequency: 1270 Kc.....Power: 500 Watts
Owner.....Central Bcstg. Co.
Address .....Box 149
Phone: TA. 5-2812.....Air Time: Daytime
Representative .....Best
Pres., Gen., Sta., Eng.....Robert Hilker
Commercial Manager.....J. N. Young
Sls. Prom. Manager.....G. O. Wilkerson, Jr.
Program Director.....H. E. Feimster
Publicity Director.....Richard Mauney

WATA—Boone—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Wilkes Bcstg. Co.
Address .....Depot St.
Phone: Amherst 4-8461...Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Manager.....Doris B. Brown
Secretary-Treasurer.....Roland Potter
Commercial Manager.....Ralph Tugman
Program Director.....Dwight Larick

WPNF—Brevard—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Pisgah Bcstg. Co., Inc.
Phone: 3-2611.....Air Time: Full Time
News Service .....AP
News. Affil.....'Transylvania Times"
News Service .....AP
President, Gen. Mgr.....Ed M. Anderson
Sta., Comm. Mgr.....Bobby Hoyle
Program Director.....John Dellinger
Publicity Director.....John Anderson
Chief Engineer.....Baxter Morris

WBBB—Burlington—1941 MBS-KBS

Frequency: 920 Kc.....Power: 5000 Watts d.
Owned-Operated By.Alamance Bcstg. Co., Inc.
Business-Studio Address.....321 S. Main St.
Phone: 6-6376.....Air Time: Daytime
News Service .....AP
Transcription Service .....Associated
Rep.....Interstate, United Newsp. Assn.
General Manager.....E. Z. Jones
Commercial Manager.....C. Robert Ray
Program Director.....Ed Brooks
Sls. Prom. Mgr., Pub. Dir.....Cletus Peacock
Chief Engineer.....Berry Tysor

WFNS—Burlington—1946

Frequency: 1150 .....Power: 1000 Watts d.,
Owned-Oper. By Burlington-Graham Bdcstg Co.
Address.....P. O. Box 1328
Phone: 4261.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Representative .....Bogner & Martin
Membership .....NARTB, RAB
President.....L. E. Neese
Gen., Sta. Mgr.....G. C. Starnes
Comm. Prom. Mgr.....Harold Nall
Program Director.....Phil Peterson
Publicity Director.....Phil Eakin
Chief Engineer.....Earl Stewart

WWIT—Canton—1954

Frequency: 970 Kc.....Power: 1 Kw.
Owned.....Western N. C. Bcstrs., Inc.
Address.....Box 391
Phone: 3588.....Air Time: Daytime
Transcription .....MacGregor
President.....Beverly M. Middleton
Vice-President .....Kermit Edney
Station Manager.....R. Edward Storie
Comm. Manager.....V. E. Pressley
Prog am Director.....Wayne Harris
Chief Engineer.....J. H. Welch

WCHL—Chapel Hill—1953

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Village Bcstg. Co.
Address.....Box 388
Phone: 8484.....Air Time: Daytime
News Service .....AP
Transcription Service.....Lang-Worth, World
Representative .....Indie
Membership .....NARTB
Pres., Gen. Mgr.....R. McClamroch, Jr.
Asst. to Gen. Mgr.....W. M. Alexander
Chief Engineer.....Fritz Thurston

WAYS—Charlotte—1941 ABC

Freq.: 610 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Inter-City Advertising Co.
Business-Studio Address.....3229 S. Blvd.
Phone: ED 3-7173.....Air Time: Full Time
Representative.....Bolling Co., Ayers
Gen., Sta. Mgr.....J. P. Poston

WBT—Charlotte—1922—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Oper. By...Jefferson Standard Bdcstg.
Address.....1 Jefferson Pl.
Phone: ED 3-8833.....Air Time: Full Time
News Service .....AP, UP
Transcription Service .....World
Representative.....CBS Radio Spot Sales
Membership .....NARTB, RAB
President .....J. M. Bryan
Gen., Sta. Mgr.....Charles H. Crutchfield
Comm. Manager.....V. V. Evans
Program Director.....Bailey Hobgood
Prom. Super.....John Dillon
Pub., Sls. Prom. Director.....Ned Burgess
Chief Engineer.....Thomas Howard

WGIV—Charlotte—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Charlotte Radio & TV Corp.
Business Address.....2520 Toomey Ave.
Phone: .....EDison 3-2195
News Service .....AP
Representative .....Forjoe
Transcription .....Capital
Pres., Gen., Sta. Mgr.....Francis M. Fitzgerald
Sales Prom. Mgr.....Everett Benout
Commercial Mgr.....Ray Ervin
Program Director.....John McKeel
Pub. Dir.....Nelda McManus
Chief Engineer.....S. K. Lineberger

WIST—Charlotte—1951—MBS

Frequency: 930 Kc....Power: 5000 d; 1000 n.
Owned-Oper. By.....Bcstg. Co. of South
Address.....204 Liberty Life Bldg.
Phone: 6-3511.....Air Time: Full Time
News Service .....AP
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NARTB, RAB
President.....B. C. Hipp
General Manager.....G. R. Shafto
Sta., Comm. Manager.....W. Frank Harden
Publicity Director.....Charles Friar
Program Director.....Fred Vinroot
Chief Engineer.....John N. Parker

WSOC—Charlotte—1933—NBC

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Oper. By....Radio Station WSOC, Inc.
Address.....1925 N. Tryon St.
Phone: Edison 2-7138.....Air Time: Full Time
News Service .....AP
Representative .....H-R Reps
Membership .....NARTB, RAB
Pres., Gen. Sta. Mgr.....E. J. Gluck
Commercial Mgr.....Larry Walker
Sls. Prom. Mgr., Pub. Dir...Charles M. Marshall
Program Director.....Armand F. Bodie
Chief Engineer.....L. L. Caudle, Jr.

WWOK—Charlotte—1955

Frequency: 1480 Kc.....Power: 1 Kw.
Owned-Oper. By..Rounsaville of Charlotte, Inc.
Address.....215 Greystone Rd.
Phone: EDison 3-0551.....Air Time: Full Time
News Service .....UP
Representative .....Gill-Perna, Dora-Clayton
President.....Robert W. Rounsaville
General Manager.....William Wagner
Station Manager.....William Selley, Jr.
Commercial Manager.....Carter S. Jones
Sales Maneger.....R. M. Jones
Program Director.....Herb Berg
Publicity Director.....Mickey Bennett
Chief Engineer.....L. J. Hall

WRRZ—Clinton—1946—ABC

Frequency: 880 Kc.....Power: 1000 Watts d.
Owned.....WRRZ Radio Co.
Phone: 2165.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Station Rep. .....Walker
Membership .....NARTB
Station Manager.....H. D. Stanley
Sales Prom. Manager.....E. D. Powell
Program Director.....D. W. Welsh
Publicity Director.....J. R. Tew
Chief Engineer.....J. L. Bowles

WEGO—Concord—1943

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owne-Oper. By .....Cabarrus Bdcstg. Co.
Business-Studio Address .....P. O. 527
Phone: 2-6000.....Air Time: Daytime

WCKB—Dunn—1946

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....No. Car. Cent. Bcstrs.
Business Address.....Box 431
Phone: 3133.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
President.....Lelton A. Tart, Sr.
Sta., Gen. Mgr.....A. Lincoln Faulk
Commercial Manager.....Carl Lamm
Sales Prom. Mgr.....John Ciccone
Program Director.....Rudy Zurlo
Publicity Director.....Polly Faulk
Chief Engineer .....Joseph Kotlas

WDNC—Durham—1928—CBS

Freq.: 620 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....The Durham Radio Corp.
Bus.-Studio Address..138½ E. Chapel Hill St.
Phone: 6155.....Air Time: Full Time
News Service .....UP
Transcription Service .....Associated
Representative....Paul H. Raymer, Media Sls.
Membership .....NARTB, RAB
Manager.....J. Frank Jarman
Sales Manager.....Woody Woodhouse

WSRC—Durham—1954

Frequency: 1410 Kc.....Power: 1 Kw.
Owned.....Southern Bcstg. Co.
Address.....Box 28, East Club Blvd.
Phone: 2-4681.....Air Time: Daytime
Station Rep.....Rambeau, Dora-Clayton
Pres., Gen., Sta. Mgr.....John C. Greene, Jr.
Comm., Sls., Prom. Mgr.....Jack Hammette
Program Director.....H. R. Greene
Publicity Director.....Robert Abernathy
Chief Engineer.....Paul Horton

WSSB—Durham—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ....Public Information Corp.
Address.....211 Rigsbee Ave.
Station Rep. .....McGillvra
President.....E. L. Clinton
Program Director.....Paul Mason

WTIK—Durham—1946—ABC

Freq.: 1310 Kc...Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....WTIK, Inc.
Address.....205½ W. Main St.
News Service .....AP
Representative .....Bolling Co.
Membership .....NARTB, RAB
Pres., Gen. Manager.....Hugh Holder
Sales Manager.....H. Tom Morris
Program Dir.....William P. Weathers
Chief Engineer.....Robert L. Williams

WCDJ—Edenton—1955

Frequency: 1260 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Colonial Bcstg. Co.
Address.....P. O. Box 509
Phone: 871.....Air Time: Daytime
Representative .....Best
President, Comm. Mgr.....Ray A. Childres
General Manager.....William E. Johnston

WCNC—Elizabeth City—1939 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Albemarle Bcstg. Co., Inc.
Address.....Box 535
Phone: 4379.....Air Time: Full Time
Transcription Service .....Thesaurus
Station Rep. .....Continental
President.....J. L. Lamb, Sr.
Commercial Manager.....C. E. Ferrell
Program Director.....Jimmy Raper
Chief Engineer.....J. L. Lamb, Jr.

WGAI—Elizabeth City—1947 ABC

Freq.: 560 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Operated By.....WGAI Radio Co.

Business-Studio Address.....Kramer Bldg.
Phone: 4371-2.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Pres., Gen., Sta. Mgr.....C. Alden Baker
Commercial Mgr.....Jim Woods
Prom., Prog. Director.....Don Owens
Publicity Director.....Imogene Eason
Chief Engineer.....William F. Rogers

WIFM—Elkin—1951

Frequency: 1540 Kc.....Power: 250 Watts
Owned.....Tri-County Bcstg. Co. Inc.
Address.....Elk Spur St.
Phone: 860.....Air Time: Daytime
News Service .....UP
General Mgr.....Will Erwin
Ass't. Mgr., Chief Eng.....Eugene Smith, Jr.
Program Director.....Mrs. Ruth Smith

WFMO—Fairmont—1953

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Operated By....Carolinas Bcstg. Co.
Address .....Box 492
Phone: 4781.....Air Time: Daytime
News Service .....UP
Transcription Service .....Thesaurus
President .....Cutiar Moore
General Manager.....B. E. Peele

WFAI—Fayetteville—1947 CBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph E. Hess
Bus.-Studio Address.....Box 659
Phone: 2-8131.....Air Time: Full Time
News Service .....AP
Transcription Service.....RCA Thesaurus
Representative.....Thomas F. Clark
Pres., Gen., Sls., Prom. Mgr.....Ralph E. Hess
Comm. Mgr.....Bob Smith
Publicity Director.....Ted Shaffer
Program Director.....Dick Perry
Chief Engineer.....Bob Money

WFLB—Fayetteville—1948 ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayetteville Bcstrs., Inc.
Address.....P. O. Box 512
Phone: 2-7136.....Air Time: Full Time
News Service .....AP
Representative .....Burn-Smith
Membership .....NARTB, RAB
General Manager.....L. W. Allen
Commercial Manager.....W. D. Bailey
Chief Engineer.....John Buck

WFNC—Fayetteville—1940 MBS

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Cape Fear Bcstg. Co.
Address.....1009 William Clark Rd.
Phone: 2-4196, 2-4197.....Air Time: Full Time
News Service .....UP
Representative .....Walker
Membership .....RAB, NARTB
Pres., Gen. Mgr.....Victor W. Dawson
Commercial Manager.....Tom Harrell
Program Director.....Mac Stamps
Chief Engineer .....John Ikner

WBBO—Forest City—1947 KBS

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Rutherford Co. Radio Co., Inc.
Address .....Forest City
Phone: 3205.....Air Time: Daytime
News Service .....AP
Newspaper Affil.....Courier
Transcription Service.....World
Membership .....NARTB
Pres., Gen., Sls. Mgr.....Ed M. Anderson
Comm. Manager.....Fred Blanton
Program Director.....Lee Kanipe
Chief Engineer.....Merton Iwerks

WFVG—Fuquay Springs—1949 KBS

Frequency: 1460 Kc. ....Power: 1000 Watts d.
Owned-Oper. By .....WFVG Bdcstg. Co.
Business-Studio Address.....Box 488
Phone: 333.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Representative.....Continental Radio Sales
President .....J. M. Stephenson
Gen., Sta., Comm. Mgr.....Wm. A. Sellers, Jr.
Sls. Prom. Mgr., Ch Eng...Robert E. Stephenson
Prog., Pub. Dir.....Walter M. Pearson

WGNC—Gastonia—1939—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Catherine T. McSwain
Address .....Dallas Highway
Phone: UN 5-8501.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Continental Radio Sales
President.....Catherine T. McSwain
Gen., Sta. Mgr.....Pat McSwain
Commercial Manager.....Carl S. Rhyne
Program Director.....Fred Gray
Chief Engineer.....W. C. Groves, Jr.

WLTC—Gastonia—1947—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Gastonia Bcstg. Serv., Inc.
Address.....P. O. Box 1010
Phone: UN 5-1079.....Air Time: Daytime
News Service .....AP
Representative.....Thomas F. Clark
Pres., Gen., Sta. Mgr.....James B. Petty
Commercial Manager.....Boyce C. Morrow
Program Director.....Betsy Scarboro
Chief Engineer.....Don Voigt

WFMC—Goldsboro—1951

Frequency: 730 Kc.....Power: 1 Kw. d.
Owned.....Southern Radio & TV Corp.
Address.....117 Truck Lane
Phone: 963.....Air Time: Daytime
News Service .....UP
Trans. Service....World, Lang-Worth, SESAC
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Kenneth T. Marshall
Program Director.....Henry M. Harrison, Jr.

WGBR—Goldsboro—1939
ABC

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By .E. Carolina Bdcstg. Co., Inc.
Address.....P. O. Box 1024
Phone: 3730.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB
President .....A. T. Hawkins
Comm., Gen. Mgr., Pgm. Dir...V. G. Balkcum
Chief Engineer.....Daniel B. Trueblood

WGOL—Goldsboro—1955

Frequency: 1300 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Wayne Bcstg. Co.
Address.....116 West Mulberry Street
President.....John L. Henderson

WBIG—Greensboro—1926
CBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....North Carolina Bcstg. Co.
Studio Address.....Battleground Rd.
Phone: 2-6125.....Air Time: Full Time
News Service .....UP
Representative.....George P. Hollingbery
Membership .....NARTB
President.....Michaux H. Crocker
Gen., Prom., Sta. Mgr.....Allen Wannamaker
Commercial Mgr.....William P. Mitchell
Publicity Director.....Virginia Neese
Program Director.....Dan Griffin
Chief Engineer.....Earl Ellison

WCOG—Greensboro—1948
ABC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Inter-City Adv. Co., Inc.
Business-Studio Address.....314 S. Greene St.
Phone: 3-7262.....Air Time: Full Time
News Service .....UP
Representative.....The Bolling Co.
Transcription .....Lang-Worth
Membership .....NARTB
President.....George W. Dowdy
General Manager.....Gilbert M. Hutchison
Commercial Manager.....Jack L. Rimmer
Sales Prom. Mgr.....Mrs. Margaret Jones
Chief Engineer.....Marvin E. Johnson

WGBG—Greensboro—1942
MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Greensboro Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 2280
Phone: 3-3631.....Air Time: Full Time
News Service .....UP
Representative .....Burn-Smith
Pres., Gen., Sta. Mgr.....Ralph M. Lambeth
Commercial Mgr.....B. George Barber, Jr.
Program Director.....Curt Welborne
Chief Engineer .....Fred S. Smith

WPET—Greensboro—1954

Frequency: 950 Kc.....Power: 500 Watts
Owned.....Wayne M. Nelson
Address .....Box 3488
Phone: 5-4464.....Air Time: Daytime
News Service .....UP
Transcription Service.....Cole, Capitol
Owner, Gen., Sta. Mgr.....Wayne M. Nelson
Comm., Sls. Prom. Mgr.....Leona Showmar
Chief Engineer.....E. M. Stanton

WGTC—Greenville—1940
MBS

Frequency: 1590 Kc.....Power: 5 Kw.
Owned-Oper. By....Greenville Radio Co., Inc.
Address.....103 E. 5th St.
Phone: 6740.....Air Time: Full Time
News Service.....UP
Transcription.....World, Capitol, Associated
Membership .....NARTB
President.....H. W. Anderson
Gen., Comm. Mgr.....H. W. Severance
Program Director.....Joel Lawhon
Chief Engineer.....Bill Covington

WHNC—Henderson—1945
MBS-KBS

Frequency: 890 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Henderson Radio Corp.
Bus.-Studio Address.....Norlina Road
Pres., Gen. Manager.....Nathan Frank

WHVH—Henderson—1955

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Vance Co. Bcstg. Co.
Address.....Box 131
Phone: 3019.....Air Time: Full Time
News Service .....UP
Transcription .....SESAC
Representative .....Best
Membership .....NARTB
President.....Howard V. Harrell
Gen., Sta., Comm. Mgr.....G. A. Corkum
Sls., Prom., Prog. Dir.....Mozelle Phillips
Publicity Director.....Jim Daniel
Chief Engineer.....Howard V. Harrell

WHKP—Hendersonville—1946
ABC

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Oper. By....Radio Hendersonville, Inc.
Address.....Chimney Rock Road
Phone: 9061.....Air Time: Daytime
News Service .....UP
Transcription..McGregor, Keystone, Standard
Representative .....Donald Cooke
President .....Beverly Middleson
Gen., Sta. Manager.....Kermit Edney
Comm., Sls., Prom. Mgr.....John Horton
Program Director.....Jimmy Northington
Chief Engineer.....Charles Renfrow

WHKY—Hickory—1939 MBS-ABC

Freq.: 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By...Catawba Valley Bcstg. Co.
Address.....415 1st Ave., N.W.
Phone: 2294.....Air Time: Full Time
Representative.....Dora Clayton
Transcription Service .....World
News. Affil....."Daily Record"
Membership .....NARTB
News Service .....UP
President.....Carl V. Cline
Gen., Sta. Manager.....Edmund S. Long
Comm. Prom. Mgr.....James K. Willis
Prog., Pub. Dir.....Laura Hall
Chief Engineer.....Thomas E. Long

WIRC—Hickory—1948

Frequency: 630 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Foothills Bdcstg., Inc.
Address.....Box 484 Annex
Phone: 2124.....Air Time: Daytime
News Service .....AP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson
Membership .....NARTB
President.....Margaret A. Smith
Gen., Sta. Manager.....E. H. Smith, Jr.
Sta. Mgr., Chief Engr.....Elmer Troutman
Commercial Manager .....Lee Douglas
Program Director.....Mattie I. Padgett
Chief Engineer.....Elmer H. Troutman

WHPE—High Point—1947 KBS

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....High Point Bcstg. Co.
Business-Studio Address.....504 N. Main St.
News Service .....AP
Transcription Service .....World
Station Rep.....Media Sales
General Manager.....D. S. Hedgecock
Comm. Manager.....Harold Craven

WMFR—High Point—1935 ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WMFR, Inc.
Business Studio Address.....164 S. Main
Phone: 4593.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....RAB
Pres., Gen.-Station Mgr.....Frank S. Lambeth
Commercial Manager.....Frank Smith
Sls., Prom., Pub. Dir.....G. D. Sullivan
Program Director.....Max Meeks
Chief Engineer.....Robert P. Boyd

WNOS—High Point—1953

Frequency: 1590 Kc.....Power: 1000 Watts d.
Address .....Box 1448
Phone: 8900.....Air Time: Daytime
News Service .....AP
Transcription Service .....Associated
Station Rep. .....Continental
Pres., Gen. Mgr.....W. H. Currie
Commercial Mgr.....Howell F. McElfresh

WJNC—Jacksonville—1945 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Onslow Bcstg. Corp.
Address .....Jacksonville
Phone: 7707.....Air Time: Full Time
Pres., Gen. Mgr.....Robert P. Mendelson
Sta. Manager.....Rodric L. Jones
Program Director.....Jean B. Mendelson
Chief Engineer.....Rod O. Dorsey

WLAS—Jacksonville—1953

Frequency: 910 Kc.....Power: 1000 Watts
Owner.....Seaboard Bcstg. Corp.
Address .....Box 56
Phone: 3901.....Air Time: Daytime
News Service .....UP
Transcription .....Thesaurus
Membership .....NARTB
President .....Jerry Popkin
Gen., Comm. Manager.....Paul Parker

WGTL—Kannapolis—1946

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Fred H. Whitley, Inc.
Address .....Box 997
Phone: 8700.....Air Time: Daytime
Membership .....NARTB
Pres., Gen. Mgr.....Fred H. Whitley
Chief Engineer.....Foy Hinson

WKMT—Kings Mountain 1953

Frequency: 1220 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....R. H. Whitesides
Address .....Box 669
Phone: 999.....Air Time: Daytime
News Service .....UP
Representative .....Dora-Clayton
President.....R. H. Whitesides
Gen., Sta. Mgr.....Jonas R. Bridges
Comm. Mgr.....Ned McGill
Sales Prom. Mgr.....Julius Mahon
Program Dir.....Doris Bridges
Publicity Director.....Rob't Green
Chief Engineer.....George Patterson

WELS—Kinston—1950—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Farmers Bstg. Service, Inc.
Address.....1312 W. Vernon Ave.
Phone: 5151.....Air Time: Daytime
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Devney, Dora Clayton
Membership.....RAB, NARTB
President.....William S. Page
Gen., Comm. Manager.....Jack P. Hankins
Prog. Dir.....W. A. Kiker
Chief Engineer.....Harvey Mewborn

WFTC—Kinston—1937—ABC

Frequency: 960 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By.....Kinston Bcstg. Co.
Address.....204 East King St.
Phone: 4111.....Air Time: Full Time
News Service.....AP
Representative.....Best
Gen., Sta., Comm. Mgr.....J. Harold Vester
Publicity Director.....H. R. Shriver
Chief Engineer.....Herman Civils

WISP—Kinston—1953—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Citizen's Bcstg. Co., Inc.
Address.....Oasis Bldg.
Phone: 6161.....Air Time: Full Time
News Service.....AP
Transcription.....World
Pres., Gen. Mgr.....E. J. Schuffman
Commercial Mgr.....J. L. Moseley
Program Director.....Robert E. Mongold
Chief Engineer.....David Hardison

WEWO—Laurinburg—1947 KBS

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Scotland Bcstg. Co
Bus.-Studio Address.....State Bank Bldg.
Phone: 770.....Air Time: Daytime
News Service.....AP, UP
Membership.....NARTB, RAB
Sta. Rep.....Dora Clayton
President.....Edwin Pate
General Manager.....J. R. Dalrymple, Jr.
Chief Engineer.....Truman N. Brock

WLOE—Leaksville—1946 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WLOE, Inc.
Address.....Leaksville
Phone: MA 3-3118.....Air Time: Full Time
News Service.....AP
Transcription.....Thesaurus
Membership.....NARTB
Pres., Gen., Sta., Comm. Mgr....D. L. Craddock
Sales Prom. Mgr.....Carl F. Webb
Program Director.....Barbara Earles
Chief Engineer.....Eldred Winn

WJRI—Lenoir—1946 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....John P. Rabb
Address.....Union Nat'l. Bank Bldg.
News Service.....UP
Transcription Service.....Lang-Worth

WBUY—Lexington—1946 KBS

Frequency: 1440 Kc.....Power: 250 Watts
Owned-Oper. By..Davidson County Bcstg. Co.
Business Address.....P. O. Box 359
Phone: 2716.....Air Time: Daytime
News Service.....AP
Transmitter Service....Thesaurus, Lang-Worth
Station Rep.....Continental
Membership.....RAB
General Manager.....Omar G. Hilton
Station Manager.....Dewey M. Hutchins
Program Director.....Donald Matney
Chief Engineer.....Fred Honeycutt

WLON—Lincolnton—1953

Frequency: 1050 Kc.....Power: 500 Watts
Owned.....Lincoln County Bcstg. Co., Inc.
Address.....Startown Rd.
Phone: RE 5-8071-2.....Air Time: Daytime
News Service.....AP
President.....J. A. Polhill
Gen., Sta., Comm. Mgr.....W. Jack Brown
Prog. Dir.....Charles W. Loveland
Chief Engineer.....Dennis C. Long

WAGR—Lumberton—1954 ABC

Frequency: 1480 Kc.....Power: 1000 Watts
Owner.....Southeastern Bcstg. Corp.
Address.....217 E. 3rd St.
Phone: 3394.....Air Time: Full Time
News Service.....UP
Transcription.....Lang-Worth
Representative.....Walker
Membership.....NARTB
President.....Hector McLean
General Manager.....L. F. Mattes
Sta. Mgr., Prog. Dir.....A. E. Pruitt
Sales Manager.....Alan Vause
Publicity Director.....Fred Potts
Chief Engineer.....Milton Newsome

WTSB—Lumberton—1946 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Robeson Bcstg. Corp.
Phone: 6056.....Air Time: Full Time
News Service.....AP
Membership.....NARTB
Transcription Service.....World
Representative.....Continental Radio Sales
General Mgr.....James MacNeil

WBRM—Marion—1949

Frequency: 1250 Kc.....Power: 1000 Watts d.

Owned-Operated By..Lake City Bcstg. Corp.
Address .....Box 229
Phone: 7221.....Air Time: Daytime
News Service .....UP
President.....W. P. Erwin
Sales Prom. Manager.....J. C. Pleasant
Sta. Mgr., Pub., Prog. Dir....J. L. Reynolds, Jr.
Chief Engineer.....Hubert C. Martin

WMAP—Monroe—1948—KBS

Frequency: 1060 Kc.....Power: 250 Watts d.
Owned-Operated By.....Union Bcstg. Corp.
Business Address.....Walkup Ave.
Phone: ATlantic 3-6621....Air Time: Daytime
Station Rep.....Continental, Media Sales
News Service .....UP
Station Manager.....J. A. Laney
Business Manager.....W. D. Benton
Program Director.....Frank Funderburk
Chief Engineer.....Robert I. Smith

WHIP—Mooresville—1950 KBS

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Wayne M. Nelson
Address.....Mooresville, N. C.
Phone: 3-4301.....Air Time: Daytime
News Service .....UP
Transcription Service .....Capitol
Pres., Gen., Sta. Mgr.....Wayne M. Nelson
Comm., Sls., Prom. Mgr.....Leona Showmar
Chief Engineer.....E. M. Stanton, Jr.

WMBL—Morehead City—1947 KBS

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Carteret Bcstg. Co., Inc.
Address.....Box 432
Phone: 6-3188.....Air Time: Daytime
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB
Representative .....McGillvra
Pres., Gen., Sta. Mgr.....Grover C. Munden
Comm. Manager.....Charles Markey
Chief Engineer.....Walder Niemi
Program Director.....Fay M. Merrell

WMNC—Morganton—1947

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Nathan J. Cooper
Address .....Box 698
News Service .....AP
Transcription .....Standard
President.....Nathan J. Cooper
Comm. Manager.....William Hauser
Chief Engineer.....Frank A. Ballew
Program Director.....Madelyn V. Patton

WPAQ—Mt. Airy—1948—KBS

Frequency: 740 Kc.....Power: 10,000 Watts d.
Owned-Operated By.....Ralph D. Epperson
Address .....Mt. Airy
Phone: 1400-1.....Air Time: Daytime
News Service .....AP
Representative .....Thomas Clark
Membership .....NARTB
Pres., Gen.-Sta. Mgr.....Ralph D. Epperson
Commercial Manager.....Lucy Bowman
Sales Prom. Mgr.....Bill Belton
Program Director.....Costin Lindsay
Publicity Director.....Chris Martin
Chief Engineer.....Harry A. Epperson, Jr.

WSYD—Mount Airy—1951 MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Mount Airy Bcstrs., Inc.,
Address.....P. O. Box 209
Phone: 581.....Air Time: Full Time
Pres., Gen. Mgr.....Robert H. Epperson
Commercial Manager.....Erastus F. Poore
Prog. Dir., Prom. Manager.....Alma Hiatt
Ass't. Prom. Mgr., Prog. Dir...Elbert Williams

WHIT—New Bern—1942 MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WHIT
Address.....Highway 17, So.
Phone: 4450-4024.....Air Time: Full Time
News Service .....UP
Representative .....John E. Pearson
Gen., Sta. Manager.....Ray D. Williams
Prog. Dir., Sls., Prom. Mgr.....Jim Putnam
Chief Engineer.....Ed Williams

WOOW—New Bern—1953 KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Craven Bcstg. Co.
Address .....Glenburnie Gardens
Phone: 3311.....Air Time: Full Time
Membership .....NARTB
Transcription Service .....Thesaurus
President.....Dr. F. Y. Sorrell
General Manager.....James A. Ballard
Commercial Mgr.....David Pursglove
Program Dir.....C. B. Stegall
Chief Engineer.....Roy Ingram

WNNC—Newton—1948 KBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Newton-Conover Bcstg. Co.
Business Address.....West "A" St.
Phone: 930.....Air Time: Full Time
Pres., Gen., Sta. Mgr.....Earl Holder
Comm., Sls. Prom. Mgr.....Eugene Henry
Program Director.....Sylvia Cope
Chief Engineer.....Eddie Rose

WKBC—North Wilkesboro 1947—KBS

Frequency: 810 Kc.....Power: 1000 Watts d.

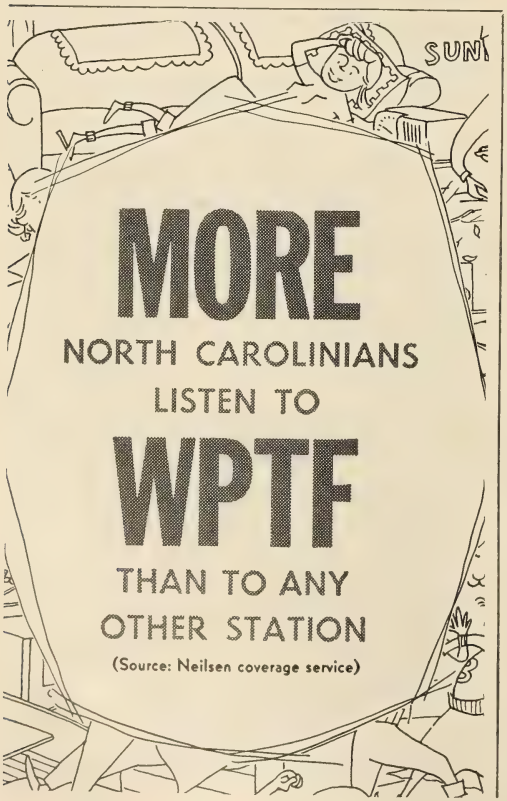
Owned-Oper. By.....Wilkes Bcstg. Co.
Address .....Radio Bldg.
Phone: 633.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Membership .....RAB
Pres., Gen. Mgr.....Doris B. Brown
Comm.-Sales Prom. Mgr.....Roland B. Potter
Prog., Pub. Director.....Doyle Satterthwaite
Chief Engineer.....Walter Harrold

WOXF—Oxford—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oxford Bcstg. Corp.
Address.....P. O. Box 1111
Phone: 4167.....Air Time: Full Time
News Service .....AP
General Manager. .. James F. Flanagan
Comm. Manager.....Mike Hight

WMSN—Raleigh—1954

Frequency: 570 Kc.....Power: 500 Watts
Owned-Oper. By...Merchants & Farmers Sta.
Address.....649 Maywood Ave.
News Service .....AP
Transcription Service .....SESAC
General Mgr.....B. H. Ingle, Jr.
Comm. Manager.....Jack L. Wrenn



WKIX—Raleigh—1948
ABC-MBS

Freq.: 850 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By...Sir Walter Television Co.
Address.....2128 W. Boulevard
Phone: 4-8282.....Air Time: Full Time
News Service .....AP
Representative .....Avery-Knodel
Membership .....NARTB, RAB
President.....John W. English
General Mgr.....Richard J. Hallwood
Commercial Mgr.....James Simpson
Chief Engineer.....Arthur Humphrey

WPTF—Raleigh—1924—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WPTF Radio Co.
Business-Studio Address.....Insurance Bldg.
Phone: 8311.....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.Peters, Griffin, Woodward, Inc.
Membership.....NARTB, RAB
Pres., Gen., Sta. Mgr.....Richard H. Mason
Commercial Mgr.....R. W. Youngsteadt
Program Manager.....Graham B. Poyner
Publicity Director.....Worth White
Chief Engineer.....Henry Hulick, Jr.

WRAL—Raleigh—1939

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Capitol Bcstg. Co., Inc.
Bus.-Studio Address.....130 S. Salisbury St.
Phone: 4-6401.....Air Time: Full Time
News Service .....AP
Representative.....Forjoe & Co.
Membership .....NARTB, RAB
President.....A. J. Fletcher
Gen., Sta. Manager.....Fred Fletcher
Commercial Mgr.....N. Fletcher Turner, Jr.
Program Director.....George Hall
Chief Engineer.....Virgil D. Duncan

WFRC—Reidsville—1947
KBS-ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By....Piedmont Carolina Bcstg.
Business-Studio Address.....Box 990
Phone: 4361-2.....Air Time: Full Time
News Service .....AP
Representative.....Bogne & Martin
Membership .....NARTB
President.....H. T. Williams
Gen., Sta., Comm. Mgr....Stephen F. Woodson
Program Director.....Alfred Nelson
Prog., Pub. Director.....Page Smith
Chief Engineer.....Sam Sexton

WREV—Reidsville—1948

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Reidsville Bcstg. Co.
Address .....Drawer 1349
Phone: 7051.....Air Time: Daytime
News Service .....UP

Rep.....Webb, Interstate United Newspapers
Pres., Gen. Mgr.....William M. Oliver, Sr.
Program Director.....Mrs. Katye P. Oliver
V.P., Ch. Engineer.....William M. Oliver, Jr.

WCBT—Roanoke Rapids 1939—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....WCBT, Inc.
Address.....251 Roanoke Ave.
Phone: 7-2545.....Air Time: Full Time
News Service .....AP
Station Rep. .....Continental
Transcription Service .....World
Pres., Mgr.....J. Winfield Crew, Jr.
Station Manager.....Jerry Elliott
Commercial Mgr.....Donald O. Collins
Program Director.....Dick Phillips
Chief Engineer.....Marvin Floyd

WAYN—Rockingham—1946

Frequency: 900 Kc.....Power: 1000 Watts a.
Owned-Operated By.....WAYN, Inc.
Address .....Rockingham
Phone: 4041.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Pres., Gen., Sta. Mgr.....Wayne M. Nelson
Comm., Sls., Prom. Mgr.....William Futterer
Program Director.....Mrs. Joyce Morris
Chief Engineer.....Carl M. Wilson

WCEC—Rocky Mount—1947 CBS

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned By.....East Carolina Electronics
Bus.-Studio Address.....115 N. Church St.
Phone: 2-3108.....Air Time: Daytime
News Service .....AP
Newspaper Affiliation .....Telegram
Representative .....Pearson
Membership .....NARTB
President.....Josh L. Horne
Gen., Sta. Manager.....Mel Warner
Commercial Manager.....Ray Thompson
Sls., Prom. Mgr.....Bill Morgan
Prog., Pub. Director.....Ray Wilkinson
Chief Engineer.....Grover Taylor

WEED—Rocky Mount—1933 ABC

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....W. A. Wynne
Address .....Box 752
Phone: 6-6736.....Air Time: Full Time
News Service .....AP
Representative .....Burn-Smith
General Manager.....W. A. Wayne
Commercial Mgr.....R. E. Horner
Chief Engineer.....Joe R. Morris

WRXO—Roxboro—1949

Frequency: 1430.....Power: 1000 Watts d.
Owned-Operated By.....Roxboro Bcstg. Co.
Address .....Box 130
Phone: 6013.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
General Manager.....H. S. Taylor

WSAT—Salisbury—1947

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....Mid-Carolina Bcstg. Co.
Business-Address .....Drawer 99
News Service .....UP
Representative .....McGillvra
Membership .....NARTB, RAB
President.....Charles H. Wents
Secretary-Treasurer.....Harry L. Welch
Vice President.....E. L. Sherman

WSTP—Salisbury—1939 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Piedmont Bcstg. Corp.
Bus.-Studio Address.....Center Theatre Bldg.
Phone: 2121.....Air Time: Full Time
Manager.....Russ McIntire
Comm. Manager.....Russell Hunt

WEYE—Sanford—1952

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lee Bcstg. Corp.
Address.....137 S. Steele St.
Phone: 4-5561.....Air Time: Daytime
News Service .....AP
President.....W. L. Simmons
Vice President.....J. R. Ingram
Comm. Manager.....Mike Meshburn
General Manager.....W. W. Primm

WWGP—Sanford—1946—KBS

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sandhills Bcstg. Corp.
Address.....P. O. Box 651
Phone: SPring 3-6611.....Air Time: Daytime
News Service .....UP
Newspaper Affilitaion .....Herald
Transcription Service .....World
President, Sec'y.-Treas.....W. E. Homer
Gen., Sta. Mgr., Prog. Dir.....Del Carty
Comm. Manager.....L. B. Nelson
Chief Engineer.....Edward Becker

WOHS—Shelby—1946 MBS-KBS

Frequency: 730 Kc.....Power: 1000 Watts
Owned-Oper. By.....Western Carolina Radio
Business Address.....1511 W. Dixon Blvd.
Phone: 6313.....Air Time: Daytime
News Service .....UP
Membership .....NARTB
Pres., Gen. Manager.....Robert M. Wallace
Comm. Manager.....Don McLain
Program Director.....Charles Loveland
Chief Engineer.....Edwin Patterson

WNCA—Siler City—1952

Frequency: 1570 Kc.....Power: 1000 Watts d.

Owned-Operated By.....Chatam Bdcstg. Co.
Address.....P. O. Box 352
Phone: 616.....Air Time: Daytime
News Service .....UP
Membership .....RAB
Representative.....Best; Media
Transcription Service.....Lang-Worth, SESAC
President .....William Wren
Gen., Sta., Comm. Mgr.....L. C. Bruce
Sales Promotion Mgr.....Homer L. Day
Program Director.....Eugene Whitaker
Publicity Director.....Alex McNeill
Chief Engineer.....C. D. Chandler

WMPM—Smithfield—1950

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Selma-Smithfield Bcstg. Co.
Address .....Buffalo Rd.
Phone: 2434.....Air Time: Daytime
News Service .....UP
Transcription Service .....Capitol
General Manager.....John S. Townsend
Commercial Mgr.....Bill Burwell

WEEB—Southern Pines—1947

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned..The Sandhill Community Bcstrs., Inc.
Address.....135 W. New Hampshire Ave.
Phone: 2-2942.....Air Time: Daytime
News Service .....AP
Transcription Service .....Associated
Station Rep. .....Holman
Membership .....NARTB
Pres., Gen. Mgr.....Jack S. Younts
Comm., Prom. Mgr., Ch. Eng...Joe A. Warren
Program Director.....Charles G. Clapp

WTOE—Spruce Pine—1955

Frequency: 1470 Kc.....Power: 1 Kw. d.
Owned-Oper. By..Toe River Valley Bcstg. Co.
Address.....RFD 1, Box 20-B
President.....T. N. Cooper

WSIC—Statesville—1947
MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Statesville Bcstg. Co.
Address .....Box 1189
Phone: 9078.....Air Time: Full Time
News Service .....AP
Membership .....NARTB
Gen., Sta., Comm. Mgr.....Charles D. Melton
Program Director.....Tom Lawrence
Chief Engineer .....T. K. Abernethy

WTAB—Tabor City—1954

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tabor City Bcstg. Co.
Address.....P. O. Box 605
Phone: 3171.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
President.....John B. Ward, Sr.
Station Manager.....Troy McPherson
Promotion Manager.....John Soles, Jr.

WCPS—Tarboro—1946

Frequency: 760 Kc..... Power: 1000 Watts d.
Owned-Oper....Coastal Plains Bcstg. Co., Inc.
Bus.-Studio Address....Edgecombe Bank Bldg.
Phone: 2191-2.....Air Time: Daytime
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Dora-Clayton
Membership .....NARTB
President.....V. E. Fountain
General Manager.....G. Lee Hodges
Comm. Manager.....Lewis Heilbroner
Program Director.....Tom Shields

WTNC—Thomasville—1947

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned By.....The Thomasville Bcstg. Co
Address.....P. O. Box 750
Phone: 2701.....Air Time: Daytime
News Service .....UP
President .....George W. Lyles, Sr.
Gen., Sta., Comm. Mgr.....Harold Harrison
Chief Engineer.....James McAden

WTYN—Tryon—1954

Frequency: 1580 Kc.....Power: 250 Watts
Owned.....Thermal Bcstg. Co.
Address.....P. O. Box 1482
Phone: 361.....Air Time: Daytime
News Service .....UP
Station Manager.....Mildred Allen
Commercial Mgr.....Edithe Mooneyham
Chief Engineer.....Palmer Greer

WADE—Wadesboro—1947
KBS

Frequency: 1210 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....R. P. Lyon & Son
Address .....Wadesboro
Phone: 81.....Air Time: Daytime
News Service .....UP
Transcription .....Thesaurus
Representative .....Walker
President.....R. A. Lyon
General, Sta. Mgr.....W. P. Billingsley
Comm., Sls. Prom. Mgr.....W. V. Mitchell
Program Director.....Peggy L. Mitchell
Chief Engineer.....W. S. Taylor

WLSE—Wallace—1953

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Duplin Bcstg. Co.
Address .....Hwy. 117, N.
General Manager.....Lester L. Gould
Sta., Comm. Manager.....John T. Newman

WHED—Washington—1948
KBS

Frequency 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Pamlico Bcstg. Co.
Address.....Box 439
Phone: 278.....Air Time: Full Time
News Service .....UP
Representative .....Continental

Pres., Gen., Sta. Mgr.....W. W. Moore
Comm., Sls. Prom. Mgr.....Peter Moore
Program Director.....Don Wilkerson
Publicity Director.....William Boahn
Chief Engineer.....Richard Tripp

WRRF—Washington—1942 ABC

Frequency: 930 Kc.....Power: 5 Kw., 1 Kw. n.
Owned-Oper. By..Tar Heel Bcstg. System, Inc.
Bus.-Studio Add.....Bank of Washington Bldg.
Phone: 403.....Air Time: Full Time
News Service.....AP
Transcription .....Thesaurus
Representative .....Walker
President.....W. R. Roberson, Jr.
Station Manager.....William Abeyounis
Program Director.....Merrill Daniels
Chief Engineer.....L. E. Hiland

WHCC—Waynesville—1947 KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....WHCC, Inc.
Business-Studio Address.....Box 180
Phone: Glendale 6-8661...Air Time: Full Time
News Service .....UP
Transcription.....Thesaurus, SESAC
Pres., Gen. Mgr.....K. D. Fry
Sls. Prom. Mgr., Prog. Dir.....M. F. Fry
Chief Engineer.....Joseph W. Herman

WENC—Whiteville—1946 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Whiteville Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 700
Representative .....Clark
Membership .....NARTB, RAB
Comm. Manager.....C. D. Pickerrell
Station Manager.....Jerry Honeycutt

WIAM—Williamston—1951

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....E. Carolina Bcstg. Co.
Address.....115 E. Main St.
Phone: 2478.....Air Time: Daytime
News Service .....UP
Co-O., Sta. Manager.....William H. Farrior
Co.-O., Gen., Comm. Mgr...Charles M. Gaylord
Chief Engineer.....Charles Neer

WGNI—Wilmington—1947 MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...New Hanover Bcstg. Corp.
Business Address.....Box 869
Phone: 2-2493.....Air Time: Full Time
News Service .....UP
Transcription .....Thesaurus
Representative .....Pearson
President.....J. S. Brody
General Manager.....Allen B. Jones
Commercial Mgr.....A. V. Thompson
Sls. Prom. Director.....Tancil Horne
Publicity Director.....Arlene Collier
Chief Eng., Prog. Dir.....Arthur L. Madeley

WMFD—Wilmington—1935 ABC

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....R. A. Dunlea
Address .....Box 696
Phone: 3-4666.....Air Time: Full Time
Representative .....Burn-Smith
News Service .....UP
Transcription Service .....World
Pres., Gen. Mgr.....R. A. Dunlea, Sr.
Comm. Manager.....Al Compton
Prog., Pub. Director.....Clay McBride
Chief Engineer.....E. I. Herring, Jr.

WGTM—Wilson—1937—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By.....Watson Industries, Inc.
Bus.-Studio Address.....Herring Ave. Ext.
Phone: 2188.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Walker
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....Penn T. Watson, Sr.
Commercial Manager.....Desmond Barclay
Sls., Prom. Mgr.....P. T. Watson, Jr.
Publicity Director.....C. M. Farris
Program Director.....Bill Bunn
Chief Engineer.....W. H. Malone

WVOT—Wilson—1948 MBS

Freq.: 1420 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Wilson Radio Co., Inc.
Phone: 5157.....Air Time: Full Time
News Service .....AP
President.....H. W. Anderson
Gen., Sta. Mgr.....Harry Severance
Commercial Mgr.....P. O. Barnes
Sales Prom. Mgr.....Lynda Thomas
Program Director .....Joel Lawhon
Chief Engineer .....Dan Williams

WAAA—Winston-Salem—1950

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned.....Camel City Bcstg. Corp.
Address .....Box 3119
Station Representative.....Forjoe & Co.
President.....R. B. Woodyard
General Manager.....Ranny Daly

WAIR—Winston-Salem—1937 ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Winston-Salem, Inc.
Business Address.....W. 1st St.
Phone: 21133.....Air Time: Full Time
Representative .....Burn-Smith
Membership .....RAB
News Service.....AP
Transcription .....World
President.....John S. Riggs
General Manager.....Wallace Voight
Publicity Director.....Lee Baine
Program Director.....Lawrence Patrick
Chief Engineer.....Lee King

WSJS—Winston-Salem—1930 NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Piedmont Publishing Co.
Bus.-Studio Address.....419-21 N. Spruce St.
Phone: 5-2311.....Air Time: Full Time
Transcription Service .....Lang-Worth
News Service .....UP
Newspaper Affil....Journal, Twin City Sentinel
Representative .....Headley-Reed
Membership .....NARTB
President .....Gordon Gray
V.P., Gen. Mgr.....Harold Essex
Operations Manager.....Phil Hedrick
Sales Manager.....Harry B. Shaw
Program Manager.....John Comas
Publicity Director.....Jean Isenhower
Chief Engineer.....Leon Casley

WTOB—Winston-Salem—1947 CBS

Freq.: 1380 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Op. By..Winston-Salem Bcstg. Co., Inc.
Address.....300 S. Stratford
Phone: 3-4353.....Air Time: Full Time
Representative.....H-R Reps.
President, Pub. Dir.....James W. Coan
General, Sta. Manager.....John G. Johnson
Comm. Manager.....Charles Brunt
Chief Engineer.....James Hoke

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WINSTON-SALEM, N. C.

KFYR—Bismarck—1925 NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Meyer Bcstg. Co.
Bus.-Studio Address.....202½ Fourth St.
Phone: CA 3-0900.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB, RAB
Representative .....John Blair
President.....Mrs. P. G. Meyer
General Manager.....W. A. Ekberg
Station Comm. Mgr.....R. W. MacLeod
Program Director.....Don McLean
Promotion Dir.....Jack Swenson
Chief Engineer.....Ivar Nelson

KDLR—Devils Lake—1925 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KDLR, Inc.
Business-Studio Address.....1025 3rd St.
Phone: 1090.....Air Time: Full Time
News Service .....UP
Transcription .....World, SESAC
Pres., Gen. Manager.....Bert Wick
Comm. Manager.....Paul R. Lange
Program Director.....Wilbur Clemenson
Publicity Director.....Norman Buckner
Chief Engineer.....Richard Moritz

KDIX—Dickinson—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Dickinson Radio Assn.
Bus.-Studio Address.....119 2d Ave. W.
Phone: 4113.....Air Time: Daytime
News Service.....AP, UP
Trans. Service.....Standard, SESAC, World
Representative .....Holman
Membership .....NARTB, RAB
President.....Dr. P. J. Weir
Gen.-Sta. Mgr.....Orville F. Burda
Commercial Manager.....E. A. Spear
Prog., Pub. Dir.....Lauren Haacke
Chief Engineer.....Benjamin G. Lockerd

KFGO—Fargo—1948—ABC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By...Northern States Bcstg. Co.
Business-Studio Address.....KFGO Bldg.
Transcription Service .....Standard
Representative .....Gill-Perna
News Service .....AP
General Manager.....Charles G. Burke

WDAY—Fargo—1922—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By..... .WDAY, Inc.
Business-Studio Address.....Black Bldg.
Phone: 2-3371.....Air Time: Full Time
News Service.....AP, UP
Newspaper Affil.....Forum
Transcription Service .....Thesaurus
Membership.. .....NARTB, RAB
Representative.....Free & Peters
President, Gen. Mgr.....E. C. Reineke
Station Manager.....Jack Dunn
General Manager.....Tom Barnes
Sales Promotion Manager.....Roy Pedersen
Sales Manager.....Bill Burn
Program Director.....Ernie Brevik
Technical Director .....Julius Hetland
Chief Engineer.....Juline Savold

KILO—Grand Forks—1941 CBS

Frequency 1440 Kc.....Power: 1000 d.; 500n.
Owned-Oper. By....Grand Forks Herald, Inc.
Bus.-Studio Address....First Natl. Bank Bldg.
Phone: 4-5321.....Air Time: Full Time
News Service .....AP
Newspaper Affiliation ....."Herald"
Transcription Service .....Thesaurus
Representative...Everett-McKinney, O'Connell
Membership .....NARTB
Pres., Gen. Mgr.....M. M. Oppegard
Commercial Manager.....Herman Livingston
Program Director..... ...John Doyle
Chief Engineer.....A. F. Petrich

KNOX—Grand Forks—1947 MBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned By.....Community Radio Corp.
Address .....Grand Forks
Phone: 4-4611.....Air Time: Full Time
News Service .....UP
Membership .....NARTB, RAB
Representative...Rambeau, Bulmer & Johnson
President.....Carroll E. Day
General Manager.....John G. French
Comm. Manager.....Robert Lukkason
Program Director.....John Dark
Chief Engineer.....David Chumley

KNDC—Hettinger—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Hettinger Bcstg. Co.
Address .....Lambert Bldg.
Phone: 549.....Air Time: Full Time
News Service .....UP
Transcription .....Thesaurus
Station Representative.....UMBS Sales
Membership .....NARTB
Manager .....Les Kleven

KEYJ—Jamestown—1954 MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....James River Bcstg. Co.
Address .....White Bldg.
Phone: 1400.....Air Time: Full Time
News Service .....UP
Transcription .....Standard
President.....Robert E. Ingstad
Station Manager.....A. G. Berry
Comm. Manager.....R. L. Richardson
Program Director.....N. C. Grant
Chief Engineer.....R. Jensen

KSJB—Jamestown—1937
CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....N. Dak. Bcstg. Co., Inc.
Address.....429 S. W. Second St.
Phone: 1600.....Air Time: Full Time
News Service.....AP
Representative.....Weed & Co.
President.....John W. Boler
General Manager.....Robert E. Bausman
Sales Prom. Manager.....S. S. Ingersoll
Program Director.....Don Kingsley
Chief Engineer.....Harvey Van Erum

KGCU—Mandan—1925
MBS-ABC

Frequency: 1270 Kc.....Power: 1000 d.; 250n.
Owned-Oper. By.....Mandan Radio Assn.
Business-Studio Address.....200 Third Ave.
Phone: 561.....Air Time: Full Time
News Service .....AP
Representative .....Gill-Perna
Membership .....RAB
President .....W. S. Russell
Manager .....Paul C. Gussner

KCJB—Minot—1950—CBS

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....No. Dakota Bcstg. Co.
Address .....Minot
Phone: 51-161.....Air Time: Full Time
Representative ..... Weed
News Service .....UP
Membership .....NARTB, RAB
President.....John W. Boler
Station Manager.....Chester Reiten
Comm. Manager.....Hugo Furstaneau
Chief Engineer.....Joseph Main

KLPM—Minot—1929—MBS

Frequency: 1390 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Minot Bcstg. Co.
Business-Studio Address..Fairblock, So. Main
Phone: 41-146.....Air Time: Full Time
News Service.....AP
Transcription Service .....World
Representative .....Walker
President.....John B. Cooley
Gen., Sta. Manager.....C. W. Baker
Commercial Mgr.....Leslie E. Maupin
Publicity Dir.....Dolpres Haugen
Sta. Mgr., Chief Engineer.....C. W. Baker

KOVC—Valley City—1936
MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KOVC, Inc.
Business-Studio Address..135 Central Ave. S.
Phone: 1490.....Air Time: Full Time
Transcription Service .....Standard
Pres., Gen. Mgr.....Robert E. Ingstad
Program Director.....Lyle Peterson
Comm. Manager.....Russ Kaber
Chief Engineer.....Charles Sjostrom

KEYZ—Williston—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Charles L. Scofield
Address .....Box 1240
Phone: 35-371.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Membership .....RAB, NARTB
General Manager.....C. L. Scofield
Comm. Manager.....W. L. Holter
Sales Prom. Manager.....Bob Miller
Chief Engineer.....Robert A. Foster

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FOR RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

WADC—Akron—1925—CBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Allen T. Simmons
Bus.-Studio Address.....WADC Bldg.
Phone: JEfferson 5-6165....Air Time: Full Time
News Service .....UP
Transcription Service.....Standard
Representative.....George P. Hollingbery
Owner-Operator.....Allen T. Simmons
Assistant Manager.....Robert B. Wilson
Sales Prom. Mgr.....Doc Williams
Program Director.....Harold H. Hageman
Publicity Director.....Mary Jo Stasell
Chief Engineer.....Arnold Bock

WAKR—Akron—1940—ABC

Frequency: 1590 Kc.....Power: 5000 Watts
Owned By.....Summit Radio Corp.
Address.....853 Copley Rd.
Phone: PO 2-8811.....Air Time: Full Time
Newspaper Affiliation.....Beacon Journal
News Service.....UP, AP
Representative .....Weed
President, Gen. Mgr.....S. Bernard Berk
Station Manager.....Roger G. Berk
V. P., Dir. Sales.....Kenneth M. Keegan
Pgm., Pub. Dir.....A. R. Cooper
Chief Engineer.....Irwin L. Knopp

WCUE—Akron—1949

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Akron Bcstg. Corp.
Address.....41 S. Main St.
Phone: Fr. 6-7114.....Air Time: Daytime
Representative .....Pearson
News Service .....UP
Transcription .....Standard
Membership .....NARTB
President, Gen. Mgr.....Tim Elliot
Sta., Comm. Mgr.....Jack Maurer
Asst. Sales Mgr.....Harley Lucas
Program Director.....Jack Clifton
Sls. Prom. Mgr.....Jean Elliot
Publicity Director.....Bob Lape
Chief Engineer.....George V. Paul

WHKK—Akron—1944—MBS

Frequency: 640 Kc.....Power: 1000 Watts
Owned-Oper. By.....WHKK Bcstg. Co.
Business-Studio Address.....51 W. State St.
Phone: BI 3-7101.....Air Time: Daytime
News Service .....UP
Membership .....RAB
Representative .....Bolling
Co-Owners.....J. B. Maurer, P. R. Herbert
Program Director.....Cliff Rodgers
Chief Engineer.....Henry Neiderkofler

WFAH—Alliance—1953

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Review Pub. Co.
Address.....2720 S. Union
Phone 1-5345
Representative .....Rambeau
News Service .....AP
Newspaper Affiliation.....Alliance Review
Transcription Service.....World, Lang-Worth
Membership .....NARTB
General Manager.....D. A. Peterson
Commercial Mgr.....Robert A. Gates
Prog. Director.....Edward D. Krahling
Chief Engineer.....Gene Peterman

WATG—Ashland—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Ashland Bcstg. Corp.
Address .....Ashland
Phone: 2-1572.....Air Time: Full Time
Transcription Service .....Thesaurus
Representative .....McGillvra
News Service .....AP
President.....Robert S. Burke
Gen., Sta. Mgr., Ch. Eng.....Don Holzapfel
Comm. Manager.....Harlan Cook, Jr.
Prog., Pub. Director.....Charles Kilkenny

WICA—Ashtabula—1937

Freq.: 970 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....WICA, Inc.
Address .....Ashtabula
Phone: 32-126.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Everett-McKinney
President.....D. C. Rowley
General Manager.....John Colin
Station Manager.....D. W. Fassett
Comm. Manager.....Vernon Webster
Sales Prom. Manager.....Lawrence Gerrity
Program Director.....John C. Strassen
Chief Engineer.....F. N. Barnato

WATH—Athens—1950

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned By...Andrew Kovlin & James Sinyard
Address.....P. O. Box 527
Phone 31587.....Air Time: Daytime
Station Rep. .....Continental
Membership .....NARTB
Gen. Mgr., Chief Engr.....Andrew Kovlan
Comm. Manager.....John Kerr
Program Director.....George Charles

WTRX—Bellaire—1947—MBS

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned .....WTRX, Inc.
Phone: BE 1515.....Air Time: Daytime
President, Gen. Mgr.....Walter Patterson
Program Director.....Paul Howard
Pub. Dir., Sales Prom. Mgr...William Greaver
Chief Engineer.....George T. Cowen

WOHP—Bellefontaine—1952 KBS

Frequency: 1390 Kc.....Power: 500 Watts
Owned.....Lake Erie Radio & TV Corp.
Address .....Box 338
Phone: 2-5796.....Air Time: Daytime
President.....T. M. Nelson
General Manager.....R. K. Wood
Chief Engineer.....Ken Arnold

WWBG—Bowling Green—1954

Frequency: 730 Kc.....Power: 250 Watts d.
Owner.....Howard R. Ward
Address .....Dirlam Rd.
Phone: 3-8021.....Air Time: Daytime
News Service .....AP
Manager.....Howard R. Ward
Program Director.....Eugene Robinson

WILE—Cambridge—1948 KBS

Frequency: 1270 Kc.....Power: 1000 Watts a.
Owned-Oper...Land o' The Lakes Bcstg. Corp.
Business-Studio Address.....917 Beatty Ave.
Phone: 4-5605.....Air Time: Daytime
News Service .....AP
Transcription Service .....Standard
President.....Howard A. Donahoe
Comm. Mgr.....Bruce Meighen
Program Director.....David C. Lorimer
Chief Engineer.....Harold Black

WHOT—Campbell—1955

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By..Greater Youngstown Bcstg.
Address....401 N. Blaine Ave., Youngstown
Representative .....Forjoe
News Service .....UP
Owner .....Myron Jones
General Manager.....William Fleckenstein
Commercial Manager.....Lou Skelly

WAND—Canton—1947

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Magic Wand Bcstg. Co.
Address .....Tuscarawas & High
Phone: 68396.....Air Time: Daytime
News Service .....AP
Transcription Service .....Capitol
Representative.....Hil F. Best
President.....P. C. Wilson
Station Manager .....James Wilson

WCMW—Canton—1946

Frequency: 1060 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Stark Bcstg. Corp.
Bus.-Studio Address.....Hills & Dales Rd.
Phone: 5-9475.....Air Time: Daytime
Representative.....Burke Stewart
Pres., Gen. Mgr.....S. L. Huffman
Station Manager.....Clark L. Dozer
Commercial Mgr.....Jack R. Hale
Sales Prom. Manager.....R. Bremkamp
Program Director.....D. I. Dever
Publicity Director.....Jane Thomas
Chief Engineer.....W. Waechter

WHBC—Canton—1925—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Ohio Bcstg. Co.
Business-Studio Address....550 S. Market St.
Phone: 6-7166.....Air Time: Full Time
News Service .....AP
Newspaper Affil.....Brush-Moore
Representative....Venard, Rintoul, McConnell
Membership .....NARTB, RAB
President.....Gordon G. Strong
Director of Radio.....Eugene Carr
Station Manager.....Robert C. Fehlman
Commercial Manager.....Paul E. Gilmor
Publicity Director.....Nancy Schneider
Program Director.....Lee Atwell
Chief Engineer.....Robert Breen

WBEX—Chillicothe—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Shawnee Bcstg. Co.
Business-Studio Address.....Pohlman Road
Phone: 3-2244.....Air Time: Full Time
News Service .....UP
Representative.....W. S. Grant
Transcription Service .....Standard
President.....Truman A. Morris
Station Manager.....Lewis F. Wagner
Chief Engineer.....George T. Evangelow

WCIN—Cincinnati—1953

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Robert W. Rounsaville
Address....Radio Station WQXI, Atlanta, Ga.
Phone: MU 1-7600.....Air Time: Daytime
Representative.....Gill-Perna, Dora-Clayton
President.....R. W. Rounsaville
Station Manager.....Ralph B. Johnson
Commercial Manager..Bernard M. Dabney, Jr.
Sales Prom. Mgr.....Bob Williams
Program Director.....Larry Dean Faulker
Publicity Director.....George White
Chief Engineer.....Joseph McCormick

WCKY—Cincinnati—1929

Frequency: 1530 Kc.....Power: 50,000 Watts
Owned-Operated By.....L. B. Wilson, Inc.
Bus.-Studio Address....Hotel Sheraton Gibson
Phone: Cherry 1-6565....Air Time: Full Time
Representative .....Thomas Welstead
Membership .....RAB
Pres., Gen. Manager.....Chas H. Topmiller
Sales Promotion Mgr.....Robert M. Fleming
Program Director.....Jeanette Heinze

WCPO—Cincinnati—1927 MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Scripps-Howard Radio, Inc.
Phone: Capitol 1-0777.....Air Time: Full Time
Studio Address.....2345 Symmes St.
News Service .....UP
Newspaper Affil.....Post
Representative .....John Blair
Membership .....NARTB
President.....Jack R. Howard
General Manager.....M. C. Watters
Station Manager.....Colin G. Male
Comm. Manager.....R. Rietman
Program Director.....Bill Dawes
Chief Engineer.....Paul Adams

WKRC—Cincinnati—1921
CBS

Frequency: 550 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Radio Cincinnati, Inc.
Address-Trans. .....Hotel Alms
Phone: Woodburn 1-0550..Air Time: Full Time
News Service .....AP
Newspaper Affiliation .....Times-Star
Transcription Service .....SESAC
Representative .....Katz
Membership .....NARTB
President.....Hulbert Taft, Jr.
Exec. Vice Pres.....David G. Taft
Sales Prom. Manager.....John Walsh
Station Manager.....Hubbard Hood
V. P., National Sls. Mgr....Kenneth W. Church
Program Director.....Ed Kennedy, Jr.
Local Sls. Manager.....H. M. Heilbrun
Chief Engineer.....George Wilson

WLW—Cincinnati—1922
NBC

Frequency: 700 Kc.....Power: 50 Kw.
Owned.....Crosley Bcstg., Corp.
Address.....140 W. Ninth St.
Phone: CHerry 1-1822....Air Time: Full Time
News Service.....INS, UP
Representative.....WLW Sls., NBC Spot Sls.
Membership .....NARTB, RAB
Chm. of Board.....James D. Shouse
Pres., Gen. Mgr.....Robert E. Dunville
V.P., Asst. Gen. Mgr.....Ward Quaal
V.P., Treas.....K. T. Murphy
V.P., chg. of Sls.....Harry Mason Smith
V.P., Public Relations.....Gilbert Kingsbury
Dir. Client Ser. Dept.....Richard K. Jones
Program Dir.....Chester Herman
Chief Engineer.....R. J. Rockwell

WSAI—Cincinnati—1923
ABC

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By.....Gordon Bcstg. Co.
Address .....Sinton Hotel
Phone: Main 1-1068.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative ..... Weed
Membership .....RAB
Pres., Gen. Mgr.....Sherwood R. Gordon
Nat'l Sales Manager.....Lu Bassett
Local Sales Manager.....H. O. Parry
Promotion Director.....Arthur Plaut
Program Director.....Paul Jones
Chief Engineer.....Jonas Heiser

WDOK—Cleveland—1950

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Civic Bcstrs., Inc.
Address.....1515 Euclid Ave.
Phone: Main 1-2890.....Air Time: Full Time
News Service.....UP, INS
Representative .....H-R
Transcription Service.....SESAC

THE *RADIO* STATION THAT *SELLS* CINCINNATI!

wsai

1ST FOR MUSIC!
1ST FOR NEWS!
1ST FOR SPORTS!

WSAI-Radio's cost-per-thousand story will amaze you!
WSAI-Radio's rating story will astound you!
WSAI-Radio's acceptance story will convince you that WSAI is the station you *must* buy to *sell* Cincinnati.

IN CINCINNATI... EVERYBODY LOVES
wsai
GORDON BROADCASTING CO.
Sherwood R. Gordon, President and General Manager
Nat'l. Representatives: WEED

THE NEW SOUND IN CINCINNATI HAS A CASH REGISTER RING

Membership .....NARTB
Pres.....R. Morris Pierce
Director Operations.....Ralph Quay
Sales Prom. Manager.....L. Auerbach
Ass't to Pres. & Treas.....Frederick Wolf
Chief Engineer.....Clifford Ormston

WERE—Cleveland—1948

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By....Cleveland Bcstg. Inc.
Address.....1501 Euclid Ave.
Phone: SUperior 1-9600...Air Time: Full Time
News Service .....AP, INS
Station Rep.....Venard, Rintoul & McConnell
President.....Ray T. Miller
General Manager.....Richard M. Klaus
Comm. Manager.....C. A. Dunbar
Program Director.....Ed Stevens
Chief Engineer.....Harry Dennis

WGAR—Cleveland—1930 CBS

Frequency: 1220 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Peoples Bcstg. Corp.
Address .....246 No. High St.
News Service.....INS, UP
Representative ..... Christal
Membership .....NARTB, RAB
President.....Murray D. Lincoln
V. Pres., Gen. Mgr.....Herbert Evans
Station Manager.....Carl E. George
Commercial Mgr.....Robert E. Forker
Program Director.....Robert Smiley

WHK—Cleveland—1921—MBS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address..5000 Euclid Avenue
Phone: Express 1-5000....Air Time: Full Time
News Service.....AP, INS
Transcription Service.....BMI, ASCAP
Representative .....Headley-Reed
Membership.....NARTB, RAB
Newspaper Affil.....Plain Dealer
President.....Sterling E. Graham
General Manager .....K. K. Hackathorn
Commercial Manager.....W. K. Brusman
Sales Prom. Manager.....John Wyman
Program Director.....Leslie F. Biebl
Publicity Director.....Merle Levin
Chief Engineer.....R. H. DeLany

WJMO—Cleveland—1947

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....UBC of Ohio
Address.....2157 Euclid Ave.
Phone: SUperior 1-4424....Air Time: Daytime
News Service .....UP
President .....Richard Eaton
Station Manager.....Paul Nickel
Sales Manager.....L. B. Adams

WJW—Cleveland—1943—ABC

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....Storer
Business-Studio Address.....1375 Euclid Ave.
Phone: SUperior 1-0101....Air Time: Full Time

WJW Radio

CLEVELAND OHIO'S

STANDOUT Station for

- Music
- News
- Sports
- Community Service

A Storer Broadcasting Company Station
Basic ABC . . . 5000 Watts
Represented nationally by
KATZ AGENCY

GREATER CLEVELAND'S
NUMBER 1 STATION
RADIO WSRS

News Service ..... UP
Transcription Service ..... Standard
Representative ..... Katz
President ..... G. B. Storer, Sr.
Gen., Sls. Mgr. ..... John D. Kelly
Program Director ..... Bruce MacDonald
Promotion Director ..... Peter Lee
Chief Engineer ..... Harold Brinkman

KYW—Cleveland—1923

Frequency: 1100 Kc. ..... Power: 50,000 Watts
Owned-Oper. By ..... Westinghouse Bcstg. Co.
Bus.-Studio Address .... 815 Superior Ave. N.E.
Phone: CHerry 1-0942 ..... Air Time: Full Time
News Service ..... AP, UP
Transcription Service ..... Thesaurus
Rep. ..... Peters, Griffin, Woodward, Inc.
Membership ..... NARTB, RAB
President ..... Donald H. McGannon
Vice-President ..... Rolland V. Tooke
General Manager ..... Gordon Davis
Sls. Mgr. ..... John McIntosh, Jr.
Adv., Sls., Prom. Mgr. ..... Edward Wallis
Chief Eng. ..... Howard Spiller
Asst. Sales Mgr. ..... Theodore E. Sliwa
Adv. & Sls. Prom. Mgr. Radio ... Janet K. Byers

WSRS—Cleveland—1947

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... WSRS, Inc.
Address ..... 2156 Lee Rd.
Phone: ERieview 1-2005 .. Air Time: Full Time
News Service ..... AP, INS
Transcription Service ..... Associated
Representative ..... Pearson
President ..... S. R. Sague
Exec. Director ..... Norman V. Bergholm
Chief Engineer ..... Bob Leedham

WBNS—Columbus—1924
CBS

Frequency: 1460 Kc. . Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By ..... RadiOhio, Inc.
Business-Studio Address ..... 33 N. High St.
Phone: CA. 4-9265 ..... Air Time: Full Time
News Service ..... AP
Representative ..... John Blair
Membership ..... NARTB, RAB
General Manager ..... Richard A. Borel
Commercial Manager ..... W. L. Orr
Sales Prom. Director ..... Jim Yeman
Program Director ..... Geer Parkinson
Publicity Director ..... M. Babington
Chief Engineer ..... Lester H. Nafzger

WCOL—Columbus—1922
ABC

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Air Trails, Inc.

KYW—RADIO

first in Cleveland!

KYW . . . Northern Ohio's only class 1A, 50,000 Watt, clear channel radio station! Covers 32 counties in one of the country's richest industrial areas.

To you this means audience action in the nation's seventh largest market.

KYW serves 4½ million people in the nation's highest per-capita income area.

Put KYW to work for you in Cleveland. Call John McIntosh, Jr., Sales Manager, at CHerry 1-0942, or Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, MUrray Hill 7-0808, N.Y.

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO
BOSTON—WBZ+WBZA
PITTSBURGH—KDKA
CLEVELAND—KYW
FORT WAYNE—WOWO
PORTLAND—KEX

TELEVISION
BOSTON—WBZ-TV
PITTSBURGH—KDKA-TV
CLEVELAND—KYW-TV
SAN FRANCISCO—KPIX

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY
PETERS, GRIFFIN, WOODWARD, INC.

Business-Studio Address..E. Broad & Young St.
Phone: CA 1-4581.....Air Time: Full Time
Representative .....H-R Reps., Inc.
News Service .....AP
President .....Charles Sawyer
Exec. V.P.....J. P. Williams
Sta., Comm. Manager.....C. E. Kennedy
Program Director.....Jerry McFarlane
Publicity Director.....Sally Bingham
Chief Engineer.....Harold E. Beard

WTVN—Columbus—1921 MBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Columbus
Business-Studio Address.....22 East Gay St.
Phone: Capital 4-1271.....Air Time: Full Time
News Service.....AP, INS, UP
Transcription Service.....World
Representative ..... Katz
President.....Hulbert Taft, Jr.
General Manager.....Byron Taggart
Comm. Mgr.....Sam T. Johnston
Sls. Prom. Mgr., Pub. Dir.....Dan Ries
Program Director.....Robert Adkins
Chief Engineer.....W. T. Hansher

WVKO—Columbus—1951

Frequency: 1580 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sky Way Bcstg. Corp.
Address.....274 S. 3rd St.
Phone: CA. 1-5247.....Air Time: Daytime
Representative .....Forjoe
President .....Gustav Hirsch
Gen., Sta. Manager.....Bert Charles
Comm. Manager.....William Selander
Prog. Dir.....Bert Charles
Sls. Prom. Mgr., Pub. Dir.....Marjorie White
Chief Engineer.....William Hammett

WTNS—Coshocton—1947

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Coshocton Bcstg. Co.
Business-Studio Address.....114 N. 6th St.
Phone: 1560.....Air Time: Daytime
Trans. Service .....World
News Service .....UP
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Bruce Wallace
Sales Manager.....James Sigman

WAVI—Dayton—1947

(SEE SPRINGFIELD, OHIO)

WHIO—Dayton—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Miami Valley Bcstg. Corp.
Business-Studio Address.1414 Wilmington Ave.
Phone: Madison 6581.....Air Time: Full Time
News Service.....AP, UP
Representative .....Hollingbery
Membership .....NARTB, RAB
President.....James M. Cox, Jr.
General Manager.....Robert H. Moody
Merchandising Manager.....W. E. Wolaver
National Sales Manager.....Wade H. Alley
Promotion Director.....Chuck Gay

WING—Dayton—1924—ABC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Oper. By.....Great Trails Bcstg. Co.
Business-Studio Address.....121 N. Main St.
Phone: Hemlock 3773.....Air Time: Full Time
News Service .....AP
Representative .....H-R
President .....Charles Sawyer
Exec. V.P. & Gen. Mgr...John Pattison Williams
Vice-Presidents.....G. Denning, A. Buchan
Station Manager.....Jack Wymer
Publicity Director.....Larry Marker
Chief Engineer.....Howard Ryan

WONE—Dayton—1949

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Skyland Bcstg. Corp.
Address.....380 West First St.
Phone: Michigan 6501....Air Time: Full Time
Representative .....Headley-Reed
Pres., Gen. Manager....Ronald B. Woodyard
Nat'l Sales Manager.....C. J. Thornquest
Commercial Manager.....Louis G. Froelich
Chief Engineer.....Stanley A. Beck

WONW—Defiance—1949

Frequency: 1280 Kc.....Power: 500 Watts
Owned-Oper. By.....Tri-State Bcstg. Co.
Address.....P. O. Box 278
Phone: 32226.....Air Time: Full Time
News Service .....UP
Transcription Service .....Associated
Representative .....Devney
V.P., Gen. Manager.....Glenn R. Thayer

WJER—Dover—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Dover Bcstg. Co., Inc.
Address .....210 Blvd.
Phone: 4-2126.....Air Time: Full Time
Manager.....W. B. Steis
Commercial Manager.....John C. Needs

WOHI—East Liverpool—1949 ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....East Liverpool Bcstg. Co.
Address.....516 Market St.
Phone: FU. 5-1490.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
President, Gen. Manager..Richard V. Beatty
Station Manager.....R. E. Metcalfe
Comm., Prom. Mgr.....George T. Farrall
Prog. Director.....James Lowery, Jr.
Chief Engineer.....George Kelly

WEOL—Elyria—1948

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Elyria-Lorain Bcstg. Co.
Address.....Elyria Savings and Trust Bldg.
Phone: 2255.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Station Representative .....Walker
President .....Roy W. Ammel
General Manager.....Arthur Vogel
Comm., Sta. Mgr.....Richard E. Barrett

WFIN—Findlay—1941

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Operated By....The Findlay Publ. Co.
Address.....101½ W. Sandusky St.
Phone: 1330.....Air Time: Daytime
News Service .....AP, INS
Representative .....McGillvra
General Manager.....Harold H. Heminger
Prog. Dir.....Jack Douglas

WFOB—Fostoria—1946—KBS

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....Seneca Radio Corp.
Address .....U. S. 23
Phone: 5666.....Air Time: Full Time
News Service .....AP
Trans. Service.....Capitol, SESAC, World
Station Rep. .....Rambeau
President .....Andrew Emerine
Station Manager.....Mel Murray
Commercial Mgr.....Roger V. Wise
Prog. Director.....Jim Paulus

WFRO—Fremont—1949

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Wolfe Bcstg. Corp.
Address.....905 W. State St.
Phone: FE. 2-3951.....Air Time: Daytime
Representative.....Hil F. Best
News Service .....UP
Membership .....NARTB
President.....Robert F. Wolfe
Managing Director.....R. C. Force

WJEH—Gallipolis—1950 KBS

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By..Ohio Valley on the Air, Inc.
Address .....Box 244
Phone: 1160-1.....Air Time: Daytime
News Service .....UP
Transcription Service..... World
Representative .....Grant
President.....John E. Halliday
General Manager.....Marianne Campbell
Commercial Manager.....W. C. Hurley
Program Director.....William Watterson, Jr.
Chief Engineer.....Edgar Atkins

WMOH—Hamilton—1944

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Fort Hamilton Bcstg. Co.
Bus.-Studio Address..Second Natl. Bank Bldg.
Phone: Hamilton 4-6543...Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....W. S. Grant
President.....Robert J. Briede
General Manager.....Robert L. Odson
Sta. Mgr., Prog. Director.....Norm Keller
Ass't Gen. Mgr., Comm. Mgr.....Ray Motley

WIRO—Ironton—1951 MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owner.....Iron City Bcstg. Co.
Address .....Radio Plaza
Phone: 360.....Air Time: Full Time
Representative .....McGillvra
Pres., Ch. Eng.....C. A. Baker
Gen., Sta. Mgr.....C. E. McElroy
Comm. Mgr.....Jack Martin
Prog. Dir.....H. L. Goldberg
Prog., Pub. Dir.....Jay Brushart

WLMJ—Jackson—1953—KBS

Frequency: 1280 Kc.....Power: 1 Kw., d.
Owned .....WLMJ Inc.
Address.....P.O. Box 72
Phone: 850; 950.....Air Time: Daytime
News Service.....AP
Transcription .....Standard
Station Representative.....W. S. Grant
President.....Frances D. Moore
General Mgr.....Don W. Hughes
Commercial Mgr.....Art Farrar
Program Director.....Jake Gohm
Chief Engineer.....Eddie Adkins

WHOK—Lancaster—1947

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned-Oper. By..Hocking Valley Bcstg. Corp.
Address-Trans. Loc.....Memorial Dr.
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB
Pres., Gen. Mgr.....Dr. Nelson Embrey
Station Manager.....William L. Zimmerman
Program Director.....E. J. Blazer
Chief Engineer.....C. E. Huston

WIMA—Lima—1948—ABC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....N.W. Ohio Bcstg. Corp.
Business-Studio Address.....223 N. Main St.
Phone: 32660.....Air Time: Full Time
News Service .....AP
Representative .....H-R
Membership .....RAB
President.....G. E. Hamilton
General Sta. Mgr.....R. W. Mack
Commercial Mgr.....C. B. Heller
Sales Prom. Manager.....J. L. Spring
Program Dir.....Easter Straker
Chief Engineer.....A. J. F. Smith

WMAN—Mansfield—1939 ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Richland, Inc.
Business-Studio Address...144½ Park Ave. W.
Phone: 4235-6.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative...Venard, Rintoul & McConnell
Membership .....NARTB, RAB
Pres., Gen., Sta., Sls., Mgr.....J. M. O'Hara
Comm. Manager.....John Patrick
Prog.-Pub. Dir.....Robert James
Chief Engineer.....William Morrison

WMOA—Marietta—1946 MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Marietta Bcstg. Co.
Business Address.....P. O. Box 201
Phone: 1690.....Air Time: Full Time
Representative .....McGillvra
Membership .....NARTB
General Manager.....R. Sanford Guyer

WMRN—Marion—1940—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....The Marion Bcstg. Co.
Business Address.....P. O. 518
Phone: 3-1131.....Air Time: Full Time

AM WMRN FM

MARION — OHIO

15 Years of Service
and Growth
in
Central Ohio

—o—

Studios in Marion
and Bucyrus
Operating

425-Acre Livestock
and Grain Farm
ABC Affiliate

News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB, RAB
Pres., Gen.-Sta. Mgr.....Robert T. Mason
Commercial Manager.....Arthur L. Martin
Prog. Dir.....Madge Cooper
Sls. Prom. Mgr., Pub. Dir.....Majorie Williams
Chief Engineer.....Francis Joseph Peters

WPFB—Middletown—1947

Freq.: 910 Kc.....Power: 1 Kw. d., 100 W. n.
Owned-Operated By.....Paul F. Braden
Address Trans. Loc.....Central Ave.
Phone: 2-3625.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
Rep..... Grant Webb
Membership .....NARTB, RAB
Manager.....Paul F. Braden
Sales Manager.....J. H. LeMoyne
Production Director.....Charles Reeder
Comm. Manager.....Ray Iglehart, Jr.

WMVO—Mt. Vernon—1953 KBS

Frequency: 1300 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Mt. Vernon Bcstg. Co.
Address.....Coshocton Rd., Box 390
Phone: 20946.....Air Time: Daytime
News Service..... UP
Transcription .....Thesaurus
President.....Dr. Charles Tramont
General Manager.....Mrs. C. M. Zelkowitz
Program Director.....George Bennett
Publicity Director.....Rudy Maxwell
Chief Engineer.....Royce O. Woodward

WCLT—Newark—1946

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By...Advocate Printing Co.
Address.....25 West Main St.
Phone: FAirfax 4-0071....Air Time: Daytime
News Service .....AP
Newspaper Affiliation.....The Advocate
Representative .....Meeker Associates
Membership .....NARTB, RAB
President.....Frank W. Spencer
General Manager.....Thomas A. Rogers
Commercial Mgr.....Robert Pricer
Program Director.....John Fisher
Chief Engineer.....Benjamin Windle

WPTW—Piqua—1947—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper...Miami County Bcstg. Co., Inc.
Address-Trans.....1625 W. Covington Ave.
Phone: 1420-1.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Representative ..... Best
Membership ..... RAB
Pres., Gen. Mgr.....Richard E. Hunt
Sta., Comm. Mgr.....Robert Bubp
Prog., Pub. Dir.....Ken Shroyer
Chief Engineer.....Dallas Davis

WNXT—Portsmouth—1951
ABC

Frequency: 1260 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By....Portsmouth Bcstg. Co.
Address.....Masonic Temple Bldg.
News Service .....UP
Phone: 2-1961.....Air Time: Full Time
Representative .....Everett-McKinney
Pres., Gen., Sta., Comm. Mgr..Marshall Rosene
Program Director.....Phil Phillips
Publicity Director.....Thelma Henderson
Chief Engineer.....Russell Newman

WPAY—Portsmouth—1935
CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....The Scioto Bcstg. Co.
Address.....1009 Gallia St.
News Service .....AP
Newspaper Affil.....Brush-Moore
Representative...Venard, Rintoul & McConnell
Membership .....NARTB, RAB
President .....Eugene Carr
Station Manager.....John T. Baker
Chief Engineer.....Maurice L. Myers

WLEC—Sandusky—1947
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lake Erie Bcstg. Co.
Address.....Cleveland Rd. & Huntington
Phone: 5170.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB, RAB
Pres., General-Station Mgr.....Jay Wagner
Commercial Manager.....Louis Mahla
Program Director.....Robert Hinners
Chief Engineer.....Jay Leibach

WAVI—Springfield—1947

Frequency: 1210 Kc.....Power: 250 Watts d.
Owned.....WAVI Bcstg. Corp.
Address.....1428 Cincinnati St.
Phone: Hemlock 1291.....Air Time: Daytime
News Service .....AP
Station Rep. .....Gill-Perna
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Harry K. Crowl
Station Manager.....Art Burnham

WBLY—Springfield—1947

Frequency: 1600 Kc....Power: 1000 Watts d.
Owned-Oper. By....Champion City Bcstg. Co.
Address.....Chamber of Commerce Bldg.
Phone: 3-4676.....Air Time: Daytime
Representative .....McGillvra
Transcription Service .....Associated
General Manager.....Robert Yontz
Program Director.....James Bissey

WIZE—Springfield—1940
ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Voice of Springfield
Trans. Address.....115 W. High St.
Phone: 3-4955.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative.....H. R. Representative, Inc.
Executive Vice-President.....J. P. Williams
Admin. Assistant.....Alex Buchan
Station Mgr.....Collis A. Young

WSTV—Steubenville—1940
MBS

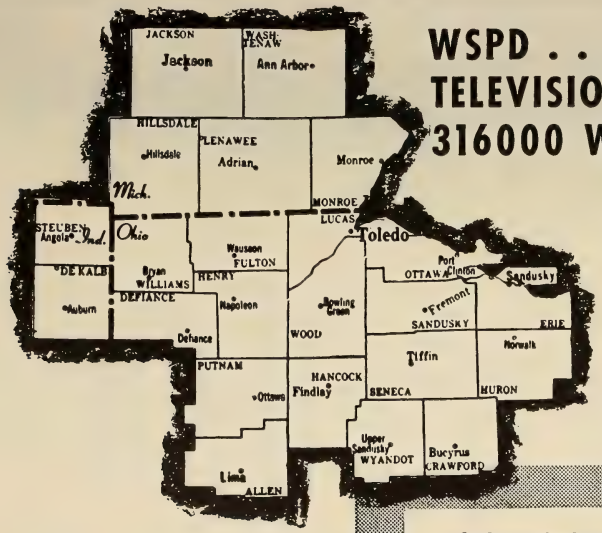
Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WSTV, Inc.
Bus.-Studio Address....Exchange Realty Bldg.
Phone: ATlantic 2-6265....Air Time: Full Time
News Service .....UP
Representative .....Avery-Knoedel
Pres.....Jack N. Berkman
V.P., Gen. Mgr.....John J. Laux
Comm. Manager.....Joseph M. Troesch
Publicity Director.....Bill McClinton
Program Director.....Harry Birrell
Chief Engineer.....Charles S. Shepherd

WOHO—Toledo—1954

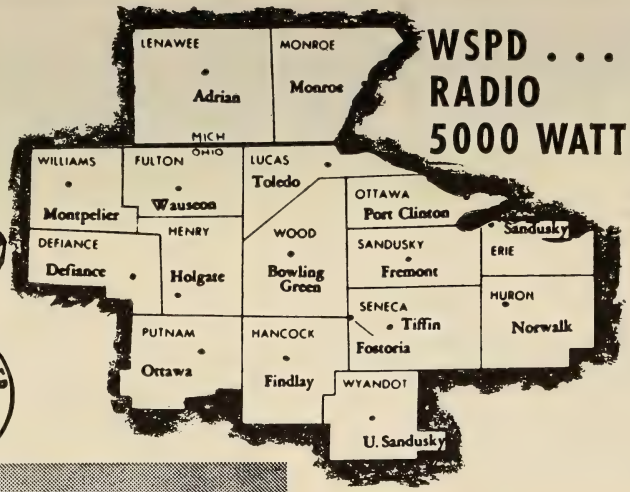
Frequency: 1470 Kc.....Power: 1470 Watts
Owner.....Midwestern Bcstg. Co.
Address.....2965 Pickle Road
Phone: Lennox 6576.....Air Time: Full Time
Representative ..... Pearson
President .....Ford R. Weber
General Manager.....Russel Gohring
Comm. Manager.....William Webster
Program Director.....Paul King
Chief Engineer.....Edwin J. Powell

WTOD—Toledo—1946

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Unity Corp.
Business-Studio Address..3225 Arlington Ave.
Phone: Elgin 2507.....Air Time: Daytime
News Service .....AP
Newspaper Affil.....Erie Dispatch
Transcription Service .....Lang-Worth
Representative .....Forjoe
President .....Edward Lamb
General Manager.....Sunne Miller
Program Director.....Richard Rice
Chief Engineer.....Robert Sowers



WSPD . . . TELEVISION 316000 WATTS



WSPD . . . RADIO 5000 WATTS

Toledo ranks high in the nation's 200 leading areas . . .

• 38th in population • 33rd in total income • 37th in retail sales • 39th in effective buying power • 6th in buying power per capita • 7th in buying power per family • 34th in Food sales • 34th in Gen. Mdse. • 37th in Furniture and Household sales • 31st in Automotive sales • 35th in Drug Sales.

SPeeDy daily entertains the people whose buying habits account for Toledo's high rating.

Authority for above listening and market information: Nielsen Coverage Service; Sales Management Survey of Buying Power.

WSPD

RADIO
TELEVISION
TOLEDO, OHIO

Represented Nationally by KATZ

Storer Broadcasting Company

TOM HARKER, NAT SALES DIR., 118 E. 57th STREET, NEW YORK

WSPD—Toledo—1921—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Oper. By.....George B. Storer
Bus.-Studio Address.....136 Huron St.
Phone: CHerry 8-6201....Air Time: Full Time
News Service.....INS, UP
Transcription Service .....Lang-Worth
Newspaper Affil.....Miami Beach Sun
Membership .....NARTB, RAB
Representative .....Katz
President.....George B. Storer
V.P., Managing Director.....Allen L. Haid
Comm. Mgr.....Westford F. Shannon
Sales Prom., Pub. Dir.....Liz Wagner
Program Director.....E. C. Kutz
National Sales Mgr.....Emerson Kimble
Chief Engineer.....William M. Stringfellow

WTOL—Toledo—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Community Bcstg. Co.
Trans.-Address .....Bell Bldg.
Phone: Cherry 3-3291.....Air Time: Full Time
Representative.....Paul H. Raymer
President .....Frazier Reams
Gen.-Station Mgr.....Thomas S. Bretherton
Comm. Manager.....R. B. Stone
Program Director.....Robert Krieghoff
Chief Engineer.....Harold Holmes

WHHH—Warren—1941—MBS

Frequency: 1440 Kc.....Power: 5000 Watts
Owned By....Warren Tribune Radio Sta., Inc.
Business-Studio Address.....108 Main St.
Phone: 2252-9.....Air Time: Full Time
Representative .....Rambeau
President.....Helen Hart Hurlbert
General Manager.....Carl J. Raymond

WCHO—Washington Court House—1952—KBS

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Court House Bdcstg. Co.
Address.....113½ S. Main St.
Phone: 5-6211.....Air Time: Daytime
Station Rep.....Hil F. Best
President.....W. N. Nungesser
Sta., Sls., Prom. Mgr.....Ray Anderson
Program Director.....Joe Klarke
Chief Engineer.....Ralph Hoffman

WPKO—Waverly—1954

Frequency: 1380.....Power: 1000 Watts
Owner.....Hi Kinco Bcstrs.
Address.....Box 67
Phone: Piketon 2781.....Air Time: Daytime
Gen. Mgr., Chief Eng.....D. E. Kinker

WKOV—Wellston—1952

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Family Bdcstng Co.
Address.....P. O. Box 190
Phone: 546.....Air Time: Daytime
General Manager..... ....Parks Robinson

WWST—Wooster—1947—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Wooster Republican Ptg. Co.
Phone: 3-5075.....Air Time: Daytime
General Manager.....E. B. Evans
Commercial Mgr.....Quentin W. Welty
Program Director.....Robert Heeter

WRFD—Worthington—1947

Frequency: 880 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Peoples Bcstg. Corp.
Address.....P. O. Box 26
Phone: 2-5342.....Air Time: Daytime
Representative ..... Meeker
President.....M. D. Lincoln
General Manager.....Herbert E. Evans

WBBW—Youngstown—1949 ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owner.....Mahoning Valley Bcstg. Corp.
Address.....Warner Theatre Bldg.
Phone: Riverside 44421....Air Time: Full Time
Station Representative..... Weed
President, Ch. Eng.....John Cherpack, Jr.

WFMJ—Youngstown—1939 NBC

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....WFMJ Bcstg. Co.
Business-Studio Address....101 W. Boardman
Phone: RIverside 3-4121....Air Time: Full Time
Representative .....Headley-Reed
Pres., Gen. Mgr.....William F. Maag, Jr.
Gen., Sta. Mgr.....Mitchell F. Stanley
Program Director.....Robert Locke
Chief Engineer.....Frank A. Dieringer

WKBN—Youngstown—1926 CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBN Bcstg. Corp.
Phone: STerling 2-1145....Air Time: Full Time
Address.....3930 Sunset Blvd.
Representative.....Paul H. Raymer
Pres., Gen. Mgr.....Warren P. Williamson, Jr.
Station Manager.....J. Lothair Bowden
Program Director.....Paul Turner
Public Relations Director.....Jim Smith
Chief Engineer.....B. T. Wilkins

WHIZ—Zanesville—1924 NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owner...Southeastern Ohio Bcstg. System, Inc.
Business-Studio Address....Lind Arcade Bldg.
Phone: 2-5431.....Air Time: Full Time
Representative.....John E. Pearson
President .....Clay Littick
Gen., Station Manager.....Allan Land
Comm. Mgr.....Nate Milder
Sls. Prom. Mgr., Pub. Dir.....Naomi Lorton
Prog. Dir.....Bob Wagner
Chief Engineer.....William A. Hunt, Sr.

KADA—Ada—1934
ABC-MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KADA Bcstg., Inc.
Business Address.....Box 642
Phone: 12 & 13.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative...Venard, Rintoul & McConnell
Membership .....NARTB, RAB
President.....Dr. C. C. Morris
V.P. & General Manager.....Bill T. Hoover
Station Manager.....Fred L. Thompson
Program Director.....Pat Jackson
Chief Engineer.....George Miller, Jr.

KWHW—Altus—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Altus Bcstg. Co., Inc.
Phone: 1405.....Air Time: Full Time
Representative ..... Pearson
Membership .....NARTB
General Manager.....Frank E. Wimberly

KVSO—Ardmore—1935
ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Ardmoreite Publishing Co.
Bus.-Studio Address.....Ardmoreite Bldg.
Phone: 3030.....Air Time: Full Time
News Service .....AP
Newspaper Affiliation.....Daily Ardmoreite
Membership .....NARTB, RAB
Transcription .....World, SESAC
Representative..Venard, Rintoul & McConnell
General Manager.....Albert Riesen

KWON—Bartlesville—1942
MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Bartlesville Bcstg. Co.
Address .....Box 69
Phone: 1400.....Air Time: Full Time
News Service .....AP, UP
President, Gen., Sta. Mgr.....J. Fred Case
Program Director.....R. M. Davis
Comm., Sales Prom. Manager....John Collins
Chief Engineer.....C. R. Tanner

KBWL—Blackwell—1952

Frequency: 1580 Kc.... .Power: 250 Watts d.
Owned-Operated By.....Star Bcstg. Co., Inc.
Address .....Masonic Bldg.
Phone: 309.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Station Rep. .....Best
General Manager.....John W. Carrick

KWCO—Chickasha—1946
KBS

Freq.: 1560 Kc.....Power: 1 Kw. d., 250 W. n.
Owned-Oper. By..Washita Valley Bcstg. Corp.
Address .....4th & Grand
Phone: 2898.....Air Time: Full Time
News Service .....AP
Representative.....H. F. Best
Owner, Gen. Mgr.....Jack L. Pink
Commercial Manager.....Tom Miller
Program Director.....Marjorie Richards
Chief Engineer.....W. K. Berry

KWOE—Clinton—1949

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By.Western Okla. Bcstg. Co.
Address .....Neptune Park
Phone: 618.....Air Time: Daytime
News Service .....UP
Station Representative.....Hil F. Best
General Manager.....V. M. Preston

KUSH—Cushing—1952—KBS

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned.-Oper. By..Cimarron Broadcasters, Inc.
Address ....Box 791
Phone: 922.....Air Time: Daytime
News Service .....AP
Newspaper Affil.....Drumright Journal
Representative.....Hil F. Best
Transcription Service .....Thesaurus
Membership.....NARTB, RAB
President.....Lou Allard
Vice President.....G. R. Rockett
Sec. Treasurer.....J. B. Sellers
General Manager.....C. Forrest Brokaw, Jr.
Station Mgr.....George S. Lanham
Program Director.....Mary Lou Wright
Publicity Director.....Garbo Plodnick
Chief Engineer.....Harold Kinkead

KRHD—Duncan—1947
MBS-KBS

Frequency: 1350 Kc.....Power: 250 Watts d.
Owned-Operated By.....Duncan Bcstg. Co.
Address .....West Pine St.
Phone: 1350.....Air Time: Full Time
Transcription .....World
Representative..Venard, Rintoul & McConnell
Membership .....NARTB, RAB
President.....R. H. Drury
Gen., Sta. Mgr.....W. M. Brubaker
Comm. Manager.....Bill Merrill
Program Director.....John Moen
Publicity Director.....Tommy Richards
Chief Engineer.....Les Agee

KSEO—Durant—1947—KBS

Frequency: 750 Kc.....Power: 250 Watts d.
Owned-Operated By...Democrat Printing Co.
Address .....Democrat Bldg.
Air Time.....Daytime
News Service .....AP
Membership ..... NARTB
Transcription Service .....Standard
General Manager.....Leroy Moses

KASA—Elk City—1932 MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Co.
Address.....204 N. Main
Phone: 730.....Air Time: Full Time
Station Rep..... Best
Manager.....Lonnie J. Preston

KCRC—Enid—1929—ABC-KBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....Enid Radiophone Co.
Bus.Studio Address.....318 E. Willow
Phone: AD 7-1390.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
News. Affil...."Morning News," "Daily Eagle"
Representative.....John E. Pearson Co.
Membership .....NARTB
President.....Milton B. Garber
General Manager.....Pat Murphy
Commercial Mgr.....H. P. Hale
Sls. Prom. Mgr.....G. Williams
Program Director.....B. Napier
Chief Engineer.....Murray D. Coleman

KGWA—Enid—1950—MBS

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By....Public Bcstg. Service, Inc.
Address.....115½ E. Broadway
Phone: 4-4230.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Representative..Venard, Rintoul & McConnell
Pres., Gen. Manager.....Allan Page
Commercial Manager.....Bob Nelson
Program Director.....B. Henthorn
Publicity Director.....Rex Walker
Chief Engineer.....Ralph Druen

KTAT—Frederick—1948 KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Frederick Bcstg. Co.
Address.....Main & Grand
Phone: 5-2131.....Air Time: Daytime
News Service .....UP
Transcription Service..... Keystone
Representative .....Hil F. Best
Partners.....Ronald W. Wheeler, J. D. Jones, W. A. Jones
General Manager.....J. D. Jones, Jr.
Business Manager.....E. Jones
Chief Engineer.....D. Jones
Program Director.....Mary Wheeler

KWRW—Guthrie—1955

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Oper. By.....Southern Bcstg. Co.
Address .....Ione Hotel
Phone: 2321.....Air Time: Full Time
President.....J. A. West
General Manager.....Preston Bridges

KGYN—Guymon—1948

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Plains Bcstg. Co.
Business-Studio Address.....P. O. Box 38
Phone: 888.....Air Time: Daytime
News Service .....UP
Trans. Service....World, Thesaurus, Standard
Membership .....RAB
Representative .....Hil F. Best
President, Gen. Mgr.....T. M. Raburn, Jr.
Commercial Mgr.....Edward J. Slater

KTJS—Hobart—1947—KBS

Frequency: 1420 Kc.....Power: 250 Watts d.
Owned-Operated By .....A. R. Fuchs
Address .....Box 796
Phone: 1070.....Air Time: Daytime
News Service .....AP
Station Mgr., Ch. Eng.....A. Fuchs
Comm. Sls. Prom. Mgr.....Wayne Robison
Prog. Director.....F. J. Fuchs

KIHN—Hugo—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Little Dixie Bcstg. Co.
Address .....Box 248
Phone: 1140.....Air Time: Full Time
News Service .....AP
Transcription .....Thesaurus
President.....O. A. Brewer
Program Manager.....J. L. Anderson
Chief Engineer.....Dalton E. Jones

KBEL—Idabel—1953

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Idabel Bcstg. Co.
Address .....Box 990
News Service..... AP
Transcription ..... Thesaurus
General Manager.....Winston O. Ward
Sta., Comm. Manager.....J. P. Stanley
Program Director..... Ralph Mills
Chief Engineer.....Cliff Taylor

KSWO—Lawton—1941 ABC

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By..... Okla. Quality Bcstg. Co.
Bus.-Studio Address.....Box 699
Phone: 1380.....Air Time: Full Time
News Service .....UP
Transcrip. Service. World, Lang-Worth, Standard
Representative..... John Pearson
Membership .....NARTB, RAB
President.....R. H. Drewry
Gen., Sta. Mgr.....Leo R. Morris
Sls. Prom. Manager.....Mike Eisler
Publicity Director.....Monte Moore
Program Director.....Tom Gilmore
Chief Engineer.....Willard Cochran

KNED—McAlester—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Operated By..Pittsburg Bcstg. Co., Inc.

Address.....Box 56
Phone: 3-1460.....Air Time: Full Time
News Service .....UP
Transcription Service.....World
Representative .....Pearson
Pres., Gen. Mgr.....Ray Van Hooser
Commercial Manager.....Phil Reed
Sls. Promotion Mgr.....Frank Hopkins
Prog. Director.....Joe H. Pate
Chief Engineer.....Dexter Ferry

KTMC—McAlester—1946 ABC-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....McAlester Bcstg. Co.
Business-Studio Address.....Earle Hotel
Phone: 2411.....Air Time: Full Time
News Service .....AP
Representative..Venard, Rintoul & McConnell
Membership ..... NARTB
President .....William Young
General Mgr.....Bill Skeith
Sls. Prom. Mgr.....Larry Craft
Comm. Manager.....Joe Gravitt
Publicity Director.....Bob Bristow
Program Director.....Adch Johnson
Chief Engineer.....Harold Duncan

KGLC—Miami—1948—KBS

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Miami Bcstg. Co.
Address .....Box 511
Membership .....NARTB, RAB
Representative .....Adam Young
Exec. Vice-President.....Kenyon Brown
Station Manager.....William A. Searle
Supv.....Frank J. Lynch

KBIX—Muskogee—1936 ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Okla. Pub. Co.
Address .....Barnes Bldg.
Phone: MU 2-1331.....Air Time: Full Time
News Service .....UP
Representative..Venard, Rintoul & McConnell
President.....Tams Bixby, Jr.
General Manager.....Walter W. Weber

KMUS—Muskogee—1948

Frequency: 1380 Kc....Power: 1000 d., 500 n.
Owned-Oper. By...Eastern Okla. Bcstg. Corp.
Address.....412½ Court St.
Phone: MU 2-2488.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Pearson
President.....R. M. Mountcastle
Gen., Station Mgr.....Jimmie Barry
Sls. Prom. Manager.....Hale Bicknell, Jr.
Program Director.....Don Gilbert
Chief Engineer.....James Keitel

FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE COVERAGE . . .

AP

FOR RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

KNOR—Norman—1949—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Cleveland County Bcstg. Co.
Address.....P. O. Box 542
Phone: 474.....Air Time: Full Time
News Service .....UP
Gen., Comm. Manager....William S. Morgan

KBYE—Oklahoma City—1946

Frequency: 890 Kc.....Power: 1000 Watts d.
Owned-Operated By.....State Bcstg. Co.
Bus.-Studio Address.....108 N.W. 9
Phone: FO 5-2323.....Air Time: Daytime
News Service .....UP
Reps....Radio-TV Reps., Dora-Clayton, Brown
Membership ..... NARTB, RAB
Pres., General Manager.....Frank J. Lynch
Station Manager.....F. F. Lynch
Program Director.....Glen Valentine
Publicity Director.....Jim Stewart

KLPR—Oklahoma City—1947

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Okla. City Bcstg. Co.
Business Address.....128½ W. Commerce St.
Air Time.....Daytime
Membership .....NARTB, RAB
News Service .....AP
Pres., Gen. Manager.....Byrne Ross

KOCY—Oklahoma City—1922 MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Plaza Court Bcstg. Co.
Business-Studio Address....Plaza Court Bldg.
Phone: Forest 5-4333.....Air Time: Full Time
News Service .....AP
Representative .....Pearson
Membership .....NARTB
Pres., Gen. Mgr.....M. H. Benebrake
Commercial Manager.....L. C. Beck

KOMA—Oklahoma City—1931 CBS

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....KOMA, Inc.
Business-Studio Address....7401 Lincoln Blvd.
Phone: Victor 3-6641.....Air Time: Full Time
News Service..... UP
Transcription Service .....World
Representative .....Avery-Knodel
President.....John Toole Griffing
General-Station Mgr.....Edgar T. Bell
Sales Manager.....Gene Riesen
Program Director.....Perry Dickey
Sls. Prom., Pub. Director.....M. Tjaden
Chief Engineer.....M. W. Thomas

KTOK—Oklahoma City—1927 ABC

Frequency: 1000 Kc.....Power: 5000 Watts
Owned-Operated By.....KTOK, Inc.
Business-Studio Address.....1800 W. Main
Phone: FO. 5-8352.....Air Time: Full Time
News Service.....AP
Transcription Service .....World
Representative.....Paul H. Raymer
Membership ..... RAB
President .....Wendell Mayes
Gen. Mgr.....Tom Johnson
Comm., Sls. Prom. Mgr.....R. Ruff
Pub. Dir.....Lelia Little
Prog. Dir.....Bill Bryan
Chief Engineer.....Clifford Easum

KTOW—Oklahoma City—1948

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By.....Citizens Bcstg. Co.
Business-Studio Address....Liberty Bank Bldg.
Phone: CE. 2-6367.....Air Time: Daytime
News Service .....AP
Representative .....Rambeau
Membership .....NARTB
General Manager.....Eddie Peak
Sales Manager.....Tommy Tatum
Program Director.....Ozzie Johnson

WKY—Oklahoma City—1920 NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKY Radiophone Co.
Business-Studio Address.....500 E. Britton
Phone: TRinity 8-2161.....Air Time: Full Time
News Service .....AP, UP
Newspaper Affiliation.....Oklahoma Pub. Co.
Transcription Service .....Standard
Representative .....Katz
Membership .....NARTB
Pres., Gen. Mgr.....E. K. Gaylord
Station Manager.....P. A. Sugg
Comm. Manager.....John Moler
Director Operations.....Paul Brawner
Asst. Sta. Manager.....E. B. Dodson
Public Relations Mgr.....Wally Kinnan
Chief Engineer.....H. J. Lovell

KHBG—Okmulgee—1937

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Okmulgee Bcstg. Corp.
Business Address.....Times Bldg.
Phone: 3646.....Air Time: Full Time
Newspaper Affil.....Times
News Service .....AP
President .....Don Reynolds
Station Manager.....Randall McCarrell
Program Director.....Eddie Webb
Comm. Manager.....Marvin Hull
Sls. Prom. Manager.....Bob Lewis
Publicity Director.....Betty Lee
Chief Engineer.....Hal Cochran

KVLH—Pauls Valley—1947 KBS

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Operated By.....KVLH Bcstg. Co.
Business Trans. Address.....P. O. Box 610
News Service .....UP
Phone: 1470.....Air Time: Daytime

Transcription Service.....Thesaurus
Representative.....Hil F. Best
President.....James T. Jackson
General Manager.....Jim Gray
Comm. Manager.....Don Reynolds
Chief Engineer.....George Rountree

WBBZ—Ponca City—1928 MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Ponca City Pub. Co.
Address.....Third & Cleveland
Phone: RO. 5-6607.....Air Time: Full Time
Newspaper Affiliation.....The News
News Service .....AP
Transcription Service .....World
Representative ..... Pearson
Membership .....NARTB, RAB
President.....Clyde E. Muchmore
Sta., Gen. Mgr.....Cy Casper
Commercial Mgr.....L. A. Wilson
Prog. Dr.....William G. Maugans
Chief Engineer.....Chuck Chaney

KLCO—Poteau—1953—KBS

Frequency: 1280 Kc.....Power: 1 Kw. d.
Owner.....R. B. & Bernice Bell
Address .....Box 511
Phone: 660.....Air Time: Daytime
News Service .....AP
President, Gen. Manager.....R. B. Bell
Program Director.....Jim Gordon
Chief Engineer.....Calvin Colpton

KOLS—Pryor—1950—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Lakes Area Bcstg. Co.
Address.....Fifth & S. Mill Sts.
Phone: 1263.....Air Time: Daytime
Transcription Service. .....SESAC
News Service .....AP
Representative.....H. F. Best
Owner, Gen. Sta. Mgr.....L. L. Gaffaney
Commercial Manager.....Mrs. L. L. Gaffaney
Program Director.....Merle Caldwell

KGFF—Shawnee—1930—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....KGFF Bcstg. Co., Inc.
Address.....P. O. Box 2059
Phone: 4390.....Air Time: Full Time
News Service .....AP
Newspaper Affiliation.....Stauffer Publ., Inc.
Transcription Service.....Lang-Worth
Representative .....Best
President.....Oscar S. Stauffer
Gen., Sta. Manager.....William A. Weaver
Comm. Manager.....Jeral C. Ziegler
Publicity Director.....D. F. Bays
Chief Engineer.....Earl R. Ward

KSPI—Stillwater—1947—MBS

Frequency: 780 Kc.....Power: 250 Watts d.
Owned-Oper. By....Stillwater Publishing Co.
Business Address.....P. O. Box 231
Phone: 1831.....Air Time: Daytime
Newspaper Affiliation .....News-Press
Transcription Service..... World
Sta. Rep..... Clark
Gen. Mg., Program Director.....J. R. Bellatti
Comm. Manager.....Earl Newson
Chief Engineer.....Paul McCollum

KAKC—Tulsa—1946

Freq.; 970 Kc...Power: 100 W. d., 500 W. n.
Owned-Oper. By.....Public Radio Corp.
Bus.-Studio Address.....910 S. Boston
Phone: LUther 7-2401....Air Time: Full Time
Pres., Gen. Manager.....F. G. Conley
Station Manager.....L. V. Eck
Sales Executive.....K. L. King

KFMJ—Tulsa—1946

Frequency: 1050 Kc....Power: 1000 Watts d.
Owned-Operated By....Fred Jones Bcstg. Co.
Business-Studio Address.....1242 S. Boston
Phone: 5-5555.....Air Time: Daytime
Representative .....Pearson
President .....Fred Jones
General Manager.....Lawson Taylor
Chief Engineer.....Nathan Wilcox

KOME—Tulsa—1938—KBS

Frequency: 1300 Kc....Power: 5000 d., 1000 n.
Owned-Oper. By.....Oil Capital Sales Corp.
Business-Studio Address.....8th & Main
Phone: 3-4121.....Air Time: Full Time
Representative .....Gill-Perna
Membership .....RAB, NARTB
President.....John E. Brown Jr.
General Manager.....E. William George
Comm. Manager.....C. W. Grim, Jr.

KRMG—Tulsa—1949—ABC

Freq.: 740 Kc.....Power: 50 Kw. d., 25 Kw. n.
Owned-Operated By.....Western Bcstg. Co.
Business-Studio Address..311 So. Denver Ave.
Phone: 4-4291.....Air Time: Full Time
Representative .....Pearson
Membership .....NARTB, RAB
President .....Harrington Wimberly
Gen., Comm. Manager.....Frank S. Lane
Prog., Pub. Director.....Keith Bretz
Chief Engineer.....William H. Bradley

KTUL—Tulsa—1934—CBS

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Tulsa Bcstg. Co.
Business Address .....Boulder-on-the-Park
Phone: 2-3191.....Air Time: Full Time
News Service .....UP
Transcription Service.....World
Representative .....Avery-Knodel
President.....John T. Griffin
V.P. & Gen. Mgr.....L. A. Blust, Jr.
Station Manager.....James R. Walker
Sls. Prom. Manager.....Robert C. Meade
Program Director.....Karl Janssen
Chief Engineer.....Robert Snider

KVOO—Tulsa—1925—NBC

Frequency: 1170 Kc.....Power: 50,000 Watts
Owned-Oper. By....Southwestern Sales Corp.
Bus.-Studio Address.....Philtower Bldg.
Phone: CHerry 2-3281....Air Time: Full Time
Transcription Service .....Standard
News Service .....INS
Membership ..... RAB
Representative .....Edward Petry
Exec. Vice-Pres.....H. C. Stuart
General Mgr.....G. K. Brandborg

KVIN—Vinita—1954—KBS

Frequency: 1470 Kc.....Power: 500 Watts
Owned-Oper. By.....J. Adams & J. Mahoney
Business Address.....601 South Foreman
Phone: 407.....Air Time: Daytime
News Service .....UP
Presidents.....John Adams, John Mahoney
Gen. Mgr., Ch. Engineer.....Jim Egbert
Comm. Manager.....Gladys Purdy
Sls. Prom. Manager.....Ted Shearer
Program Director.....Jackie Johnson

KWSH—Wewaka—1948
ABC-KBS-MBS

Frequency: 1260 Kc.....Power: 1,000 Watts
Owned-Operated By..Tri Cities Bcstg. Co., Inc.
Address .....Box 1260
Phone: 1260-1261.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative..Venard, Rintoul & McConnell
President.....Dr. C. C. Morris
V.P., General Manager.....Bill Hoover
Station Manager.....Pat Murphy

KSIW—Woodward—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Woodward Bcstg. Co.
Address Trans. Loc.....22nd & Cedar Sts.
Phone: 1450.....Air Time: Full Time
News Service .....AP
Trans. Service.....Lang-Worth, Thesaurus
Membership .....NARTB, RAB
Representative ..... Pearson
Pres., Gen. Mgr.....Edward A. Ryan
Program Director.....Lenora W. Ryan
Chief Engineer .....Francis R. Berry

OREGON

Pop. Feb. 1, 1956 (Est.) 1,630,000—Families 555,000
Radio Homes 535,000—TV Homes 321,351—Stations in State 56

KWIL—Albany—1941
MBS-DON LEE

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Oper. By....Central Willamette Bcstg.
Bus.-Studio-Trans. Loc.....Queen Ave. & Elm
Phone: WA 6-2233.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Newspaper Affiliation....."Democrat Herald"
Representative .....Moore-Lund, Ayres, Best
Membership .....NARTB, RAB
President.....R. R. Cronise
General Manager.....Chet Wheeler
Corvallis Manager.....Bob Cornell
Comm. Manager.....Warren Stoffer
Sales Prom. Manager.....Duane Coker
Prog., Pub. Director.....Ken Burford
Chief Engineer.....Herbert Davidson

KWIN—Ashland—1946
MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Rogue Valley Bcstg. Co.
Address.....1160 Helman Rd.
News Service .....AP
President .....Don Miller
Station Manager .....Daren L. Flickinger
Program Dir.....Bill Lively

KAST—Astoria—1925
MBS-KBS

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By.....Astoria Bcstg. Co.
Bus. Studio Address.....1006 W. Marine Dr.
Phone: 95.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Representative .....Moore-Lund, Ayres
Membership .....RAB
Manager.....R. D. Holmes

KVAS—Astoria—1952

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Lower Columbia Bcstg. Co., Inc.
Address.....1418 Commercial St.
Phone: 3320.....Air Time: Full Time
News Service..... UP
Representative..... Moore, Holman
Pres., Gen. Mgr.....A. L. Capstaff
Station Mgr.....T. R. Williams
Program Director.....Neil W. Sargent
Chief Engineer.....Jay Erisman

KBKR—Baker—1939—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Oregon Trail Bcstg. Co.
Bus.-Studio Address.....2030 Auburn Ave.
Phone: JAckson 3-4431....Air Time: Full Time
Station Rep.....Grant, Moore & Lund
Membership .....BMB
General Manager.....Kenneth B. Lockwood

KBND—Bend—1937
MBS-DON LEE

Frequency: 1110 Kc.....Power: 1000 Watts
Owned-Oper. By....Central Oregon Bcstg. Co.
Bus.-Studio Address.....Coble Bldg.
Phone: 848.....Air Time: Full Time

News Service ..... UP
Transcription Service ..... World
Representative..... W. S. Grant, Moore-Lund
Membership ..... NARTB
Pres., Gen. Mgr., Pub. Dir.... Frank H. Loggan
Comm. Mgr..... Doug Gaines
Pgm. Dir..... Kessler Cannon
Chief Engineer..... Robert Dickinson

KOOS—Coos Bay—1928—MBS

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Operated By..... KOOS, Inc.
Address ..... Box 777
Phone: Congress 7-2121.... Air Time: Full Time
News Service ..... UP
Representative ..... Moore-Lund
Membership ..... RAB, NARTB
President..... Sheldon F. Sackett
General Manager..... Jack Irvine
Station Manager..... William Cook
Publicity Director..... Albert Zack, Jr.
Chief Engineer..... Nate Olson

KWRO—Coquille—1949—KBS

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By..... KWRO, Inc.
Address ..... P. O. Box 396
Phone: 3961..... Air Time: Full Time
News Service ..... UP
Transcription Service ..... World
Representative ..... Moore-Lund
President..... W. E. Walsh
General Manager..... Lynn C. Thomas
Comm. Manager..... Don E. Robinett
Program Director..... Don Anderson
Chief Engr..... Drew Walker

KCOV—Corvallis—1954

Frequency: 1240 Kc..... Power: 250 Watts
Owned..... Midland Bcstg. Co.
Address..... Box 689
Phone: Pl 3-6395..... Air Time: Full Time
News Service ..... UP
Rep..... Everett-McKinney, Moore & Lund
President..... Lee Bishop
Gen., Sta. Manager..... Frank Flynn
Comm. Manager..... T. G. Carlson, Jr.
Chief Engineer..... H. G. Short

KRUL—Corvallis—1947

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Oper. By..... Pacific States Radio Co.
Address..... 1221 So. 15th St.
Phone: PLaza 3-3322.... Air Time: Full Time
News Service ..... AP
Representative ..... McGillvra
Transcription Service..... Capitol, SESAC
President..... Fred T. Haley
Gen., Comm. Mgr..... Douglas Setterberg
Program Director..... Hal Wehmeier
Chief Engineer..... Don Peltz

KOMB—Cottage Grove—1953

Frequency: 1400 Kc..... Power: 250 Watts
Owned..... Orlo M. Bagley
Address..... P. O. Box 606
Phone: 1400..... Air Time: Full Time
News Service ..... UP
Membership ..... NARTB
Gen., Sta. Manager..... Orlo Bagley
Sls. Prom. Manager..... Jack Naff
Program Director..... Robert McCreery
Chief Engineer..... James Bradley

KODL—The Dalles—1940 ABC-KBS

Frequency: 1440 Kc..... Power: 1 Kw.
Owned-Oper. By..... Western Radio Corp.
Representative..... Feltis & Assocs., Ayres
President..... V. B. Kenworthy
Station Manager..... Paul E. Walden

KRMW—The Dalles—1955

Frequency: 1300 Kc..... Power: 1000 Watts
Owned-Oper. By.... Radio Mid-Columbia, Inc.
Address..... 209 E. Second St.
Phone: CYpress 6-9661.... Air Time: Daytime
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative..... Hil F. Best, Moore & Lund
Pres., Gen., Sta. Manager.... Chester J. Stuart
Comm., Sls. Prom. Mgr... Harold L. Newhouse
Program Director..... Gerald K. Webb
Publicity Director..... F. L. Phillips, Sr.
Chief Engineer..... Roland V. Stuart

KPLK—Dallas—1955

Frequency: 1460 Kc..... Power: 500 Watts
Owned-Oper. By.... Polk County Bcstgs., Inc.
Address..... Rt. 1, Box 399 A
Phone: MAyfair 3-2342.... Air Time: Daytime
News Service ..... AP
President..... Leland Tucker
Gen., Comm. Mgr..... E. C. McElroy, Jr.
Program Director..... George B. Smith
Chief Engineer..... George W. Morrison

KASH—Eugene—1947

Frequency: 1600 Kc..... Power: 1000 Watts
Owned-Oper. By..... Radio Air Ways, Inc.
Address..... P. O. Box 1600
Phone: 5-3357..... Air Time: Full Time
Representative..... Cooke, West Coast Sales

KERG—Eugene—1949—CBS

Freq.: 1280 Kc..... Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By..... Guard Pub. Co.
Address..... P. O. Box 506
Phone: DIamond 5-4304... Air Time: Full Time
News Service ..... AP
Newspaper Affiliation ..... "Register-Guard"
Trans. Service.. Columbia Masterwks., World
Representative..... Weed & Co.
Membership ..... NARTB, RAB
President..... Alton F. Baker
Gen., Sta. Mgr..... L. W. Trommlitz
Comm. Manager..... Robert Fulton
Publicity Director..... Jack Craig
Prom. Mgr., Prog. Dir..... Clifton Cole
Chief Engineer..... Calvert Applegate

KORE—Eugene—1927
MBS-DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lane Bcstg. Co.
Business Address.....P. O. Box 1032
Phone: 4-4214.....Air Time: Full Time
News Service .....UP
Transcription Service..... Lang-Worth
Rep.....Everett-McKinney, Moore & Lund
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Lee Bishop
Commercial Mgr.....Virgil Parker
Sales Prom. Mgr.....Bob Davis
Program Director.....Harry Kirk
Chief Engineer.....Floyd Viken

KUGN—Eugene—1946—NBC

Freq.: 590 Kc.....Power: 1 Kw. d., 1 Kw. n.
Owned-Operated By.....KUGN, Inc.
Business Address.....P. O. Box 112
Phone: 4-6216.....Air Time: Full Time
News Service .....AP
Representative.....Meeker, Cox, Feltis
Membership .....NARTB, RAB
Station Manager.....Carl Fisher

KRWC—Forest Grove—1950

Frequency: 1570 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Irving G. Schmidtke
Address.....Rt. 2, Box 59
Phone: Forest Grove 6091..Air Time: Daytime
Representative....Wm. Ayres, Moore & Lund
Transcription Service..... Standard
Pres., Gen., Sta. Mgr., Eng.....I. V. Schmidtke
Comm., Sls. Prom. Mgr....Clarence S. Sherman
Prog. Director.....Frederick I. Egger
Pub. Director.....Eleanor L. Schmidtke

KUIN—Grants Pass—1939
MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Southern Oregon Bcstg. Co.
Business Address.....P. O. Box 148
Phone .....GR 6-4477
Transcription Service.....World, McGregor
Representative.....W. S. Grant
Membership .....NARTB, RAB
President.....A. E. Voorhies
Secretary-Treasurer.....Wm. B. Smullin
Station Manager.....E. A. Malone
Commercial Mgr.....M. K. Ball
Program Director.....Dave Allen
Chief Engineer.....N. L. Williams

KRTV—Hillsboro—1954—KBS

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tualatin Valley Bcstrs.
Address.....155 S. Second
Phone: 9300.....Air Time: Daytime
News Service .....AP
Transcription Service.....Capitol, Lang-Worth
Representative .....Moore & Lund
President .....Harold C. Singleton
General Manager.....John A. Luetjen
Comm. Manager.....Wally Cooper
Sales Prom. Manager.....Dick McLaughlin
Chief Engineer.....Paul Alexander

KIHR—Hood River—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Ore.-Wash. Bcstrs.
Address.....P. O. Box 207
Phone: 8561.....Air Time: Full Time
News Service.....AP
Transcription ..... World
Representative ..... Moore-Lund
Membership ..... RAB
President.....C. H. Fisher
Sta. Mgr., Prog. Dir.....Don McCutcheon
Comm. Mgr.....R. C. Weisenburger
Chief Engineer.....Don I. Morris

KFJI—Klamath Falls—1923
MBS-DON LEE

Frequency: 1150 Kc....Power: 5000 d., 1000 n.
Owned-Oper. By.....KFJI Bcstrs., Inc.
Address.....P. O. Box 692
Representative.....W. S. Grant, Moore-Lund
Membership .....NARTB
Station Mgr.....Alan K. Abner
Comm. Manager.....Robert Bartlett

KFLW—Klamath Falls—1946
ABC-CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Herald Publ. Co.
Address.....P. O. Box 941
Air Time.....Full Time
News Service .....AP
Transcription Service .....Standard
Representative..Everett-McKinney, Cox, Feltis
Membership .....NARTB, RAB
General Manager.....Bud Chandler
Commercial Manager.....Floyd Wynne

KLAD—Klamath Falls—1955

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By.....K-Lad Broadcasters
Address .....Midland Rd.
News Service .....AP, UP
Gen., Comm. Manager.....Phil Jackson
Chief Engineer.....Bill Hansen

KLBM—La Grande—1938
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Inland Radio, Inc.
Address.....Box 907
Phone: 2201.....Air Time: Full Time
News Service .....UP
Transcription Service.....Standard
Representative.....Moore & Lund, Grant
Membership ..... NARTB
President.....Gordon Capps
Gen., Sta., Comm. Manager.....Ken Lillard
Program Director.....Judy Holman
Sls. Prom. Manager.....Dick Bain

KGAL—Lebanon—1950—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Linn County Bcstrs., Inc.
Address.....P. O. Box 387
Phone: Alpine 8-2134.....Air Time: Full Time
News Service .....AP
Station Rep.....Holman, Feltis
Pres., Gen. Manager.....W. Gordon Allen
Sls. Prom. Manager.....C. W. Peck
Commercial Manager.....Don Wellman
Sta. Mgr., Pub. Director.....Nate Bridges
Chief Engineer.....Danny Bridges

KMCM—McMinnville—1949 KBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yamhill Bcstrs.
Address.....P. O. Box 207
Phone: 3811.....Air Time: Full Time
Newspaper Affil.....Daily News-Register
Transcription Service .....World
Station Rep. .....Continental
News Service .....UP
President.....Jack B. Bladine
Gen., Sta., Comm., Prog. Dir.....G. Bronson
Chief Engineer.....Edwin Nuhring

KBOY—Medford—1954

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....K-BOY Bcstrs.
Address .....P. O. Box 1109
Phone: 3-5355.....Air Time: Daytime
News Service .....AP
Membership .....NARTB
Partner, Gen. Manager.....C. E. Wilson
Prom. Mgr., Pub. Dir.....Frank Pinnock
Comm. Manager.....W. H. Hansen
Chief Engineer.....Charles Field

KMED—Medford—1922—NBC

Freq.: 1440 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Radio Medford, Inc.
Address.....P. O. Box 1306
Phone: 2-4000.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus
Station Representative.....Meeker Assoc.
Membership ..... NARTB
President .....Vern Robinson
General Manager.....Ray Johnson
Comm. Manager.....Gene Barlow
Program Director.....Russ Jamison
Chief Engineer.....Don Smith

KYJC—Medford—1947 ABC-CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By ...Medford Printing Co.
Trans. Address.....Barnett Rd.
Phone: 2-5277.....Air Time: Full Time
News Service ..... UP
Newspaper Affilaition.....Mail Tribune
Representative.....Grant, Cox
Transcription Service .....Lang-Worth
Membership ..... NARTB
President .....Robert W. Ruhl
Gen., Sta., Prom. Mgr.....Jimmy Dunlevy
Comm., Mgr.....Tom MacLeod
Program Director.....John Nelson
Chief Engineer.....Vic Califf

KNPT—Newport—1948

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yaquina Radio, Inc.
Business Address.....1940 N. Coast H'way
News Service .....UP
Rep.....Ayres, Moore & Lund, Continental
President.....Tom R. Becker
Vice-President.....A. H. Becker
Secretary-Treasurer .....Hal Shade
Comm. Manager.....Leonard Epling

KFIR—North Bend—1951 CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Bay Bcstg. Co.
Address .....Box 905
Phone: SK 9-7351.....Air Time: Full Time
News Service .....AP
Representative.....W. S. Grant, Feltis
Membership .....NARTB
Owner, President.....Josephine Edwards
Gen., Sta. Manager.....John Tasnady
Comm. Manager.....William Jones
Program Director.....Harley Youngblood
Publicity Director.....Marijane Carp
Chief Engineer.....Arthur Schuldt

KBCH—Oceanlake—1955

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Lincoln Electronics, Inc.
Address .....Box 368
Phone: 3891.....Air Time: Full Time
Representative .....Moore & Lund
News Service .....UP
President.....Robert G. Beattie
Station Manager.....Pat Mason
Program Manager.....Willard L. Guthrie

KSRV—Ontario—1946—KBS

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Oregon Trail Network
Address .....Box 540
Representative.....Grant, Moore & Lund
General Manager.....Gordon L. Capps

KGON—Oregon City—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Clackamas Bcstrs.
Business Address.....Box 5711
Phone: OLive 4-5475.....Air Time: Full Time
News Service .....UP
Trans. Ser.....World, Associated, Standard
Rep.....Robt. Meeker, Moore-Lund, Paschall
Membership .....NARTB, RAB
Program Director.....Sonora B. Hoffman
Staff Consulting Eng.....Wm. R. Watson

KUMA—Pendleton—1955

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Pendleton Broadcasters
Address.....P. O. Box 606
Representative.....Meeker, Moore & Lund
Manager.....Ted A. Smith
Sales Manager.....Herb Everitt

KWRC—Pendleton—1941 ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Radio Corp.
Business Address.....P. O. Box 178
Representative.....Feltis, Cox, Ayres
President.....V. B. Kenworthy
Station Manager.....John Webb

KEX—Portland—1926—ABC

Frequency: 1190 Kc.....Power: 50,000 Watts
Owned-Operated By.....Westinghouse Radio
Address.....1230 SW Main St.
Phone: CApital 2-1881....Air Time: Full Time
News Service.....UP, INS
Membership ..... RAB
Station Rep....Peters, Griffin, Woodward, Inc.
President.....D. H. McGannon
Station Manager.....J. B. Conley
Commercial Manager.....R. E. Rudolph
Sls. Prom. Manager.....A. H. Christenson
Program Director.....Mel Bailey
Chief Engineer.....Jack Erwin

KGW—Portland—1922—NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper.....Pioneer Bcstrs. Inc.
Bus.-Studio Address.....409 S.W. 13th
Phone: CA 3-6364.....Air Time: Full Time
News Service.....AP, UP
Representative .....John Blair
Membership .....NARTB, RAB
President .....George Orput
Gen., Sta. Mgr.....James A. Mount
Asst. Mgr.....T. D. Rishworth
Comm. Mgr.....R. H. Prigmore
Prog., Pub. Dir.....Robert E. Franklin
Chief Engineer.....Earl E. Petersen

KOIN—Portland—1925—CBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned.....Mt. Hood Radio-TV Bcstag. Corp.
Business Address.....140 S.W. Columbia
Phone: CA 8-3333.....Air Time: Full Time
News Service.....AP, UP
Transcription Service.....World, Standard
Representative.....CBS, Spot Sls.
Membership .....NARTB, RAB
President .....Ted Gamble
Gen., Comm. Mgr.....Harry H. Buckendahl
Promotion Director.....Robert McGill
Program Manager.....Willard Mears
Nat'l Adv. Mgr.....J. L. Palmer
Dir. of Engineering.....Louis S. Bookwalter

KPAM—Portland—1946

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Bcstrs. Oregon Ltd.
Address.....P. O. Box 1230
Phone: CApitol 8-0106.....Air Time: Daytime
News Service .....AP
Membership .....NARTB
Trans. Service.....Associated, SESAC
Pres., Sta., Gen. Comm. Mgr.....S. M. Goard
Sales, Prom. Mgr.....James R. Hampton
Program Director.....Jim McGuire
Chief Engineer.....Gordon R. Larson

KPDQ—Portland—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....John W. Davis
Bus.-Studio-Trans. Address.1008 S.W. 6th Ave.
Phone: CA 2-9209.....Air Time: Daytime
Representative .....Webb
President.....Jack W. Davis
Program Director.....Mark Fidler
Chief Engineer.....Don Wilkinson

KPOJ—Portland—1923 MBS-DON LEE

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By.....KPOJ, Inc.
Phone: Broadway 3484...Air Time: Full Time
Studio Address.....1019 S.W. 10th
News Service .....UP
Newspaper Affiliation.....Oregon Journal
Representative .....Avery-Knodel
Membership, ...NARTB, RAB
President.....Wm. W. Knight
General Manager.....R. M. Brown
Commercial Manager.....Robert C. La Bonte
Sls. Prom. Manager.....Alan Hicks
Program Director.....Jack Moys
Chief Engineer.....Richard R. Pooley

KWJJ—Portland—1925

Frequency: 1080 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Rodney F. Johnson
Bus.-Studio Address.....1011 S.W. 6th Ave.
Phone: CApital 8-4393....Air Time: Full Time
News Service .....INS
Representative.....Burn-Smith, McGawen
Membership .....NARTB
Pres., Gen. Manager.....Rod F. Johnson
Comm. Mgr.....Ben T. Crosby
Sales Prom. Manager.....Robert Kingsley
Prog. Dir.....Jerry Speerstra
Chief Engineer.....Les Windes

KXL—Portland—1926

Frequency: 750 Kc.....Power: 10,000 Watts
Owned-Oper...Mt. Ranier Radio & TV Bcstg. Co.
Business-Studio Address.....Box 5886
Phone: OLive 4-6558.....Air Time: Daytime
News Service.....AP
Gen. Manager.....H. S. Jacobson
Sls. Prom. Manager.....Wally Rossman
Program Director.....Ric Thomas
Chief Engineer.....Len Garrett

KRCO—Prineville—1950

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Central Oregon
Address.....P. O. Box 188
Phone: 6-239.....Air Time: Daytime
Membership ..... RAB
Trans. Serv.....Thesaurus
Representative .....Best, La Fonteese
News Service .....UP
Pres., Co-Manager.....Norbert A. Miksche
Program Manager.....Bob Angel
Sec'y.-Treas., Co-Mgr.....C. R. Matheny

KJUN—Redmond—1952
ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Juniper Bcstrs., Inc.
Address.....P. O. Box 1240
Phone: 234.....Air Time: Full Time
Representative .....Gill-Perna, Inc.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB, RAB
Pres., Gen., Comm. Mgr.....F. G. Lieser
Business Manager.....Patricia Lieser
Prom. Manager.....Don Briggs
Prog. Dir., Chief Eng.....Carlton Currie

KRNR—Roseburg—1935
CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....News Review Co.
Address.....134 N. Jackson
Phone: 3-5551.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Newspaper Affiliation.....News Review Co.
Representatives.....Moore & Lund, Grant
Membership .....NARTB, RAB
President .....Frank Jenkins
Gen., Sta. Manager.....Bud Chandler
Commercial Manager.....Aaron Boe

KRXL—Roseburg—1950
MBS-Don Lee

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Umpqua Bcstrs., Inc.
Address.....P. O. Box 847
Phone: 3-4464.....Air Time: Full Time
News Service .....UP
Trans. Service.....World
Membership ..... NARTB
Representative.....Cox, Feltis, Moore
Sta., Comm. Manager.....Iris Rice Helliwell
Program Director.....Del McKay

KYES—Roseburg—1955

Frequency: 950 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Douglas Bcstrs., Inc.
Address.....P. O. Box 1138
Phone: ORchard 3-6678.....Air Time: Daytime
President .....Leroy Hiatt

KGAE—Salem—1952

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KGAE, Inc.
Address .....Box 768
Phone: 3-7121.....Air Time: Daytime
News Service .....UP
Transcription .....Lang-Worth
Station Rep. .....Holman
Membership .....NARTB
President, Pub. Dir.....W. Gordon Allen
Gen., Sta. Manager.....Earle Headrick
Program Director.....Jean McLean
Comm. Manager.....Robt. Morse
Chief Engineer.....Ken Vancil

KOCO—Salem—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Loring Schmidt
Address Trans. Loca. ....1426 Edgewater St.
Phone: 3-3108.....Air Time: Full Time
Representative.....William G. Rambeau
Gen. Mgr.....Loring Schmidt
Program Director .....Carl Ritchie
Chief Engineer.....Bruce Fountain

KSLM—Salem—1934—MBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Oregon Radio, Inc.
Business Address.....P. O. Box 631
Phone: 3-4831.....Air Time: Full Time
Representative .....Everett, McKinney
News Service .....UP
Transcription Service.....World, Lang-Worth
Membership.....RAB, NARTB
President, Gen. Mgr.....Glenn McCormick
Station Manager.....Dave Hoss
Sales Prom. Mgr.....Bill Ross
Comm., Sls. Prom. Mgr.....Red Smith
Prog., & Publicity Director.....Herb Johnson
Chief Engineer.....Clyde Carlton

KEED—Springfield—1954

Frequency: 1050 Kc.....Power: 1 Kw.
Owned .....KEED, Inc.
Address.....P. O. Box 696
Phone: 5-0163.....Air Time: Daytime
News Service .....UP
Station Rep. .....Hal Holman
Pres., Gen. Mgr.....Glen M. Stadler
Station Manager.....Helene N. Stadler
Comm. Manager.....A. L. Anderson
Sls. Prom. Manager.....Walter A. Stadler
Program Director.....J. Robert Litten
Publicity Director.....Rodney V. Louden
Chief Engineer.....Robert Kennedy

KTIL—Tillamook—1947

Frequency: 1590 Kc.....Power: 250 Watts
Owned-Oper. By....Tillamook Bcstg. Co., Inc.
Business Address.....Box 1590
Phone: Victor 2-4422.....Air Time: Full Time
News Service .....UP
Rep.....Continental, Ayres, Moore & Lund
President.....F. H. Guyton
Manager .....Tom Hoover
Chief Engineer.....Larry Brunes

WAEB—Allentown—1949

Freq: 790 Kc.....Power: 500 W. d., 1 Kw. n.
Owned-Oper. By: .....WAEB, Inc.
Address.....7th & Hamilton Sts.
Phone: HE. 4-9364.....Air Time: Full Time
News Service ..... UP
Representative ..... Radio-Rep.
President .....Howard Wasserman
General Manager.....S. Robert Ackley
Comm. Manager.....J. Riepensell
Chief Engineer.....William Gottshall

WHOL—Allentown—1948
CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Allentown Bcstg. Corp.
Address.....Colorado & Poplar Sts.
Phone: HE. 4-4801.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus
Representative ..... Raymer
Membership ..... NARTB
President.....Charles G. Helwig
Gen., Sta., Comm. Mgr.....James F. Chambers
Sales Prom. Mgr.....Jay Bechtel
Program Dir.....Willard Camperson
Publicity Dir.....Howard Frank
Chief Engineer.....Gerald B. Werst

WKAP—Allentown—1947

Frequency: 1320 Kc.....Power: 1000 Watts
Operated By.....WKAP, Inc.
Bus.-Studio Address.....P. O. Box 689
Phone: Hemlock 3-3166...Air Time: Full Time
News Service .....AP
Representative .....Weed
President.....N. J. Rahall
Sta., Gen. Mgr. .....O. R. Davies
Prog. Dir.....Marshall S. Cleaver
Sales, Prom. Manager.....D. L. Jones

WSAN—Allentown—1923
NBC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....Lehigh Valley Bcstg. Co.
Bus.-Studio Address.....39-41 N. Tenth St.
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative .....Headley Reed
Membership .....NARTB, RAB
Gen., Prom. Manager....B. Bryant Musselman

WFBG—Altoona—1924—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Triangle Pubs.
Address.....1320 11th Ave.
Phone: 4-2031.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....H-R Reps., Inc.
Membership .....NARTB
President.....W. H. Annenberg
General Manager.....R. W. Clipp
Managing Dir.....John M. Snyder
Publicity Dir.....Ellen DeFiore
Chief Engineer.....George Burgoon

WRTA—Altoona—1947
ABC-MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Thompson Bcstg. Co.
Address.....1421 12th Ave.
Phone: 6646.....Air Time: Full Time
News Service .....UP
Transcription Service .....Associated
Representative .....Robert Meeker
Membership .....NARTB
Pres., Sls. Prom. Mgr.....Roy F. Thompson
Sta., Comm. Mgr.....William Clear
Program Director.....Dorothy M. Thompsson
Publicity Director.....Marge Griffith
Chief Engineer.....Al Merritts

WVAM—Altoona—1948—CBS

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....General Bcstg. Corp.
Address.....2727 W. Albert Dr.
Phone: 8127.....Air Time: Full Time
News Service .....UP
Membership ..... NARTB
Transcription Service .....Standard
Representative .....Weed & Co.
Gen. Mgr., Prog. Director.....Will Ketner
Comm. Manager.....Will Union

WAVL—Apollo—1947

Frequency: 910 Kc.....Power: 1000 Watts, d.
Owned-Oper. By.....Tri-Borough Bcstg. Co.
Address.....Press & Radio Bldg.

wkap - - ALLENTOWN, PA.

"Oggie" Davies
General Manager

WFEA . . . in Manchester, N. H.
WWNR . . . in Beckley, W. Va.
WNAR . . . in Norristown, Pa.

Joe Rahall
President
RAHALL GROUP

Phone: GRover 2-3921.....Air Time: Daytime
News Service .....UP
Transcription Service.....SESAC, World
Gen., Comm. Manager.....E. J. Kroen
Business Manager.....A. J. West
Program Director.....Silas West

WNCC—Barnsboro—1950
KBS

Frequency: 950 Kc.....Power: 500 Watts d.
Owned-Oper. By.....No. Cambria Bcstrs.
Address .....Box 277
Phone: 1010.....Air Time: Daytime
Transcription Service .....World
News Service .....UP
Membership ..... RAB
Program Director.....William R. Raihall

WBVP—Beaver Falls—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..... ....WBVP, Inc.
Business-Studio Address....1216 Seventh Ave.
Phone: 4100.....Air Time: Full Time
News Service.....UP, AP
Transcription Service....Standard, Thesaurus
Membership ..... NARTB
Pres., Gen. Mgr.....Frank R. Smith, Jr.
Comm., Sta. Mgr.....Thomas B. Price
Program Director.....Charles H. Wilson
Sls. Prom., Pub. Dir.....Jean E. Biggard
Chief Engineer.....Andy Sivak

WBFD—Bedford—1955—KBS

Frequency: 1310 Kc.....Power: 1 Kw. d.
Owned-Oper. By....The Inquirer Printing Co.
Address.....130 S. Juliana St.
News Service .....UP
President .....John Biddle
General Manager.....Hugo K. Frear
Station Manager.....Robert S. Harrison, Jr.

WGPA—Bethlehem—1946

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Bethlehem Globe
Bus.-Studio Address.....428 Brodhead Ave.
Phone: University 6-8074...Air Time: Daytime
News Service .....UP
Newspaper Affil.....Bethelem Globe Times
Transcription Service.....Capitol, Thesaurus
Membership .....NARTB
President.....Rolland L. Adams
General Manager.....Ellis Service
Station Manager .....Arthur C. McCracken
Comm., Sales Prom. Mgr.....Frank Collie
Prog. Dir.....Stefan George
Pub. Dir.....Frank Collie
Chief Engineer.....Edwin L. Rybak

WCNR—Bloomsburg—1946

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned....The Columbia-Montour Bcstg. Corp.
Bus.-Studio Address.....38 W. Main St.
Phone: STerling 4-1200.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Membership ..... NARTB
Gen., Comm. Manager.....Ed Darlington
Chief Engineer.....Robert Fulton

WHLM—Bloomsburg—1948

Frequency: 550 Kc.....Power: 500 Watts
Owned .....Bloom Radio
Address:.....107 W. Main St.
Phone: STerling 4-5500....Air Time: Full Time
News Service .....AP, UP
Transcription Service.....Lang-Worth, World
Representative ..... Raymer
Membership.....NARTB, RAB
President.....Harry L. Magee
Gen., Sta. Mgr.....Robert R. Williams
Commercial Mgr.....Pat Campbell
Sales Prom. Mgr.....Ray Calabrese
Program Dir.....Dale Fulmer
Publicity Dir.....Patsy O'Brien
Chief Engineer.....Anthony Hogg

WLOA—Braddock—1947
KBS

Frequency: 1550 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Matta Bcstg. Co.
Business-Studio Address...1233 Braddock Ave.
Phone: Electric 1-1100.....Air Time: Daytime
News Service ..... UP
Pres., Gen., Sta. Mgr.....William G. Matta
Commercial Manager.....George Matta
Sls. Prom. Manager.....Mario Bidese
Publicity Director.....Tom Powers
Chief Engineer.....Elmer L. Heess

WESB—Bradford—1947
MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By. .....WESB
Business Address.....43 Main St.
Phone: 3173.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Burn-Smith
Membership .....NARTB
Gen., Sls. Prom. Mgr.....J. M. Cleary
Comm. Mgr., Pub. Dir...Frederick P. Tascone
Program Dir.....William Winn
Chief Engineer.....Dean Merry

WBUT—Butler—1949

Frequency: 1050 Kc.....Power: 250 Watts
Owned-Operated By.....WBUT, Inc.
Address .....Mcquistion Rd.
Phone: 75-778.....Air Time: Daytime
News Service..... AP
Station Representative.....Gill-Perna, Inc.
President.....J. Patrick Beacom
Gen., Sta., Comm. Dir., Eng.....G. Coleman

WISR—Butler—1941

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Oper. By ..The Butler Bcstg. Co., Inc.
Business-Studio Address.....357 N. Main St.

Phone: Butler 7-4701.....Air Time: Daytime
News Service .....UP
President.....Joel W. Rosenblum
General Manager.....Robert Kaufman
Comm. Manager.....J. Victor O'Brien
Program Director.....Warren Ihlenfeld
Chief Engineer.....Paul Rex

WCDL—Carbondale—1950 KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By Carbondale Bdcstg., Co., Inc.
Address.....127 Salem Rd.
Phone: Carbon 1230.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Donald Cooke, Inc.
President ....William H. Ware
Gen., Sta. Manager.....A. P. Perry
Comm., Sls. Prom Mgr.....P. J. Oles
Prog., Pub. Director.....T. A. McDonough
Chief Engineer.....Walter F. Rude

WHYL—Carlisle—1952—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper...R. F. Lewis, Jr., of Carlisle, Inc.
Business Address.....Holly Pike
Phone: 1785.....Air Time: Daytime
News Service .....UP
Membership ..... NARTB
President.....Richard F. Lewis, Jr.
Gen., Sta., Comm. Mgr.....Winslow T. Porter
Prog. Dir.....C. H. Morse
Publicity Director.....Jack Stelling

WCHA—Chambersburg—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Chambersburg Bcstg. Co.
Bus.-Studio Address.....Craft Press Bldg.
News Service .....AP
Transcription Service.....Thesaurus, Standard
Representative .....Forjoe
General Manager.....John S. Booth
Station Manager.....Earl P. Strine

WESA—Charleroi—1947 KBS

Frequency: 940 Kc.....Power: 250 Watts d.
Owned-Oper. By..Monongahela Valley Bcstg.
Address .....Box 584
Phone: Hudson 3-6551.....Air Time: Daytime
News Service .....AP
Representative .....Clark
Transcription Service .....Thesaurus
President.....Dr. A. S. Sickman
Gen. Mgr.....C. R. Duvall
Program Dir.....George Galley

WDRF—Chester—1947

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Eastern Bcstg. Co., Inc.
Business Address.....Middletown Rd.
Phone: CHester 4-4321....Air Time: Full Time
News Service .....UP
General Manager.....Cy Swingle
Program Director.....Del Parks
Publicity Director.....M. F. Griffith
Chief Engineer.....Harry Simington

WVCH—Chester—1948

Frequency: 740 Kc.....Power: 1 Kw. d.
Owned-Operated By.....James M. Tisdale
Bus.-Studio Address...Wolf Bldg., Market Sq.
Phone: Chester 2-8861....Air Time: Daytime
News Service .....UP
Station Rep. .....Webb
Membership .....NARTB, RAB
General Manager.....James M. Tisdale
Comm. Manager.....Martin Peltzman

WCPA—Clearfield—1947 KBS

Frequency: 900 Kc. ...Power: 1000 Watts d.
Owned-Oper. By ....Clearfield Bdcsters, Inc.
Address .....215 Church St.
Phone 5-5541
Newspaper Affiliation.....Clearfield Progress
News Service .....UP
Transcription Service.....Lang-Worth
Membership ..... NARTB
President.....W. K. Ulerich
General Manager.....W. J. Thomas
Sta., Comm., Sls. Prom. Mgr.....Joseph Milsop
Program Director.....Margaret Nemeth
Chief Engineer.. .....Lewellyn Duck

WCOJ—Coatesville—1949

Frequency: 1420 Kc.....Power: 5 Kw.

REACH THE
INDUSTRIAL
SCRANTON
WILKES-BARRE
MARKET
FROM
WCDL
CARBONDALE, PA.
APRIL 1956
5,000 WATTS!!
ANTHONY P. PERRY, Gen. Mgr.
See: DONALD COOKE, INC., N. Y.

Owned-Oper. By.....Chester Co. Bcstg. Co.
Address .....809 E. Lincoln H'way
Phone: 2100.....Air Time: Full Time
Transcription Service.....Standard
News Service .....UP
Membership .....NARTB
President, Chief Eng.....Louis N. Seltzer
General Manager.....William S. Halpern
Comm., Prom. Mgr.....Donald Kimes

WCVI—Connellsville—1947 KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Connellsville Bcstrs., Inc.
Business-Studio Address.....Hetzel Bldg.
Air Time.....Full Time
General Manager.....W. W. Robinson
Program Director.....Mary F. Rich

WOTR—Corry—1955—KBS

Frequency: 1370 Kc. .....Power: 500 Watts
Air Time .....Daytime
Address.....Corry Savings & Loan Bldg.
Phone: 3-6611.....Air Time: Daytime
News Service .....AP
Transcription .....Standard
President.....Olivia T. Rennekamp
General Manager.....Kenneth E. Rennekamp
Station Manager.....John Wellenhoffer
Commercial Manager.....Paul Carlson
Sales Promotion.....Jack Carr
Program Director.....Howard Bycroft
Publicity Director.....Guy R. Davis
Chief Engineer.....David E. Hubertz

WFRM—Coudersport—1953

Frequency: 600 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Farm & Home Bcstg. Co.
Address.....9 N. Main St.
Phone: 2113.....Air Time: Daytime
News Service..... AP
Transcription Service .....World
President.....C. H. Simpson
General Manager.....John A. Fay
Sta. Mgr., Prog. Dir.....R. F. Bennett
Commercial Mgr.....James F. Ponder
Sales Prom. Manager.....Richard Palmere
Chief Engineer.....F. K. Reed

WBUX—Doylestown—1948 KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Charles M. Meredith
Business-Studio Address.....Hart Bldg.
Phone: 220.....Air Time: Daytime
Transcription Service .....World
Membership .....NARTB, RAB
Representative.....Indie Sales, Inc.
Gen., Comm. Mgr.....William A. Lynch

WCED—Dubois—1941—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Tri-County Bcstg. Co.
Business-Studio Address.....30 N. Park Pl.
Representative .....McGillvra
General Mgr.....Jason S. Gray

WEST—Easton—1936—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Associated Bcstrs., Inc.
Bus.-Studio Address.....516 Northampton St.
Phone: 6131.....Air Time: Full Time
News Service.....AP, UP
Representative .....Robert Meeker
Membership .....NARTB
Station Exec.....Clair R. McCollough
Station Manager.....Theodore W. Pierce
Nat'l. Sales Manager.....J. Robert Gulick
Program Director.....Eugene Bethman
Technical Director.....J. E. Mathiot

WEMR—Emporium—1954

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Oper. By.....Kenneth E. Rennekamp
Address.....513-15 Berger Bldg., Pittsburgh
Phone: AT 1-1365.....Air Time: Full Time
News Service .....AP
Transcription .....Standard
President, Gen. Mgr.....K. E. Rennekamp
Station Manager.....James Agnello
Commercial Manager.....Richard Rosse
Prog., Pub. Director.....O. T. Rennekamp
Chief Engineer.....Richard Roeder

WGSA—Ephrata—1955—KBS

Frequency: 1310 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Garden Sport Bcstrs.
Address .....Box 419
Co-Managers .Samuel R. Youse, George Kienzle

WERC—Erie—1941—ABC

Frequency: 1260 Kc.....Power: 5 Kw.
Owned by.....Presque Isle Bcstg. Co.
Address.....121 West 10th St.
Phone: 4-6367.....Air Time: Full Time
News Service..... UP
Station Representative..... Weed
Transcription.....Capitol, Lang-Worth
President.....Jacob A. Young
Gen. Mgr.....Arthur M. Ingram
Sales Manager.....Robert Yochim

WIKK—Erie—1949—NBC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Community Service Bcstg.
Bus. Studio Address.....3514 State St.
Phone: 23-248.....Air Time: Full Time
Newspaper Affil.....Dispatch
News Service .....AP
Representative .....Petry
President .....Edward Lamb
Gen., Sta. Manager.....Ben McLaughlin
Sls. Prom., Pub. Director.....Jack Shumaker
Program Director.....Robert Lunquist
Commercial Manager.....K. R. Nelson
Chief Engineer.....Ken Husband

WJET—Erie—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....."Jet" Bcstg. Co.
Address.....18th & Ash St.
Phone: 2-6741.....Air Time: Full Time
Transcription Service .....Standard
Representative .....Forjoe
Membership .....NARTB
Pres., Gen. Mgr.....Myron Jones
Commercial Manager.....Lou Skelly

WLEU—Erie—1933
MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned....Commodore Perry Bcstg. Ser. Inc.
Address.....12th & State Sts.
Phone: 22-129, 23-327.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Station Rep. .....Rambeau
Membership .....NARTB
President.....Own K. Murphy
General Manager.....Philip B. Hirsch
Commercial Mgr.....James D. Brownyard

WFAR—Farrell—1954—KBS

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sanford A. Schafitz
Address .....Hoelzle Rd.
Phone: 4171.....Air Time: Daytime
News Service .....AP
President, Gen. Mgr.....Sanford A. Schafitz
Sta. Mgr., Prog. Director.....A. Zippay
Commercial Manager.....Arthur Simmers
Sales Prom. Manager.....Ginger Rock
Publicity Director.....Fred Cole

WGET—Gettysburg—1950
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Times & News Pub. Co.
Address.....P. O. Box 28
Phone: 850.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Membership .....NARTB, RAB
Gen., Comm. Mgr.....P. H. Cunningham

WHJB—Greensburg—1934

Frequency: 620 Kc.....Power: 1 Kw. d., 500 n.
Owned.....Pittsburgh Radio Supply House
Business-Studio Address...128 N. Penn Ave.
Phone: 3740.....Air Time: Full Time
News Service .....UP
Membership ..... NARTB
President.....H. Kenneth Brennen
Gen., Sta., Comm. Mgr.....H. J. Brennan
Prog. Mgr.....Glenn Grayson
Chief Engineer.....L. L. Allen

WHVR—Hanover—1949

Freq.: 1280 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Operated By.....Radio Hanover, Inc.
Address .....Box 268
Phone: 3831.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Membership .....NARTB, RAB
Gen., Comm. Manager.....John D. Bare
Program Director.....Daniel E. Rutledge
Pub. Dir., Sales Prom. Mgr.....Ed John
Chief Engineer.....Philip Rohrbaugh

WCMB—Harrisburg—1948
MBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By.....Rossmoyne Corp.
Business-Studio Address.....228 Court St.
Phone: CE 4-3005.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Gill-Perna
President.....Edgar T. Shepard, Jr.
General Manager.....Ed K. Smith
Comm. Manager.....Henry Traugh
Program Director.....Ed. Gonzales
Chief Engineer.....J. Howard Bair

WHGB—Harrisburg—1945
ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Kendrick Bcstg. Co., Inc.
Bus.-Studio-Trans. Address.....112 Market St.
News Service .....AP
Transcription Service .....Capitol
Representative .....Pearson
Membership .....NARTB
Pres., Gen., Sta., Sls. Prom. Mgr....H. Kendrick
Program Director.....Jack Hooper
Comm. Mgr.....Ralph Hartman
Publicity Director.....Red McCarthy
Chief Engineer.....William Kuntz

WHP—Harrisburg—1924
CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WHP, Inc.
Business-Studio Address.....Telegraph Bldg.
Phone: CE 4-3211.....Air Time: Full Time
Representative .....The Bolling Co.
Membership .....NARTB
Gen.-Comm. Mgr.....A. K. Redmond
Sales Service Director.....Beatrice Potteiger
Program Director.....Dick Redmond

WKBO—Harrisburg—1922
NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Keystone Bcstg. Corp.
Bus.-Studio Address.....31 N. Second St.
Phone: CEdar 4-0191.....Air Time: Full Time
News Service.....UP, AP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NARTB
Station Executive.....Clair R. McCollough
Station Manager.....W. E. Garman
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....Thomas A. Weitzel
Technical Director.....J. E. Mathiot

WAZL—Hazleton—1932
NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hazleton Bcstg. Co.
Address.....708 Hazleton Natl. Bank Bldg.
Phone: GL. 4-3531-32.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative.....Raul H. Raymer, Co.
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....Victor C. Diehm
Program Director.....Bill Graham
Publicity Director.....Pepsia Karvounis
Chief Engineer.....Elwood Tito

WHOD—Homestead—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By...Steel City Bcstg. Corp.
Bus.-Studio Address.....105 E. 7th Ave.
Phone: HO 1-0172.....Air Time: Daytime
Newspaper Affil.....Courier
News Service .....UP
Representative .....Forjoe
President.....Anthony S. Ortale
Prom., Sta. Manager.....Leonard Walk
Chief Engineer.....James Herbert

WHUN—Huntingdon—1947
KBS

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By..Joseph F. Biddle Publ. Co.
Bus.-Studio Address.....400 Washington St.
Phone: 1291.....Air Time: Daytime
News Service .....UP
Trans. Ser.....SESAC, Lang-Worth
President.....John H. Biddle
General Manager.....William E. Germann

WDAD—Indiana—1945
CBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WDAD Inc.
Address.....673 Philadelphia St.
Phone: 5-5511.....Air Time: Full Time
News Service .....UP
Trans. Ser. .....World
General Manager.....W. J. Thomas
Station Manager.....Jonas Termin
Program Director.....C. C. Porter

WARD—Johnstown—1946
CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Bcstg. Co., Inc.
Address .....235 Franklin St.
Phone: 81-216.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Membership ..... NARTB
Representative .....Weed
V.P., Gen. Manager.....G. D. Gartland
Station Manager.....Steward W. Phillips

WCRO—Johnstown—1947
ABC-MBS

Frequency: 1230 Kc.....Power: 250 Watts

IN PENNSYLVANIA Vic RADIO PROFIT Diehm Says:

WAZL

To get 70% of the audience in lower Luzerne and adjacent counties of Carbon, Schuylkill and Columbia you need . . .

HAZLETON, PA. NBC-MBS

WHLM

With full time power, covering a retail buying area better than $175,000,000 and farm dollars that exceed . . . $25,000,000 you can't afford to pass up . . .

BLOOMSBURG, PA.

WHOL

For radio coverage in the prosperous industrial market of Allentown-Bethlehem you need . . .

ALLENTOWN, PA. CBS

WAZL Hazleton, Pa. NBC-MBS | WHOL Allentown, Pa. CBS | WHLM Bloomsburg, Pa. | WIDE Biddeford-Saco, Me. MBS-Yankee | WVDA Boston, Mass. ABC

(All Stations Represented by Paul H. Raymer Company)

Owned-Oper. By.....Century Bcstg. Corp.
Bus.-Studio Address.....Fort Stanwix Hotel
Phone: 9-1187.....Air Time: Full Time
Representative.....Radio-TV Reps
General Manager.....John Pallottini

WJAC—Johnstown—1925 NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WJAC, Inc.
Bus.-Studio Address.....329 Main St.
Phone: 51-262.....Air Time: Full Time
Newspaper Affiliation.....Tribune
News Service .....AP
Representative .....Young
Membership .....NARTB
President.....W. W. Krebs
Comm. Mgr.....Park Claycomb
Prog. Dir.....Ronald J. Stephenson
Chief Engineer.....Theodore E. Campbell

WADP—Kane—1954—KBS

Frequency: 960 Kc.....Power: 500 Watts
Owned .....Northern Allegheny Bcstg. Co.
Address .....Penn-Kane Hotel
Phone: 1520.....Air Time: Daytime
News Service .....AP
Transcription .....Thesaurus
President, Gen. Mgr.....David Potter
Station Manager.....Raymond Barlow
Comm., Sls. Prom. Manager.....Dick Feit
Prog. Director.....Jack Sandstrom
Chief Engineer.....John Nordine

WACB—Kittanning—1948

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned.....Armstrong County Bcstg. Corp
Bus.-Studio Address.....325 Market St.
Phone: 43-1381.....Air Time: Daytime
News Service .....AP
Station Rep. .....Rambeau
Membership .....NARTB, RAB
President .....S. W. Pruett
V. Pres., Gen Manager.....Charles M. Erhard
Sta. Mgr., Prog. Director.....H. H. Stoops
Commercial Mgr.....William C. Frederick
Chief Engineer.....Robert Chemelli

WGAL—Lancaster—1922 NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WGAL, Inc.
Business-Studio Address.....8 W. King St.
Phone: 7-5251.....Air Time: Full Time
News Service.....AP, UP
Membership .....NARTB
Representative .....Robert Meeker
President.....Clair R. McCollough
Nat. Sales Mgr.....J. Robert Gulick
Sta., Prog. Manager.....Kenneth Kreider
Technical Director.....J. E. Mathiot

WLAN—Lancaster—1946 ABC-MBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Peoples Bcstg. Co.
Bus.-Studio Address.....252 N. Queen St.
Phone: 4-7261.....Air Time: Full Time
News Service .....AP
Transcription Service.....Lang-Worth
Representative .....Headley-Reed
Membership.....NARTB, RAB
Pres., Gen. Mgr.....Frank H. Altdoerffer
Station Manager.....S. M. Altdoerffer
Commercial Mgr.....Stanley Baker
Pub., Sls. Prom. Director.....R. O. Welsh
Prog. Director.....Karl Scheying
Chief Engineer.....Ramon Sherman

WLSH—Lansford—1952

Frequency: 1410 Kc....Power: 1000 Watts d.
Owned-Oper. By...Miners Bcstg. Service, Inc.
Address.....P. O. Box D
Phone: 1440.....Air Time: Daytime
Representative .....Everett-McKinney
President.....Joseph L. Maguire
Station Manager.....John W. Angst

WAKU—Latrobe—1951

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Clearfield Bcstrs. Inc.
Address.....Clearfield, Pa.
Phone: Keystone 7-7744....Air Time: Daytime
Newspaper Affil.....Clearfield Pub. Co.
President.....W. K. Ulerick
General Manager.....W. J. Thomas
Sta., Comm. Mgr.....W. A. Koerbel
Chief Engineer.....Manuel Alverez

WLBR—Lebanon—1946

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address....8th & Cumberland Sts.
Phone: 2-7651.....Air Time: Full Time
News Service ..... UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NARTB
President.....H. Raymond Stadiem
Managing Director.....Lester P. Etter
Comm. Manager.....Philip J. Reilly
Program Director.....H. P. Van Voorhis
Chief Engineer.....M. Leonard Savage

WKVA—Lewistown—1949 ABC

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By....Central Pa. Bcstg. Co.
Address.....19 S. Wayne St.
Phone: 6771.....Air Time: Day Time
News Service .....UP
Representative .....Gill-Perna
Pres., Sta., Gen. Mgr.....Robert L. Wilson
Comm. Manager.....G. T. Hepburn
Sales Prom. Manager.....Robert Hyle
Pgm. Dir.....Lynn Bloom
Publicity Dir.....Reed Gray
Chief Engineer.....Robert Steltzer

WMRF—Lewistown—1941
NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Lewistown Bcstg. Co.
Business-Studio Address.....5 W. Market St.
Phone: 6757.....Air Time: Full Time
News Service .....AP
Representative .....Burn-Smith
Membership .....NARTB
President.....J. S. Woods
Gen., Sta., Comm. Mgr.....T. W. Metzger
Sls. Prom. Manager.....Frank Troiani
Prom., Pub. Director.....James Keyes
Chief Engineer.....Kenneth Callahan

WBPZ—Lock Haven—1946
MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Lock Haven Bcstg. Corp.
Bus.-Studio Address.....132½ E. Main St.
Air Time.....Full Time
News Service .....AP, UP
Trans. Service.....World, Lang-Worth
Representative ..... McGillvra
Membership .....NARTB, RAB
Gen., Comm. Manager.....Harris Lipez

WEDO—McKeesport—1947

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address.....547 5th Ave.
Phone: NO 4-7167.....Air Time: Daytime
News Service .....AP
Transcription .....Thesaurus
Newspaper Affil.....Hancock Cty. Courier
Membership .....NARTB, RAB
Trans. Service .....Thesaurus
Station Rep..... Rambeau
Pres., Gen. Mgr.....Edward J. Hirshberg
Sta. Mgr.....Robert E. Badger
Prog. Director.....Charles Moyer
Publicity Director.....Sam Spatter
Chief Engineer.....Wilkes E. Hurley

WMCK—McKeesport—1947

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Mon-Yough Bcstg. Co.
Business-Studio Address.....516 Market St.
Phone: OR 8-8888.....Air Time: Full Time
News Service .....UP
Transcription Service.....Lang-Worth
Representative .....Cooke
President, Gen. Mgr.....Robert M. Cox
Comm. Manager.....Gene Kline
Operations Manager.....Sam Vidnovic
Program Director.....Pat Haley
Chief Engineer.....Charles White

WMGW—Meadville—1947
ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By .Meadville Bdcstg. Serv., Inc.
Address .....1st National Bank Bldg.
Phone: 46-723.....Air Time: Full Time
News Service .....AP
Transcriptoin Service .....World
Membership .....NARTB
President .....H. C. Winslow
Gen., Sta., Comm., Sls. Prom. Mgr.....R. Trace
Prog., Pub. Director.....James Strickler
Chief Engineer.....Eugene Phillips

WJUN—Mexico—1955

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Juanita Perry Bcstg. Co.
Address .....Box 97
Phone: Miffletown 64.....Air Time: Daytime
Representative .....Burn-Smith
News Service .....AP
General Manager.....Thomas W. Metzger
Station Manager.....Ralph S. Parker

WMLP—Milton—1955

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WMLP, Inc.
Address.220 Norland Ave., Chambersburg, Pa.
Owner.....John S. Booth

WHWL—Nanticoke—1946

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Anthracite, Inc.
Business-Studio Address.....38 E. Main St.
Phone .....Nanticoke 1332
News Service .....UP
Representative .....Forjoe
President.....Henry W. Lark
Station Manager.....Milton Laughlin
Operations .....C. R. Petrie, Jr.

WKST—New Castle—1938
MBS

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....WKST, Inc.
Address .....Cathedral Bldg.
Phone: Oliver 4-5501.....Air Time: Full Time
News Service .....UP
Representative .....Everett-McKinney
President, General Mgr.....S. W. Townsend
Station Manager.....Harley West
Comm. Manager.....G. E. McGary
Prog., Pub. Dir.....Harry Reith
Chief Engineer.....Donald Dout

WKPA—New Kensington
1940

Frequency: 1150 Kc.....Power: 250 Watts d.
Owned-Oper. By....Allegheny-Kiski Bcstg. Co.
Business-Studio Address.....810 Fifth Ave.
Phone: Edison 7-3588.....Air Time: Daytime
News Service .....AP
Transcription Service .....World

Representative.....Continental Radio Sales
President .....C. R. Cooper
General Manager.....Melvin Goldberg
Program Director.....Michel Felock
Sls. Prom. Manager.....J. Hannan, Jr.
Chief Engineer.....W. W. Neely

WNAR—Norristown—1946

Frequency: 1110 Kc.....Power: 500 Watts d.
Owned-Operated By...Norristown Bcstg. Co.
Bus.-Studio Address.....115 W. Main St.
Phone: BRoadway 2-7600..Air Time: Full Time
News Service .....AP
Membership .....NARTB
President.....N. Joe Rahall
Gen. Mgr.....Ogden R. Davies
Sta., Nat. Sls. Manager.....John M. Banzhoff
Program Dir.....Bernard Brode
Chief Engineer.....Anthony De Sola

WKRZ—Oil City—1946
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WKRZ, Inc.
Business-Studio Address.....201 Fair Bldg.
Phone: 4-1260.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Pres., Gen., Sta. Mgr...Kenneth E. Rennekamp
Commercial Mgr.....Vera Lupton
Promotion Mgr.....Edward Erickson
Program Director.....John Remus
Chief Engineer.....James Saltzmann

WHAT—Philadelphia—1925

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Oper. By....Independence Bcstg. Co.
Address...Conshohocken & Windemere Aves.
Phone: TRinity 8-1500....Air Time: Full Time
News Service..... AP
Representative .....Indie Sales
Pres., Gen., Comm. Mgr. ..William A. Banks
Station Manager.....Dolly Banks
Sales Prom. Manager.....Len Stevens
Prog. Director.....Charles O'Donnell
Publicity Director.....M. Mason
Chief Engineer.....Charles Lehmann

WIBG—Philadelphia—1925

Frequency: 990 Kc.....Power: 10,000 Watts
Owned.....Seaboard Radio Bcstg. Corp.
Business-Studio Address.....1425 Walnut St.
Phone: RIttenhouse 6-2300.Air Time: Full Time
News Service .....UP
Representative .....Radio-TV Reps.
President.....Paul F. Harron
General Manager.....Edward D. Clery
Sales Manager.....J. R. Mahoney
Program Director.....Douglas Arthur
Chief Eng.....George Hooper

WIBG PHILADELPHIA

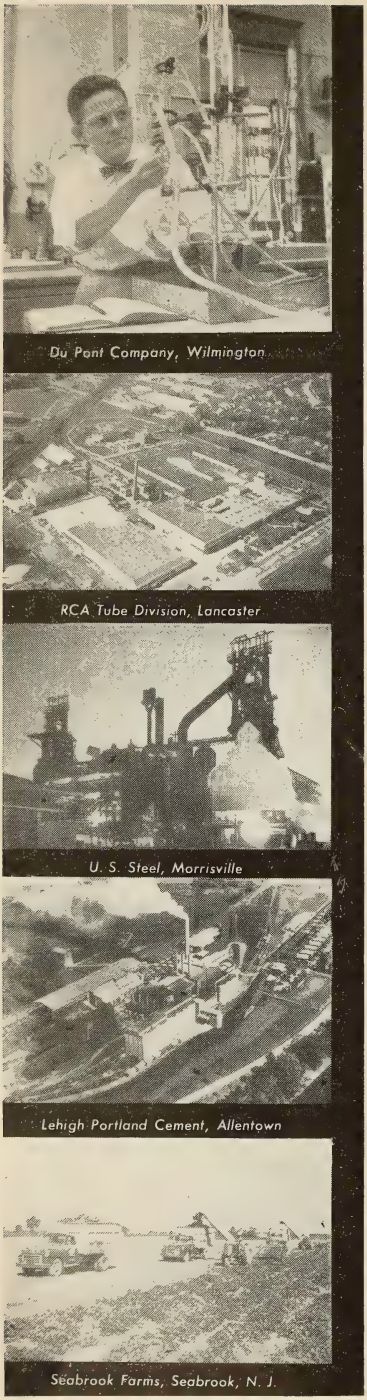
NATIONAL SPOT BUSINESS

AT OUR ALL-TIME HIGH — — AND WE'VE BEEN IN BUSINESS SINCE 1925

Pennsylvania's Most Powerful Independent Station

10,000 WATTS of SPORTS, NEWS and MUSIC

NATIONAL REPRESENTATIVE — RADIO-TV REPRESENTATIVES



In Delaware Valley, U.S.A....

NOTHING SUCCEEDS LIKE SUCCESS

WFIL-TV, like the booming 30-county Delaware Valley, U.S.A. which it saturates, is a modern success story without equal.

- Advertisers in Delaware Valley use WFIL-TV more than other Philadelphia stations—50% more than Station A; 70% more than Station B.
- WFIL-TV's unparalleled point-of-sale merchandising support in 3 great supermarket chains has increased food billings 387% in 4 years.
- Delaware Valley's most popular local programming is created by WFIL-TV. "BANDSTAND", for instance, topped all competition since it began, October, 1952.
- Only the WFIL stations—in all of broadcasting—hold more than one du Pont Award—for community service.
- Respected advertisers like FORD . . . ALKA SELTZER . . . RCA . . . ATLANTIC REFINING . . . KELVINATOR use an annual average of 5¾ program hours per week on WFIL-TV—and have for the past 5 years.

The surest road to top sales in the teeming Delaware Valley, U.S.A. is WFIL-TV—proven competitively superior service to advertisers and community . . . NOTHING SUCCEEDS LIKE SUCCESS.

A TRIANGLE STATION

WFIL-TV

PHILADELPHIA, PENNSYLVANIA

Channel 6

ABC-TV Affiliate • Represented by Blair-TV

RADIO & TELEVISION DIVISION / TRIANGLE PUBLICATIONS, INC.

WRCV—Philadelphia—1921
NBC

Frequency: 1060 Kc.....Power: 50,000 Watts
Owned-Oper. By....National Bcstg. Company
Business-Studio Address.....1619 Walnut St.
Phone: LOcust 4-3700....Air Time: Full Time
News Service.....INS, UP
Representative.....NBC Spot Sales
Membership.....RAB, NARTB
President.....Robert W. Sarnoff
Vice-Pres., Gen. Mgr.....Lloyd E. Yoder
Asst. Gen. Mgr.....A. W. Dannenbaum
Program Director.....Stan Lee Broza
Chief Engineer.....Walter L. Nuss

WCAU—Philadelphia—1922
CBS

Frequency: 1210 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WCAU, Inc.
Address.....City & Monument Ave.
Phone: Greenwood 7-8300.Air Time: Unlimited
News Service .....AP, INS, UP
Newspaper Affil..... Bulletin
Trans. Service.Lang-Worth, Capitol, Associated
Representative.....CBS Radio Spot Sales
Membership .....NARTB, RAB
Pres., Gen. Mgr. .....Donald W. Thornburgh
Exec. Vice-President.....Jos. L. Tinney
Sales Manager.....John S. DeRussy
V.P., Prog. Director.....Jos. T. Connolly
V.P., Prom. Dir.....Robert N. Pryor
V.P., Director of Engr.....John G. Leitch

WDAS—Philadelphia—1922

Frequency: 1480 Kc.....Power: 1 Kw.
Owned-Oper. By .....Max M. Leon, Inc.
Address.....Belmont Ave. & Edgely Rd.
Phone: TRinity 8-2000.....Air Time: Full Time
News Service .....AP
Representative .....Forjoe
Membership .....RAB
President .....Max M. Leon
General Manager.....Robert A. Klein
Program Director.....Jerry Grove
Merchandising Mgr.....Leon Fisher
Local Sls. Manager.....W. H. Vogt
Chief Engineer.....Frank W. Unterberger

WFIL—Philadelphia—1922
ABC

Frequency: 560 Kc.....Power: 5000 Watts
Owned.....Triangle Publications, Inc.
Business-Studio Address.....46th & Market
Phone: Evergreen 2-4700..Air Time: Full Time
News Service .....UP
Transcription Service.....Associated, World
Representative ..... Blair
Membership .....NARTB
General Manager.....Roger W. Clipp
Station Manager.....George A. Koehler
Gen. Sls. Manager.....K. W. Stowman
Promotion Mgr.....Joe Zimmermann
Program Dir.....Felix Meyer
Publicity Dir.....John J. Hyland
Chief Engineer.....Henry Rhea

WJMJ—Philadelphia—1948

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WJMJ Bcstg. Corp.
Business-Studio Address.....2043 Locust St.
Phone: LOcust 4-2300.....Air Time: Daytime
News Service .....AP
Transcription Service .....SESAC
Pres., Gen., Sta. Mgr.....Patrick J. Stanton
Commercial Mgr.....Charles Stahl
Sales Prom., Pub. Mgr.....James Rubenstone
Prog. Dir.....Michael Deegan
Chief Engineer.....Alec Felton Iles

WPEN—Philadelphia—1929

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By.....William Penn Bcstg. Co.
Business-Studio Address.....2212 Walnut St.
Phone: LOcust 4-6000....Air Time: Full Time
News Service.....AP, UP
Representative .....Gill-Perna
Membership ..... RAB
President .....William Sylk
V.P., Gen. Mgr.....William B. Caskey
Asst. Sta. Mgr., Prog. Dir.....Murray Arnold
Local Sls. Manager.....J. E. Surrick
Gen. Sls. Manager.....Erwin Rosner
Prom. Mgr., Pub. Director.....S. Elber
Chief Engineer.....Charles W. Burtis

Nothing — but nothing outsells good old radio!

OUR ADVERTISERS HAVE KNOWN IT FOR YEARS

WIP

610 KC

PHILADELPHIA

WIP—Philadelphia—1922
MBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....Pennsylvania Bcstg. Co.
Business-Studio Address.....35 S. 9th St.
Phone: WAlnut 2-6800....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....World
Representative .....Edward Petry
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Benedict Gimbel, Jr.
V.P., Director of Sales.....Ralph Brent
Program Director.....Varner Paulsen
Comm. Manager.....Clyde Spitzner
Chief Engineer.....Clifford C. Harris

WTEL—Philadelphia—1924

Frequency: 860 Kc.....Power: 250 Watts d.
Owned.....Foulkrod Radio Engineering Co.
Business-Studio Address....4312 N. Broad St.
Phone .....Davenport 4-4310
Pres., Pgm. Dir. .....E. Douglass Hibbs
General Manager.....Henry N. Cocker
Chief Engineer.....Edward Stenzel

KDKA—Pittsburgh—1920
NBC

Frequency: 1020 Kc.....Power: 50,000 Watts
Owned-Oper. By.Westinghouse Bcstg. Co. Inc.
Business-Studio Address.....Grant Bldg.
Phone: Grant 1-4200.....Air Time: Full Time
News Service.....AP, UP
Representative.Peters, Griffin, Woodward, Inc.
Membership.....NARTB, RAB
President.....Chris J. Witting
Gen., Station Mgr.....L. R. Rawlins
Comm. Manager.....John Stilli
Program Manager.....Thomas Bennett
Publicity Manager.....John Williams
Chief Engineer.....Theodore C. Kenney

KDKA

Pittsburgh

50 KW-Voice of the Tri-State Area

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

KQV—Pittsburgh—1919—CBS

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Oper. By.....Allegheny Bcstg. Co.
Address.....800 Chamber of Commerce Bldg.
Phone: ATlantic 1-9100....Air Time: Full Time
News Service .....UP
Transcription .....World
Membership .....NARTB
Representative ..... Raymer
Exec. Vice President.....Gunnar O. Wiig
Gen., Sls. Manager.....J. F. Murray
Prom., Pub. Dir.....Owen Simon
Program Dir.....John Gibbs
Chief Engineer.....James J. Schultz

WILY—Pittsburgh—1954

Frequency: 1080 Kc.....Power: 1 Kw.
Owned By.....Pittsburgh Bcstg. Co.
Address.....220 N. Highland Ave.
Phone: EM. 1-5000.....Air Time: Daytime
News Service..... AP
Station Representative.....Stars Nat.
Membership .....NARTB, RAB
President..... John Kluge
General Manager..... Ernie Tannen
Commercial Manager.....John Pieper
Traffic Manager.....Phillis C. Hardy
Chief Engineer.....Victor G. Klein

WJAS—Pittsburgh—1921 ABC

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By....Pitts. Radio Supp. House
Address.....Chamber of Comm. Bldg.
Phone: Grant 1-4860.....Air Time: Full Time
News Service .....UP
Representative.....H. R. Reps
Pres., Gen. Mgr.....H. K. Brennen
Comm. Mgr.....John H. Buchheit
Pub. Rel., Prom. Mgr.....Caley E. Augustine

WPIT—Pittsburgh—1947

Frequency: 730 Kc.....Power: 1000 Watts d
Owned-Operated By.....WPIT, Inc.
Business-Studio Address.....Pitt Bldg.
Phone: ATlantic 1-1900....Air Time: Daytime
Membership .....NARTB
President.....John J. Laux
V.P., Gen. Manager.....Don Ioset

Two's Company

JACK LOGAN starts the day "bright" with music, news, weather. 6 to 9:30 A.M.

AL NOBEL provides pleasant listening with melodic music, home service tips. 3:30 to 6 P.M.

Three's Better Yet!... with Mrs. Pittsburgh!

Mrs. Pittsburgh starts her day with Logan, and keeps tuned to KQV most of the day! Why? She likes the informal style of Logan and Nobel . . . hears her favorite CBS shows in-between. (Mr. Pittsburgh says KQV sports, weather and news shows are great, too!)

That's why you're in good company on

KQV

1410 CBS RADIO

National Rep.
Paul H. Raymer Co., Inc.

WCAE—Pittsburgh—1922
ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAE, Inc.
Bus.-Studio Address.....Carlton House
Phone: ATlantic 1-6900....Air Time: Full Time
Newspaper Affil.....Sun-Telegraph
News Service .....INS
Representative .....Katz
Membership ..... NARTB
Pres., General Manager.....Leonard Kapner
Sta. Mgr., Prog. Dir.....R. Clifton Daniel
Commercial Manager.....Alan Trench
Prom. Mgr., Pub. Dir.....William Thieman
Chief Engineer.....James Greenwood

WWSW—Pittsburgh—1932

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By .....WWSW, Inc.
Bus.-Studio Address.....Hotel Sherwyn
Phone: GRant 1-5200.....Air Time: Full Time
News Service .....UP
Representative .....John Blair
Membership .....NARTB
President, Gen. Mgr.....Pete Schloss
Station Manager.....Ben W. Muros

WPTS—Pittston—1954

Frequency: 1540 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Midway Bcstg. Co., Inc.
Address.....Main & Spring St.
Phone: Olympic 4-3388....Air Time: Daytime
Representative ..... Indie
Transcription .....World
Pres., Gen. Manager.....Angelo W. Fiorani
Commercial Mgr.....R. E. Florey
Program Director.....Joseph Tipton
Promotion Mgr.....Rosemary Gallagher
Chief Engineer.....John P. McGoldrick

WPAZ—Pottstown—1951

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Pottstown Bcstg. Co.
Address.....247 High St.
Phone: 5000.....Air Time: Daytime
News Service .....UP
Representative .....Indie Sales
Pres., Gen. Mgr.....Herbert Scott

WPAM—Pottsville—1947
MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Miners Bcstg. Serv., Inc.
Business-Studio Address.....Box 629
Air Time.....Full Time
News Service .....UP
Transcription Service.....World, Associated
Representative .....Everett-McKinney
Station Manager.....James K. Stock
Comm. Mgr.....Frank L. Tamulonis

WPPA—Pottsville—1946

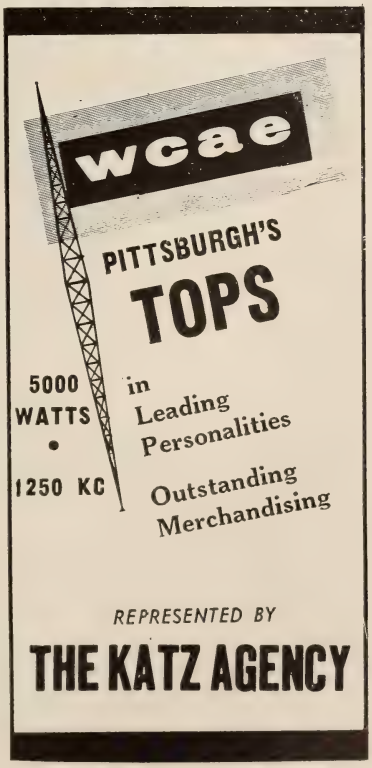
Freq.: 1360 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Pottsville Bcstg. Co.
Bus.-Studio Address.....212 S. Centre St.
News Service .....AP
Membership .....NARTB
Transcription Service .....World
Owner, Gen. Mgr. .....A. V. Tidmore
Commercial Manager.....Ralph L. Price, Jr.
Chief Engineer.....William P. Tidmore

WPME—Punxsutawney—1952

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Punxsutawney Bcstg Co.
Address.....103 N. Gilpin St.
Phone: 1221.....Air Time: Daytime
News Service..... AP
Representative .....Rambeau
Trans. Service..... Thesaurus
President .....Sheridan Pruett
General Manager.....C. M. Erhard, Jr.
Commercial Mgr.....C. M. Erhard, Sr.
Sales Prom. Mgr.....William Carlton
Chief Engineer.....Joseph Pelletier

WEEU—Reading—1932—ABC

Frequency: 850 Kc.....Power: 1000 Watts
Owned By.....Reading Eagle Co.
Business-Studio Address.....433 Penn St.
Phone: 6-7335.....Air Time: Full Time



Newspaper Affiliation.....Eagle Co.
News Service .....UP
Transcription Service .....Associated
Representative .....Headley-Reed
Membership .....NARTB, RAB
President .....Hawley Quier
Exec. V.P., Gen. Mgr.....Thomas Martin
Asst. Dir. Radio Sales.....K. Richard Crefiz
Program Director.....George Carroll
Promotion Director.....Jane E. Winne
Dir., Tech. Oper.....Robert S. Guldin
Asst. Dir., Tech.....Harold E. Schearer

WHUM—Reading—1946 CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Radio Corp.
Business-Studio Address.....Berkshire Hotel
Phone: 6-3987.....Air Time: Full Time
News Service .....AP
Representative .....H-R Reps.
Pres., Gen. Manager.....Humboldt J. Greig
Comm. Manager.....Alan Lane
Program Director.....Earl Henry
Chief Engineer.....Joseph Risse

WRAW—Reading—1922 NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Reading Bcstg. Co., Inc.
Business-Studio Address.....19 N. Fifth St.
Phone: 6-7173.....Air Time: Full Time
News Service.....UP, AP
Membership .....NARTB
Representative .....Robert Meeker
Station Executive.....Clair R. McCollough
Station Manager.....Frank J. Voss
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....Saul Miller
Technical Director.....J. E. Mathiot

WGCB—Red Lion—1950

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Red Lion Bcstg. Co.
Address .....Red Lion
Air Time.....Daytime
News Service .....UP
Trans. Ser. .....Capitol, SESAC
Station Rep. .....Kennedy
President.....Rev. John M. Norris
Gen., Sta. Mgr.....John H. Norris
Commercial Mgr.....Vincent A. Freeman
Chief Engineer.....Geary Russell

WKMC—Roaring Spring—1955

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Cove Bcstg. Co., Inc.
Address .....Woodbury Pike
Phone: 390.....Air Time: Daytime
News Service .....AP
President.....Gerald J. Collins
Sales Manager.....Louis J. Maierhofer
Program Director.....Charlie Ritchey
Chief Engineer.....C. I. Metzger

WKBI—St. Marys—1950 MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elk Cameron Bcstg. Co.
Address.....41 Erie Ave.
Phone: 4-2821.....Air Time: Full Time
Transcription Service .....Standard
News Service .....AP
Membership ..... NARTB
General Manager.....C. H. Simpson
Commercial Manager.....R. H. Knouse
Program Director.....John A. Fay
Promotion Manager.....Herbie Martin
Chief Engineer.....Gilbert H. Wogan

WATS—Sayre—1950

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.Susquehanna Val. Bcstg. Co.
Address .....Sayre
Phone: TUrner 2-2401.....Air Time: Daytime
Representative .....Indie Sales
Membership .....RAB
News Service .....UP
Owner ..... Thompson K. Cassel
Gen., Sta., Comm. Mgr.....Walter D. Knowles
Progam Director.....William J. Miller
Chief Engineer .....Benjamin A. Franklin

WARM—Scranton—1939 ABC

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By .....Union Bdcst. Co.
Address .....33 Madison Ave.
Phone: DI 3-1245.....Air Time: Full Time
News Service .....UP
Representative .....Hollingbery Co.
Transcription Service .....Thesaurus
Membership ..... RAB
President .....Martin F. Memolo
Gen., Sta. Manager.....William M. Dawson
Comm. Mgr.....S. Feigenbaum
Sls. Prom. Mgr., Pub. Dir.....Jane O'Hara
Program Director.....Art Bolin
Chief Engineer.....Roswell J. Parker

WGBI—Scranton—1925—CBS

Frequency: 910 Kc..Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Scranton Bcstrs., Inc.
Business-Studio Address..1000 Wyoming Ave.
Phone: DI 2-7634.....Air Time: Full Time
News Service .....AP
Representative .....H-R Reps
Membership .....NARTB
Transcription .....World
President.....Mrs. M. E. Megargee
General Manager.....George D. Coleman
Station Manager.....Robert E. McDowell
Promotion Director.....Doug Holcomb
Chief Engineer.....Kenneth R. Cooke

WICK—Scranton—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Scranton Radio Corp.

Address.....717 Linden St.
Phone: DI 6-1202.....Air Time: Full Time
News Service .....AP
Station Rep. .....Walker
Pres., Gen. Mgr.....Joe Dobbs
Program Director.....Joe Silva
Chief Engineer.....James D. Pettinato

WEJL—Scranton—1923

Frequency: 630 Kc. .....Power: 500 Watts d.
Owned-Oper. By.....Scranton Times
Address.....Penn Ave. at Spruce
Phone: DI. 2-9151.....Air Time: Day Time
News Service .....UP, AP
Newspaper Affil.....Times
Trans. Ser.....Standard, Lang-Worth
Membership .....RAB
Station Rep.....Meeker
Gen., Sta., Mgr.....Cecil Woodland
Program Director.....Hugh Connor

WSCR—Scranton—1947 NBC

Freq.: 1320 Kc...Power: 1 Kw. d., 500 Watts n.
Owned By....Lackawanna Valley Bcstg. Co.
Business-Studio Address....116 Adams Ave.
Phone: DI 7-3388.....Air Time: Full Time
News Service .....AP
Representative .....Headley-Reed
Pres., Gen., Mgr.....David M. Baltimore
Station Mgr.....Barry Sherman
Comm. Mgr.....Bert Oliver
Program Dir.....Robt. McHale
Chief Engineer.....Willard Shimsky

WISL—Shamokin—1948 MBS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Anthracite, Inc.
Bus.-Studio Address.....Rock & Sunbury Sts.
Phone: 8-6831.....Air Time: Full Time
News Service .....AP
Transcription Service.....RCA-Thesaurus
Representative .....Forjoe
President.....Henry W. Lark
Gen., Sta. Manager.....Charles R. Petrie
Program Director.....Dick Owens
Chief Engineer.....Ray Williard

WPIC—Sharon—1938

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sharon Herald Bcstg. Co.
Business Address.....P. O. Box 541
Phone: 4113.....Air Time: Daytime
News Service .....UP
Transcription....Associated, World, Thesaurus
Representative.....Adam J. Young, Jr.
Pres., Gen., St. Mgr.....John Fahnline, Jr.
Program Director.....Harold R. Smith
Chief Engineer.....A. C. Heck

WVSC—Somerset—1950

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By.....Somerset Bcstg. Co.
Address.....P. O. Box 231
Phone: 4186.....Air Time: Daytime
News Service .....UP
Transcription Service .....Standard
Membership ..... RAB
Representative .....Indie Sales
Gen., Comm. Mgr.....T. H. Oppegard
Chief Engr., Sta. Mgr.....Carl R. Lee

WMAJ—State College—1945 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Centre Bcstrs., Inc.
Bus.-Studio Address.....Box 888
Air Time .....Full Time
News Service .....AP
Transcription Service .....World
General Manager.....Mrs. Alethea Ulerich
Comm. Manager.....Mary Beezer
Station Manager.....Milton Bergstein

WVPO—Stroudsburg—1947

Frequency: 840 Kc.....Power: 250 Watts d.
Owned-Operated By.....Pocono Bcstg., Inc.
Business-Studio Address.....578 Main St.
Phone: 1101.....Air Time: Daytime
News Service .....UP
Newspaper Affil.....Record
Representative .....Radio Reps.
President.....James H. Ottaway
General Manager.....Merle C. Ostrom
Station Mgr.....Chester S. Miller
Comm. Mgr.....Edwards Somers
Managing Director.....Francis H. Brinkley
Program Dir.....Joseph Webster
Chief Engineer.....Ernest Transue

WKOK—Sunbury—1933—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sunbury Bcstg. Corp.
Bus.-Studio-Transmitter.....1150 N. Front St.
Phone: ATlantic 6-5838....Air Time: Full Time
News Service .....AP
Membership ..... NARTB
President.....Harry H. Haddon
General Manager.....Homer R. Smith
Commercial Manager.....C. Donald Walther
Program Director .....Michael J. Kane
Publicity Director.....Malcolm E. Arter
Chief Engineer.....John W. Keller, Jr.

WTIV—Titusville—1955

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Oper. By...Crawford Cty. Bcstg. Corp.
Address.....Commerce Bank Bldg.
President.....Robert Z. Morrison, Jr.
Manager.....Robert H. Sauber

WTRN—Tyrone—1954

Frequency: 1290 Kc.....Power: 500 Watts
Owned.....Tyrone Bcstg. Co.
Address .....1006 Logan Ave.
Phone: 1304.....Air Time: Daytime
News Service .....UP
Trans. Ser. .....World
President.....C. H. Simpson
Station Manager.....Lee C. Ray
Sls. Prom. Manager.....A. J. Kuhn
Program Director.....J. W. Eschbach
Chief Engineer.....Mike Boslet

WMBS—Uniontown—1927
CBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By .....Fayette Bdcstg. Corp.
Address.....Fayette Nat. Bank Bldg.
Air Time.....Full Time
Representative .....Meeker Asso., Inc.
Station Manager.....James Gismondi
Comm., Sls. Prom. Mgr.....Frederick David
Program Director.....C. H. Underwood

WNAE—Warren—1946

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned-Oper. By ....N. Allegheny Bdcstg. Co.
Address.....First Nat. Bank Bldg.
Phone: 3033.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB, RAB
Pres., Gen. Mgr.....David Potter, Jr.

WJPA—Washington—1942
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Washington Bcstg. Co.
Bus. Address.....George Washington Hotel
Phone: 4870.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
Managing Director.....A. Boyd Siegel
Gen., Prom. Manager.....John L. Merdian

WAYZ—Waynesboro—1953
KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Richard Field Lewis Jr.
Address.....21 W. Main St.
Phone: 1900.....Air Time: Daytime
President.....Richard Field Lewis Jr.
General Manager.....Sam Hanshaw
Sales Prom. Mgr.....Robert Harrison
Program Director.....John Geiger
Chief Engineer.....Fred Brabandt

WNBT—Wellsboro—1955

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Farm & Home Bcstg. Co.
Address.....89 Main St.
Air Time.....Full Time
News Service .....UP
Transcription .....World
President.....C. H. Simpson
V.P., Gen. Manager.....John A. Fay
Station Manager.....Robert Kahle
Sales Manager.....Henry Washburn
Chief Engineer.....Dave Castlebury

WBAX—Wilkes-Barre—1922
MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Anna Stenger
Business-Studio Address.....85 W. Union St.
Phone: VA 3-0196.....Air Time: Full Time
News Service .....UP
Representative .....Burn-Smith
Licensee .....Anna Stenger
Gen., Comm. Manager.....John H. Stenger
Program Director.....Ed Kuzma
Publicity Director.....Dan Stenger
Chief Engineer.....Milan Krupa

WBRE—Wilkes-Barre—1924
NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WBRE-Radio, Inc.
Bus.-Studio Address.....62 S. Franklin St.
Phone: VAlley 3-3101....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
Membership .....NARTB, RAB
Owner, Gen. Manager....David M. Baltimore
Comm. Mgr.....Ernest Lewis
Operations Director.....F. D. Coslett
Program Director.....Robert Schumacher
Chief Engineer.....Charles Sakoski, Sr.

WILK—Wilkes-Barre—1947
ABC

Frequency: 980 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..Wyoming Valley Bcstg. Co.
Bus.-Studio Address.....88 No. Franklin St.
Phone: VA. 4-4666.....Air Time: Full Time
News Service .....AP
Transcription Service..... Thesaurus
Representative .....Avery-Knodel
President .....Mitchell Jenkins
Exec. Vice President.....Roy E. Morgan
Treasurer.....Thomas P. Shelburne
Sls. Prom. Manager.....Nancy Lynch
Commercial Manager.....Luther Strittmatter
Program Director.....Tom Bigler
Chief Engineer.....Theodore French

WLYC—Williamsport—1951
KBC

Frequency: 1050 Kc.....Power: 1 Kw.
Owned By.....Lycoming Bcstg. Co.
Address .....331 Pine St., Box 389
Phone: 2-4676.....Air Time: Daytime
President.....John T. Keliher
V. P., Gen., Sta. Mgr.....W. Richard Carlson
Commercial Mgr.....Vince Campana
Sls. Prom. Manager.....Edward Kirchman

Program Dir.....Vern Hester
Chief Engineer.....Norman Briggs

WRAK—Williamsport—1930 NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....WRAK, Inc.
Address .....1559 West 4th St.
Phone: 2-6116.....Air Time: Full Time
News Service .....AP
Transcription Service .....Associated
Representative .....Everett-McKinney
Membership ..... NARTB
Pres., Gen. Mgr.....George E. Joy
Sta., Comm Mgr.....J. Wright Mackey
Program Manager.....Irving Berndt
Promotion Manager.....Everett W. Rubendall
Chief Engineer.....Glen L. Sherman

WWPA—Williamsport—1949 CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned..Williamsport Radio Bcstg. Assoc., Inc.
Address.....330 Government Pl
Phone: 7119.....Air Time: Full Time
Representative .....Burn-Smith
President.....Harry J. W. Kiessling
Gen., Sta. Manager.....Woodrow W. Ott
Program Director.....Louis C. Cate
Sls. Prom. Manager.....J. B. Williams
Comm. Mgr.....Phil Lane
Publicity Director.....Albert Decker
Chief Engineer.....Carl Steinbacher

WNOW—York—1948—KBS

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Helm Coal Co.
Business-Studio Address.....25 S. Duke St.
Phone: 8-2911.....Air Time: Daytime
General Manager.....Lowell W. Williams
Program Director.....H. E. Daugherty
Sales Manager.....J. S. Schmitt

WORK—York—1932—NBC

Frequency: 1350 Kc....Power: 5000 d.; 1000 n.
Owned-Oper. By.....Associated Bcstgs., Inc.
Business-Studio Address.....13 S. Beaver St.
Phone: 6629.....Air Time: Full Time
Representative .....Robert Meeker
Station Executive.....Clair R. McCollough
Station Manager.....Clare I. Miller
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....George M. Trout
Technical Director.....J. E. Mathiot

WSBA—York—1941 ABC-MBS

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By ..Susquehanna Bdctsg. Co.
Address .....Box 910
Phone: 25521.....Air Time: Full Time
Representative ..... Young
President .....Louis J. Appell
Comm., Sales Prom. Mgr. ....Philip K. Eberly
Prog. Dir.....Robert Shipley
Chief Engineer.....Llewellyn Jones

Williamsport's FIRST Station

26 Years of EXPERIENCE in SELLING in CENTRAL PENNSYLVANIA

Now "at home" in our new radio building at 1559 West Fourth Street in Williamsport, Pa.

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PROVIDENCE
FALL RIVER
NEW BEDFORD
Results — AND THE PULSE OF THE WPRO AREA CONTINUE TO RE-EMPHASIZE THE POWERFUL SALESMANSHIP OF THE RADIO VOICE THAT IS KNOWN AND LIKED AND BELIEVED THROUGHOUT THE SOUTHEASTERN NEW ENGLAND AREA THAT ENCOMPASSES THESE THREE MAJOR METROPOLITAN MARKETS_PROVIDENCE, FALL RIVER, NEW BEDFORD
Ask your Blairman
BASIC CBS RADIO
WPRO
AM and FM
5000 Watts 630 Kilocycles
PROVIDENCE, RHODE ISLAND

WADK—Newport—1948
KBS

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By..The Aquidneck Bcstg. Corp.
Address .....Box 367
Phone: 1540.....Air Time: Daytime
Transcription Service .....World
Representative ..... Walker
Pres., Gen. Mgr.....Milton E. Mitler
Comm. Mgr.....Frank Booth
Sales Prom. Mgr.....George McNamara
Prog. Mgr.....Bill Sheridan
Chief Engineer.....Luigi Bianco

WPAW—Pawtucket—1950
KBS

Frequency: 550 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Roger Williams Bcstg. Co.
Address.....34 N. Union St.
Phone: DE 1-7444.....Air Time: Daytime
President .....Dominick Hysko
Exec. V.P.....E. James McEnaney, Jr.
General Manager.....Allen Jones
Program Director.....Robert Batchelder
Comm. Manager.....Noel C. Breault
Sls. Prom. Manager.....A. M. Breault
Chief Engineer.....James Bonney

WEAN—Providence—1922
ABC-MBS-YANKEE

Frequency: 790 Kc.....Power: 5 Kw. d.
Owned.....Providence Journal Co.
Address.....75 Fountain St.
Newspaper Affil. .....Providence Journal
Phone: DExter 1-0600....Air Time: Full Time
Station Rep.....Venard, Borgatti
President.....George P. Metcalf
General Manager.....H. William Koster
Comm. Manager.....Hervey C. Carter
Sales Prom. Mgr.....Arthur E. Lathrop, Jr.
Program Director.....Don Morton
Chief Engineer.....George W. Sharpe

WPRO—Providence—1924
CBS

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By....Cherry & Webb Bcstg. Co.
Bus-Stud. Add. ..24 Mason St., WPRO Bldg.
Phone: Plantations 1-9776..Air Time: Full Time
News Service.....AP, UP
Representative .....Blair
Membership .....NARTB
President.....William S. Cherry, Jr.
General Manager.....Arno'd F. Schoen, Jr.
Commercial Mgr.....Kenneth Curto
Program Director.....John A. Owen, Jr.
Chief Engineer.....John V. Ferri

WRIB—Providence—1947

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....R. I. Bcstg. Co.
Address .....Water St.
Phone: EA 1-1899.....Air Time: Daytime
Representative ..... Indie
President .....Frank Rao
Gen., Sta. Manager.....Antonio Pace
Prog., Pub. Director.....Don Rogers
Comm., Sales Prom. Mgr.....Edward McBride
Chief Engineer.....Fred Weiss

WICE—Providence—1947

Frequency: 1290 Kc. ...Power: 500 Watts d.
Owned-Oper. By ....Narragansett Bay B. Co.
Address.....1111 N. Main St.
Phone: Jackson 1-6565.....Air Time: Daytime
Station Manager.....John F. Crohan
Sales Manager.....Frederick P. Grady

WHIM—Providence—1947

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Intercity Bcstg. Co.
Business-Studio Address.144 Westminister St.
Phone: UNion 1-4211.....Air Time: Full Time
Representative....Headley-Reed, Kettel-Carter
Pres., Gen. Manager.....Robert T. Engles
Program Manager.....C. George Taylor

WJAR—Providence—1922
NBC

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....The Outlet Co.
Business-Studio Address....176 Weybosset St.
Phone: Gaspee 1-8521....Air Time: Full Time
Representative .....Weed
Vice Pres., Treas.....George O. Griffith
General Manager.....David Shurtleff
Sls. Prom. Manager.....James Canavan
Comm. Manager.....Arthur Gordon
Chief Engineer.....Thomas C. J. Prior

WERI—Westerly—1949
ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned Oper. By .....Radio Westerly, Inc.
Address.....34 Main St.
Phone: WE. 2263.....Air Time: Full Time
Representative ..... Walker
President .....William F. Malo, Jr.
Sls. Prom. Manager.....Phil Costello
Prog., Pub. Director.....Armand Bernard
Chief Engineer.....Charles Austin

WNRI—Woonsocket—1954

Frequency: 1380 Kc.....Power: 1000 Watts
Owner.....Friendly Bcstg. Co., Inc.
Address.....814 Diamond Hill Road
Phone: 600.....Air Time: Daytime
President, Gen. Manager.....Joseph Britt
Comm. Manager.....John Thomas
Sales Prom. Manager.....Gerard Nault

WWON—Woonsocket—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....Woonsocket Bcstg. Co.
Business-Studio Address.....99 Main St.
Phone: Woonsocket 1240..Air Time: Full Time
Station Rep.....Webb, Borgatti
President.....Millicent S. Palmer
Station Manager.....Eugene C. Rousseau
Sales Director.....Eugene Mailloux

WAKN—Aiken—1952—KBS

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By Aiken Electronics Adv. Corp.
Address .....Box 811
Phone: 774242.....Air Time: Daytime
News Service .....AP
Transcription Service.....World
Membership .....RAB
President .....John Mare
General Manager.....W. Randall Davidson
Prog. Dir.....Wayne Mashburn
Sls. Prom. Manager.....Ronald Martin
Chief Engineer.....Allen Askins, Jr.

WAIM—Anderson—1935 CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton E. Hall
Address Trans. Loca.....321 Kingsley Road
Phone: CA. 6-1511-2-3....Air Time: Full Time
News Service .....INS
Newspaper Affil.....Independent, Daily Mail
Transcription Service..... Lang-Worth
Representative ..... Headley-Reed
President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Commercial Mgr.....G. P. Browne
Sales Prom. Mgr.....V. Barath
Program Director.....Marshall Gailliard
Chief Engineer.....John Willis

WANS—Anderson—1949 MBS

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....Carolina Bcstrs.
Address .....Box 211
Phone: CA 4-3424.....Air Time: Full Time
Transcription Service .....Standard
Membership ..... NARTB
Representative .....Devney
News Service .....UP
President.....C. R. Johnson, Sr.
Program Director.....C. W. Martin
Comm. Manager.....Joseph McLeskey
Chief Engineer .....Alfred W. Pratt

WBAW—Barnwell—1953 KBS

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By....Blue Ridge Bcstg. Co. Inc.
Phone: 3507.....Air Time: Daytime
News Service .....UP
Transcription Service.....Thesaurus, World
Newspaper Affil.....Seneca Journal
President.....J. A. Gallimore
Comm., Sta. Mgr.....Joe Wilder
Program Director.....Frank Harmon
Pub. Director.....Bill Hollingsworth
Chief Engineer.....Bill Polk

WBEU—Beaufort—1954 KBS

Frequency: 960 Kc.....Power: 1 Kw.
Owned.....Beaufort Bcstg. Co.
Address ..... Beaufort
Phone: 812.....Air Time: Daytime
News Service .....UP
Trans. Service .....World
President.....John M. Trask
Gen., Comm. Manager.....W. C. Bochman
Program Director.....Hugh Ward
Chief Engineer.....Don Shannon

WHPB—Belton—1955

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Community Bcstg. Co.
Co-Owners...Cleatus Brazzell, Otto McDonald
General Mgr.....James B. Childress

WBSC—Bennettsville—1947 MBS

Freq.: 1550 Kc....Power: 10 Kw. d.; 5 Kw. n.
Owned-Oper. By.....Atl. Coast Ins. Co.
Business-Studio Address .....Box 639
Phone: 1080.....Air Time: Full Time
News Service .....AP
Representative .....Indie Sales
Exec. Vice President....Y. W. Scarborough, Jr.
General Manager.....Neil Terrell
Chief Engineer.....John Gronert

WAGS—Bishopville—1954 KBS

Frequency: 1380 Kc.....Power: 1 Kw.
Owned.....Lee County Bcstg. Co.
Address .....P. O. Box 168
Phone: 1380.....Air Time: Daytime
News Service .....AP
Trans. Ser. .....World
Station Rep.....Interstate
Partners.....J. F. Coggins, E. L. B. Osborne
Comm. Manager.....D. L. Mackey
General Manager.....Joe Morris
Chief Engineer.....J. Parker

WACA—Camden—1948—KBS

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Station WACA
Address .....Camden
Phone: 80.....Air Time: Daytime
News Service .....UP
Station Rep. .....Dora-Clayton
Transcription Service .....World
President.....Haygood S. Bowden
General Manager.....Tom Richards
Commercial Manager.....C. Ballard
Program Director.....Arthur Sheleen

WCSC—Charleston—1930 CBS

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By .....WCSC, Inc.
Address.....485 East Bay St.
Phone: 2-7611.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Free & Peters

Membership .....NARTB, RAB
Pres., Gen. Manager.....John M. Rivers
Comm. Mgr.....John B. Hearne
Program Director.....Robert Tamblyn
Pub. Dir.....Annie Lee Small
Chief Engineer.....Wilbur Albee

WHAN—Charleston—1946 ABC-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Charleston Bcstg. Co.
Business Address.....152 Market St.
Phone: 3-1643.....Air Time: Full Time
Transcription Service .....Capitol
News Service .....UP
Pres., Gen. Manager.....H. C. Weaver
Sales Prom., Pub. Director.....Joann Daley
Comm. Mgr., Ch. Eng.....William P. Birchfield

WPAL—Charleston—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Palmetto Bdcstrs., Inc.
Business-Studio Address....149 Wentworth St.
Phone: 3-6428.....Air Time: Daytime
Representative .....Forjoe, Dora-Clayton
Membership ..... NARTB
President.....George G. Weiss
General Manager.....Laurens Moore
Commercial Mgr.....Bob Chrystie
Program Director.....Louise Withrock
Chief Engineer.....Gunnar Sundeen, Jr.

WTMA—Charleston—1939 NBC

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By.....Atlantic Coast Bcstg. Co.
Business Address .....133 Church St.
Air Time.....Full Time
News Service .....AP
Representative .....Hollingbery
Pres., Gen. Mgr.....Charles E. Smith
Assistant Mgr.....Ralph J. Shade
Commercial Mgr.....H. J. Guzik
Program Dir.....Jack Gale

WQSN—Charleston—1948 MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Low Country Bcstg. Co.
Address.....42 10th Ave.
Phone: 2-2652.....Air Time: Full Time
News Service .....UP
Station Representative.....Pearson
Transcription Service.....Standard
Membership ..... RAB
President.....Sol Pavitz
Gen., Sta. Manager.....E. H. Keown
Comm. Manager.....Barry Winton
Sales Prom., Pub. Director.....Paul Stevens

WCRE—Cheraw—1953

Frequency: 1420 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Chesterfield Bcstg. Co.
Address .....Box 631
Phone: 7500.....Air Time: Daytime
Membership ..... RAB
Transcription .....Standard, SESAC
News Service .....UP
President.....Marvin J. Peterson
Prog. Dir., Gen. Mgr.....Fred A. Staples
Chief Engineer.....Ralph Haneman

WGCD—Chester—1948—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By .....Craig Bdcstg. Co.
Address.....128 Main St.
Phone: 2171.....Air Time: Full Time
Newspaper Affil.....Dispatch Publ. Co.
Trans. Ser. .....World
Station Rep. .....McGillvra
President .....C. V. Sink
Gen., Sta., Comm. Mgr.....John T. Cashion
Prog. Director.....Bill Taylor
Publicity Director.....James Kennedy

WCOS—Columbia—1939 ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Columbia
Address.....Cornel Arms Bldg.
Phone: 2-2177.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Charles W. Pittman
Station Manager.....Wayne Poucher
Asst. Manager.....John Ropp
Chief Engineer .....Robert D. Lambert, Jr.

WIS—Columbia—1930—NBC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By .....Bcstg. Co. of the South
Business-Studio Address .....1111 Bull St.
Phone: 3-6431.....Air Time: Full Time
News Service.....AP, UP
Transcription Service.....Thesaurus
Representative.Peters, Griffin, Woodward, Inc.
Membership ..... NARTB, RAB
President .....B. Calhoun Hipp
General Manager.....G. Richard Shafto
Managing Director.....J. Dudley Saumenig
Sales Manager.....Daniel H. Burns
Promotion Director.....Maria Brethes
Program Director.....Ray M. Stanfield
Chief Engineer.....Joe Davenport

WMSC—Columbia—1945 CBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....WMSC Radio, Inc.
Business-Studio Address.....1127 Lady St.
Phone: 2-8659.....Air Time: Full Time
News Service .....UP
Transcription Service.....Standard, SESAC
Representative .....H-R, Ayers
Membership ..... NARTB, RAB
Pres., Gen., Sta., Mgr.....C. Wallace Martin
News Director.....Ned Threet
Prog. Dir.....Gray Olive
Chief Engineer.....C. E. Stone

WNOK—Columbia—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Palmetto Radio Corp.
Address.....1811 Main St., Box 5307
Phone: 3-9401.....Air Time: Full Time
News Service .....AP
Representative .....Raymer
V.P., Gen. Manager...H. Moody McElveen, Jr.
Commercial Manager.....G. Quick
Program Director.....Bill Routh
Chief Engineer.....Charlton Bowers

WOIC—Columbia—1954

Frequency: 1470 Kc.....Power: 1 Kw., d.
Owned.....Speidel Fisher Bcstg. Co.
Address.....3300 Main St.
Phone: 6-1551.....Air Time: Daytime
Representative .....Forjoe, Clayton
President.....Albert T. Fisher, Jr.
Sta., Comm. Manager.....Russell George
Chief Engineer.....William Bridges

WLAT—Conway—1945 MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Coastal Bcstg. Co.
Business-Studio Address.....P. O. Box 497
Air Time.....Full Time
News Service .....AP
Representative.....Joseph Hershey McGillvra

WPFD—Darlington—1955

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Oper. By.....Blue Ridge Bcstg. Co.
Address.....14½ Public Square
Phone: 1398.....Air Time: Daytime
Representative .....Best
President.....J. A. Gallimore
General Manager.....A. G. Stanley

WDSC—Dillon—1946—ABC

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Border Bcstg. Co., Inc.
Address.....U. S. Highway 301
Phone: 470.....Air Time: Daytime
Representative .....Gill-Perna-Clayton
Membership .....NARTB
Pres., Gen. Mgr.....Joseph Martin
Station Mgr.....Jim Murff
Comm., Prog. Mgr.....Lee Lumpkin
Sales Prom. Mgr.....David Loyd Rush
Publicity Director.....Johnny Quick
Chief Engineer.....H. C. Sanford

WELP—Easley—1951—KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.Pickens County Bcstg. Co.
Address .....Box 522
Phone: 9388.....Air Time: Daytime
Representative .....Indie Sales
Membership ..... RAB
Pres., Gen. Mgr.....Cleatus Brazzell
Vice-President.....H. O. McDonald, Jr.

WJMX—Florence—1947 ABC

Frequency: 970 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Atlantic Bcstg. Co., Inc.
Business Address.....P. O. Box 1211
Phone: 6351.....Air Time: Full Time
News Service .....UP
Transcription Service..... Thesaurus
Membership ..... NARTB
Representative.....Walker, Dora Clayton
Pres., Gen., Sta. Mgr.....Paul H. Benson, Jr.
Chief Engineer.....Frank Jenne

WOLS—Florence—1937—KBS

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Oper. By.....Florence Bcstg. Co., Inc.
Business-Studio Address ..151 S. Dargan St.
Phone: 3271-2.....Air Time: Full Time
News Service .....UP
Pres., Gen. Mgr.....Melvin Purvis
Sta., Comm. Mgr.....A. P. Skinner
Chief Engineer.....John Cooper

WFGN—Gaffney—1948

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By ....Cherokee Radio Co., Inc.
Address .....P. O. Box 759
Phone: 4795-6.....Air Time: Daytime
News Service .....UP
Representative.....Radio-TV Promotion Synd.
President .....A. Ray Godshall
Gen., Sta. Mgr.....Morton E. Green

WGTN—Georgetown—1949 MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Georgetown Bcstg. Co.
Address, Trans. Loc.....216 Fraser St.
Phone: 621.....Air Time: Full Time
Station Rep.....Donald Cook
News Service .....UP
Transcription .....Lang-Worth
Pres., Gen. Manager.....J. B. Delzell

WQOK—Greenville—1950 CBS

Frequency: 1440 Kc.....Power: 5 Kw., d.
Owned-Oper. By...Piedmont Bcstg. Co., Inc.
Address.....3 College St.
Phone: 5-7406.....Air Time: Full Time
News Service .....UP
Transcription Service .....Associated
Representative.....Gill-Perna, Dora-Clayton
President.....V. D. Ramseur
General Manager.....Wilkins Norwood
Station Manager.....W. R. Wagner
Comm. Manager.....Bill Freeman
Prog. Dir.....Jerry Mosteller
Chief Engineer.....Palmer Greer

WESC—Greenville—1947

Frequency: 660 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Greenville Bcstg. Co.
Business-Studio Address.....1 College St.

Phone: 2-8241.....Air Time: Daytime
News Service .....AP
Transcription .....Lang-Worth
Representative .....Rambeau, Brown
President.....(Mrs.) James Meade
General Manager.....James G. Meade
Station Mgr.....J. Davenport
Commercial Manager.....William Ingram
Program Dir.....I. Wayne Davis
Chief Engineer.....Harold White

WFBC—Greenville—1933
NBC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By.....WMRC, Inc.
Bus.-Studio Address.....505 Rutherford St.
Phone: 9-1321.....Air Time: Full Time
News Service .....UP, AP
Newspaper Affil.....News-Piedmont
Transcription .....SESAC
Representative ..... Avery-Knodel
President.....R. A. Jolley, Sr.
Gen., Sta. Mgr.....Kenneth Beachboard
Comm., Sales Prom. Mgr.....Keener Garett
Publicity Director.....Lidie Walters
Program Director.....Bruce Buchanan
Chief Engineer.....Bill Garrison

WMRB—Greenville—1954
ABC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Paramount Bcstg. Co. Inc.
Address.....400 Mayberry St., Box 989
Phone: 3-2751.....Air Time: Full Time
News Servcie .....AP
Trans. Ser. .....Lang-Worth
Station Representative.....Cooke
Pres., Gen. Mgr.....C. F. Cope
Comm. Manager.....Jack Charlotte
Sls. Prom. Manager.....Max Mace
Publicity Director.....Betty Davidson
Sta. Mgr., Prog. Dir.....William T. Arrington

WMUU—Greenville—1949

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Bob Jones Univ.
Address ..... Greenville
Phone: GR. 2-6711.....Air Time: Daytime
News Service .....AP
Trans. Service.....SESAC, Lang-Worth
Station Rep. .....Continental
Membership ..... RAB
President.....Dr. Bob Jones, Jr.
General Manager.....R. K. Johnson
Station Manager.....Jim Ryerson
Commercial Manager.....Glen Schunk
Sales. Prom. Manager.....David Yearick
Program Director.....Jack Buttram
Chief Engineer.....Robert Devine

WCRS—Greenwood—1941

Frequency: 1450 Kc.....Power: 250 Watts
Owned..... Grenco, Inc.
Address.....P. O. Box 868
Phone: 9-1300, 6646.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus, World
Representative .....Clark, Ayers
President .....Douglas Featherstone
Gen., Sta. Mgr.....Dan Crosland
Commercial Mgr. .....Ralph Norman
Program Dir.....Dan Crosland
Chief Engineer.....Charles M. Sparks

WGSW—Greenwood—1953
MBS-KBS

Frequency: 1450 Kc.....Power: 1000 Watts d.
Owned.....Radio Greenwood, Inc.
Address.....Edward Arms Bldg.
Air Time.....Daytime
News Service .....UP
Representative.....Indie Sales; Dora-Clayton
President.....W. C. Woodall, Jr.
Manager.....George B. Cook, Jr.
General Manager.....C. H. Grider

WCKI—Greer—1955

Frequency: 1300 Kc.....Power: 1 Kw.
Owned-Oper. By.....Greer Radiocasting Co.
Address.....N. Main St.
Phone: 1800.....Air Time: Daytime
Representative .....Best
News Service .....AP
General Manager.....Vernon T. Fox
Business Manager.....Al Robinson
Promotion Manager.....James Roper

WEAB—Greer—1949—KBS

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Greer Bcstg. Co.
Address .....Jones Rd.
Phone: 1057.....Air Time: Daytime
Transcription Service .....World
General Manager.....E. A. Burch
Sta., Comm. Manager.....J. K. Williams
Program Director.....Gene Sills
Chief Engineer.....Cecil Sills

WHSC—Hartsville—1946
MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Hartsville Bcstg. Co., Inc.
Address.....1306 College Ave.
Phone: 1450.....Air Time: Full Time
V.P., Gen. Mgr.....Raymond Caddell
Commercial Mgr.....Oby B. Lyles
Publicity Dir.....Eleanor Flowers
Chief Engineer.....Donald Brienen

WDKD—Kingstree—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Palmetto Bcstg. Co.
Address ..... Kingstree
Phone: 6761.....Air Time: Daytime
General Manager.....E. G. Robinson, Jr.
Comm. Manager.....Arnold Graham
Program Director.....Carroll Godwin
Chief Engineer.....Dan Owen

WJOT—Lake City—1953

Frequency: 1260 Kc.....Power: 1 Kw. d.
Owned.....Lake Bcstg. Corp.
Address.....10 S. Acline Ave.
Phone: 7631.....Air Time: Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Donald Cooke, Inc.
President.....J. Olin Tice, Jr.
Gen., Sta. Mgr.....J. Olin Tice, Sr.

WLCM—Lancaster—1951 KBS

Frequency: 1360 Kc.....Power: 1000 Wtts d.
Owned-Operated By.....Royal Bcstg. Co.
Address.....103 S. Catawba St.
Phone: 2051.....Air Time: Daytime
News Service..... AP
Station Rep.....Media Sales
Transcription Service.....Thesaurus, World
President .....Charles Connelly
General Manager.....William Coble

WLBG—Laurens—1948—KBS

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Scotland Bcstg. Co.
Business Address.....Box 642, Laurens
Phone: 2-2331.....Air Time: Daytime
News Service .....UP
Membership .....RAB
Transcription Service.....World
President.....James C. Todd
General Manager.....C. W. Hogan
Program Director.....Paul Wynn
Chief Engineer .....Jack Taylor

WJAY—Mullins—1949—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Mullins & Marion Bcstg. Co.
Address ..... Highway 76
Phone: 390.....Air Time: Daytime
News Service .....AP
Transcription Service.....Lang-Worth, SESAC
President.....W. G. Smith
Gen., Comm. Mgr.....James F. Ramsey
Prog. Dr.....Kenneth Gasque
Chief Engineer.....George Magera

WMYB—Myrtle Beach—1954 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Coastal Carolina Bcstg. Corp.
Address.....Oak St. at 28th Ave.
Phone: 7123.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Cooke
President.....James Olin Tice, Jr.
Gen., Sta. Manager.....John G. Kenworthy

FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE
COVERAGE . . .

AP

FOR
RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Comm. Manager.....Phil Rice
Program Director.....Hamp Smith
Chief Engineer.....Dennis O'Malley

WKDK—Newberry—1946
MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Newberry Bcstg. Co., Inc.
Address, Trans.....11 Radio Dr.
Phone: 143.....Air Time: Full Time
Representative..Interstate United Newspapers
News Service .....AP
Transcription Service .....Thesaurus
President.....James F. Coggins

WDIX—Orangeburg—1946
ABC-MBS-KBS

Frequency: 1150 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....WDIX, Inc.
Address .....Box 662
Phone: 1420.....Air Time: Full Time
News Service .....AP
Station Rep.....Devney, Holman
President.....Charles S. Henery
General Manager.....Frank B. Best
Asst. Manager.....Frank Best, Jr.
Commercial Mgr.....Norman M. Matthews
Chief Engineer.....Gus Browning

WTND—Orangeburg—1948

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sims Pub. Co.
Address .....1 Memorial Plaza
Transcription Service .....World
News Service .....UP
Membership ..... RAB
Representative .....Thos. F. Clark
Pres., Gen. Manager.....J. L. Sims

WRHI—Rock Hill—1944
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....York Co. Brdcg. Co.
Address.....Rock Hill Nat. Bk. Bldg.
Phone: 2085.....Air Time: Full Time
News Service .....AP
Representative .....McGillvra
Gen. Mgr., Chf. Eng.....James S. Beaty, Jr.
Sta. Mgr., Prog. Dir. .....Wm. C. Beaty
Comm. Mgr., Prog. Dir.....Harper S. Gault

WTYC—Rock Hill—1949

Frequency: 1150 Kc.....Power: 1 Kw. d.
Owned.....Tri-County Bcstg. Corp.
Address.....P. O. Box 1091
Phone: 3175.....Air Time: Daytime
News Service .....UP
Station Representative.....Indie Sales
President.....T. Lamar Simmons
Gen., Sta. Mgr.....E. L. Burwell
Comm. Mgr.....Arnold Baynard
Prog. Dir.....H. G. Barbour
Sls. Prom. Mgr.....R. F. Adams
Chief Engineer.....Ed Roberts

WSNW—Seneca—1949

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Blue Ridge Bcstg. Co., Inc.
Address.....P. O. Box 443
Air Time.....Daytime
Station Representative .....Best
Pres., Gen. Mgr.....J. A. Gallimore
Treasurer.....Virginia Gallimore

WJAN—Spartanburg—1953
ABC-MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Spartanburg Bcstg. Co.
Address.....101 Schuyler Bldg.
Phone: 3-1400.....Air Time: Full Time
News Service .....AP
Trans. Ser. .....World
Owner, Gen. Mgr.....W. Ennis Bray
Commercial Mgr.....Charles Goodyear
Prom. Manager.....W. Reid Bray
Publicity Director.....Jean Campbell
Program Director.....Ray Starr
Chief Engineer.....Clyde J. McClure

WORD—Spartanburg—1940
NBC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Word, Inc.
Business-Studio Address.....291 E. Main St.
Phone: 3-2711.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
President .....Irwin Kahn
Gen. Manager.....Edward G. Gardner
Comm. Manager.....Charles B. Parham
Program Director.....Buddy Womick
Chief Engineer.....James L. Tate

WSPA—Spartanburg—1929
CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned.....Spartan Radiocasting Co.
Business-Studio Address.....224 E. Main St.
Phone: 33621.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Membership ..... NARTB
Representative ..... Hollingbery
President.....Walter J. Brown
Station Manager.....Roger A. Shaffer
Commercial Manager.....Ross M. Holmes
Sls. Prom. Manager.....Jane Dalton
Program Director.....Jim Hobbs
Chief Engineer.....H. R. Beckholt

WFIG—Sumter—1940
MBS

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Oper. By....Radio Station WFIG, Inc.
Business-Studio Address.....Box 30
Phone: SPruce 3-7305.....Air Time: Full Time
News Service .....AP

Transcription Service .....SESAC
Membership .....NARTB
Representative.....Joseph Hershey McGillvra
President.....F. B. Creech, Sr.
General Manager.....T. Doug Youngblood
V.P., Comm. Manager....Fulton B. Creech, Jr.
Sales Prom. Director.....Jeanine Adkins
Program Director.....Paul Reidy
Chief Engineer.....Richard Elam

WSSC—Sumter—1953—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Sumter Inc.
Address .....Box 1342
News Service .....UP
Trans. Service.....World, Thesaurus
Representative .....Best
President.....J. A. Gallimore
General Manager.....Ed Damron
Comm. Manager.....H. W. Fowler
Prog., Pub. Director.....Lillian Davis
Promotion Manager.....Sam Combs
Chief Engineer.....Wallace Clark

WBCU—Union—1946 MBS-KBS

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By.....Bcstg. Co. of Union, Inc.
Address .....210 East Main St.
Phone: 1200.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Station Rep.....Interstate United Newspapers
Pres., Gen. Mgr.....Edward L. B. Osborne
Program Director.....Noel Belue
Chief Engineer.....Walker Carver

WALD—Walterboro—1947 MBS

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Oper. By.....Walterboro Bcstg. Co.
Studio Address.....Ft. Benson St.
Phone: 3861.....Air Time: Full Time
News Service .....AP
General Manager.....Louis M. Neale, Jr.

SOUTH DAKOTA

Pop. Feb. 1, 1956 (Est.) 665,000—Families 195,000
Radio Homes 187,000—TV Homes 60,295—Stations in State 16

KABR—Aberdeen—1952

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By....Aberdeen Bcstg. Svc.
Address .....Rt. 2, Box 173
News Service .....UP
Membership ..... NARTB
General Manager.....D. T. Hunt

KSDN—Aberdeen—1948 ABC

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Aberdeen News Co.
Phone: 4573.....Air Time: Full Time
Newspaper Affil. .....American-News
Representative .....Weed
Membership .....NARTB
President.....Henry J. Schmitt
Gen. Mgr., Pub. Director....Byron McElligott
Commercial Manager.....Russa Osborne
Program Director.....E. C. Pieplow
Chief Engineer.....George Crocker

KBRK—Brookings—1955

Frequency: 1430 Kc.....Power: 500 Watts
Owned-Oper By.....Brookings Bcstg. Co.
Address.....320 Fourth St.
Phone: 477.....Air Time: Daytime
Transcription Service .....World
Station Manager.....Robert Reimers
Comm. Manager.....L. Jack Dublon

KDSJ—Deadwood—1946 MBS

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By....John, Eli & Harry Daniels
Address .....745 Main
Phone: 186.....Air Time: Full Time
Transcription Service .....World
Station Rep. .....Holman
Membership ..... NARTB
News Service .....UP
Gen., Bus. Manager.....Harry Daniels

KIJV—Huron—1947 NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..James Valley Bcstg. Co., Inc.
Bus.-Studio Address.....1726 Dakota St.
Phone: 765.....Air Time: Full Time
Transcription Service .....Thesaurus
Manager.....Max F. Staley
Comm. Manager.....Dwight Coursey

KORN—Mitchell—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mitchell Bcstg. Assn.
Bus.-Studio Address.....217-219 N. Main
Phone: 621.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
Gen., Sta. Mgr., Prog. Dir...Raymond V. Eppel
Comm., Sales Prom. Mgr.....M. Johnson
Chief Engineer.....J. R. Doherty

KGFX—Pierre—1916—KBS

Frequency: 630 Kc.....Power: 200 Watts d.
Owned-Oper. By.....Estate of Dana McNeil
Bus.-Studio Address.....203 W. Summit Ave.
Phone: 2351.....Air Time: Daytime
News Service .....UP
Pres., Gen. Manager.....Ida A. McNeil
Chief Engineer.....Hugo Conrath, Jr.

KOTA—Rapid City—1936
CBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By ....Black Hills Bctsg. Co. of Rapid City
Business Address .....1819 W. St. Joe St.
Phone: Fillmore 2000.....Air Time: Full Time
News Service.....UP, AP
Rep.....Headley-Reed, Bulmer & Johnson
Transcription Service.....World, Capitol
Membership .....NARTB, RAB
President.....Helen S. Duhamel
General Manager.....Leo D. Borin
Sales Prom. Mgr.....Jack A. Crowley
Program Director.....J. Norman Heffron
Business Manager.....William F. Turner
Farm, Ranch Dir.....Gene Taylor
Chief Eng.....Robert Musfeldt

KRSD—Rapid City—1953

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Heart of the Black Hills
Phone: Fillmore 2-6050....Air Time: Full Time
News Service .....UP
Trans. Ser. .....Thesaurus
Station Rep. .....Holman
General Manager.....Eli Daniels
Sales Manager.....Stan Lieberman

KELO—Sioux Falls—1937
NBC

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midcontinent Bcstg. Co.
Bus.-Studio Addres.....Phillips Ave.—8th St.
Phone: 4-5841.....Air Time: Full Time
News Service .....UP, AP
Transcription Service .....Capitol
Representative..H-R Reps., Bulmer & Johnson
Membership .....NARTB, RAB
President .....Joe Floyd
Gen., Comm. Manager.....Evans Nord
Program Director.....Will Carlson
Publicity Director.....William Kruse
Chief Engineer.....Lester Froke

KIHO—Sioux Falls—1946
MBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By....Big Sioux Bcstg. Co., Inc.
Address .....218 South Main Ave.
Phone: 4-7736.....Air Time: Full Time
News Service .....UP
Representative ..... Pearson
Trans. Ser. .....World
General Manager .....David J. Kempkes
Comm. Manager.....Fred Schweikher

KISD—Sioux Falls—1948
KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KISD, Inc.
Bus.-Studio Address.....KISD Bldg., W. 12th
Phone: 4-5571.....Air Time: Full Time
News Service .....AP
Station Representative .....Cooke
Membership .....NARTB
President.....H. R. Alton
Pres., Gen. Mgr., Prog. Dir.....Verl Thompson
Comm. Manager.....Ernie Thomas
Sls. Prom. Manager.....David Herman
Publicity Director.....Larry Dick
Chief Engineer.....Roy Thorson

KSOO—Sioux Falls—1927
ABC

Freq.: 1140 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.Sioux Falls Bcstg. Asso., Inc.
Address.....317 S. Phillips Ave.
Phone: 4-5601.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB
Station Representative.....Avery-Knodel,Inc.
President .....Morton Henkin
Vice Pres., Gen. Mgr.....George R. Hahn
Gen. Sales Manager.....Charles J. Vais

KWAT—Watertown—1926
MBS

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By..Midland Natl. Life Ins. Co.
Address.....5 W. Kemp St.
Phone: 777.....Air Time: Full Time
News Service .....AP
Transcr. Service .....Standard
Representative .....Gill-Perna
Membership .....NARTB, RAB
General Manager.....Ross E. Case
Program Director.....Gene Branter

KYNT—Yankton—1955—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Yankton Bcstg. Co.
Address.....214 W. 3rd St.
President.....William M. Smith
Comm. Mgr.....William E. Johnson

WNAX—Yankton—1922—CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Bus.-Studio Address.....3rd & Mulberry Sts.
Phone: YA. 442.....Air Time: Full Time
News Service .....AP, UP
Transcription Service .....Lang-Worth
Representative .....Katz
Membership .....NARTB, RAB
President.....Luther L. Hill
General Manager.....Robert R. Tincher
Asst. Manager.....Chris Mack
Advertising Mgr.....Donald D. Sullivan
Promotion Mgr.....George Greenwood
Program Director.....Roland Peterson
Chief Engineer.....Clifton M. Todd

WLAR—Athens—1946
KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Athens Bcstg. Co.
Business-Studio Address.....N. Jackson St.
Phone: 1450.....Air Time: Full Time
News Service .....UP
Newspaper Affil.....Daily Post-Athehian
Transcription Service....Thesaurus, Keystone
President.....Lowell F. Arterburn
Gen., Sta. Mgr., Pub. Dir.....Buell J. Charles
Comm., Prom. Manager....E. Max Robinette
Program Director.....William P. Atkins
Chief Engineer .....J. W. Turner

WOPI—Bristol—1929—NBC
(See Also Bristol, Va.)

Frequency: 1490 Kc.....Power: 250 Watts
Owned.Radiophone Bcstg. Station, WOPI, Inc.
Address....Easley-Wright Bldg., 310 State St.
Phone: South 3730.....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....NARTB, RAB
Pres., Gen. Manager.....W. A. Wilson
Commercial Mgr.....James C. Wilson

WHLP—Centerville—1955

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-County Bcstg. Co.
President.....J. Gil Thompson

WAGC—Chattanooga—1946
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WAGC Bcstg. Co.
Address .....Hotel Patten
Phone: 7-1128.....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Walker
General Manager.....Dick Crane
Comm. Manager.....Cliff Bowers
Program Director.....Bill Carrigan
Promotion Manager.....Harry Thornton
Publicity Director.....Charles Quinton
Chief Engineer .....George McMurtrie

WAPO—Chattanooga—1936
ABC

Frequency: 1150 Kc..Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....WAPO Bcstg. Service
Business-Studio Address.....Read House
Phone: 6-6141.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB
President .....R. G. Patterson
Program Director.....Frances Harley
Comm., Sls. Prom., Pub. Dir....Helen Patterson
Chief Engineer.....B. B. Barnes

WDEF—Chattanooga—1941
NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDEF Bcstg. Co.
Bus.-Studio Address.....425 Volunteer Bldg.
Phone: 7-3393.....Air Time: Full Time
News Service .....UP
Transcription Service .....Capitol
Representative .....Branham
Membership .....NARTB, RAB
President.....Carter M. Parham
Gen. Sta. Comm. Mgr.....Ken Flenniken
Pub., Prog. Director.....Kenn Early
Chief Engineer.....B. C. Baker

WDOD—Chattanooga—1925
CBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDOD Bcstg. Corp.
Address.....Hamilton Natl. Bank Bldg.
Phone: 6-5117.....Air Time: Full Time
News Service.....AP
Transcription Service .....Standard, World
Representative.....Paul H. Raymer
Membership .....NARTB
President, Gen. Mgr.....Earl W. Winger
General Manager.....Norman A. Thomas
Comm. Manager.....Jack Bush
Sls., Prom. Mgr., Pub. Dir.....Jesseca Thomas
Program Director.....Earnest Fegans
Chief Engineer.....James E. Walker

WDXB—Chattanooga—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....WDXB, Inc.
Address.....100 Dome Bldg.
Phone: 6-1114.....Air Time: Full Time
Representative .....Forjoe
Membership .....NARTB
News Service .....UP
General Manager.....David T. Pritchard
Chief Engineer.....E. E. East

WMFS—Chattanooga—1951

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WMFS, Inc.
Address.....835 McCallie Ave.
Phone: 6-4145.....Air Time: Daytime
Representative .....Pearson
Pres., Gen. Mgr.....Brody Timm
Sls. Prom. Manager.....Alan Burke
Sta., Comm. Mgr., Prog. Dir.....Fred Webb

WMCH—Church Hill—1954

Frequency: 1260.....Power: 1000 Watts
Owned-Oper. By.....Wallace Bcstg. Co.
Address ..... P. O. Box 4
Phone: ELgin 7-2601.....Air Time: Daytime
News Service .....AP
President.....Thales E. Wallace
Comm. Manager.....F. R. Gentry
Program Director.....Bettye Jo Creasy
Chief Engineer.....Harold Dougherty

WDXN—Clarksville—1954

Frequency: 540 Kc.....Power: 250 Watts
Owned.....Clarksville Bcstg. Co., Inc.
Address .....Bailey Bros.
Phone: 2411.....Air Time: Daytime
News Service .....UP
Transcription .....World
Representative .....Burns-Smith
President .....Aaron B. Robinson
Gen., Comm. Manager.....J. M. Cecil
Sta. Mgr., Prog. Dir., Ch. Eng....J. McDonough

WJZM—Clarksville—1941
MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WJZM
Business-Studio Address.....411 Madison St.
Phone: 6414.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
Membership .....NARTB, RAB
Representative ..... Rambeau
Pres., Gen. Manager.....J. Parry Sheffall
Sta. Mgr., Chief Eng.....John Bailey
Program Director.....Bill Bumpus
Publicity Director.....Tom Breene
Commercial Manager.....Charles Malone
Sls. Prom. Mgr.....Bill Vogel

WBAC—Cleveland—1945
MBS

Frequency: 1340 Kc.....Power: 250 Watts
Own.-Oper. By..Rounsaville of Cleveland, Inc.
Business-Studio Address....180 Central Ave.
Phone: 62.....Air Time: Full Time
News Service .....UP
Rep.....Dora Clayton, Gill-Perna
President .....J. W. Rounsaville
Comm., Sls. Prom. Mgr.....Bland Sells
Gen., Sta. Manager.....Thad F. Fitch
Prog., Pub. Director.....Paul Kirksey
Chief Engineer.....William D. Stuart

WKRM—Columbia—1946
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Middle Tenn. Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address..P. O. Box 71
Phone: 1340.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative ..... Walker
Membership .....NARTB, RAB
Pres., Gen.-Sta.-Comm. Mgr...R. M. McKay, Jr.
Sales Prom. Mgr.....Mel Dugger
Prog., Pub. Director.....Jim Keiran
Chief Engineer .....Cameron McKay

WHUB—Cookeville—1940
CBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WHUB, Inc.
Bus.-Studio Address.....315 E. Spring St.
Phone: 789.....Air Time: Full Time
News Service .....UP
Representative.....Continental Radio Sales
Membership .....NARTB, RAB
Pres., General Manager.....M. L. Medley
Sta. Mgr., Prog. Director.....Stacey Mott
Sls. Prom., Pub. Director.....E. Zegarske
Chief Engineer.....Claude Haston

WKBL—Covington—1954
KBS

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tipton County Bcstg. Co.
Address .....P. O. Box 289
Phone: 9635.....Air Time: Daytime
News Service .....AP
Transcription .....SESAC
Gen., Sta. Manager.....Charles K. Sparks
Prog., Pub. Director.....Charles C. Watts, Jr.
Sls. Prom. Manager.....Ray McGinnis
Comm. Mgr., Chief Eng....R. William Hoffman

WAEW—Crossville—1952
KBS

Frequency: 1340 Kc.....Power: 1000 Watts
Owned-Oper. By.....WAEW, Inc.
Address.....406 E. B'way
Phone: 333.....Air Time: Daytime
President, Gen. Mgr.....Arthur Wilkerson
V.P., Secretary.....Evelyn Wynn
Comm., Sta. Manager.....Clarence Stinnett

WDKN—Dickson—1955—KBS

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Dickson Co. Bcstg. Inc.
Address .....Box 71
Phone: 2852.....Air Time: Daytime
Membership .....RAB
Pres. Gen., Sta., Comm. Mgr.....W. Potts
Comm., Sls. Prom. Mgr.....Warren Medley
Program Director.....J. Howell
Chief Engineer.....Richard D. Essner

WDSG—Dyersburg—1946
MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....State Gazette Bcstg. Co.
Address ..... Box 58
Phone: 2903.....Air Time: Full Time
Transcription Service .....World
News Service .....AP
Gen. Mgr., V.P.....Robert W. Ward

WBEJ—Elizabethton—1946
MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned .....WBEJ, Inc.
Business-Studio Address.....Elk Ave.
Phone: 2-1241.....Air Time: Full Time
Representative .....Dora Clayton, Gill-Perna
News Service .....UP
Managing Director.....Bill Wagner
General Manager.....Frazier Cochrane
Comm. Manager.....Glenn Hathaway
Program Director.....Bill Hale
Chief Engineer.....M. C. Bowers, Jr.

WCPH—Etowah—1955

Frequency: 1220 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....Morgan Bcstg. Co.
Address.....109 9th St.
Phone: 1240.....Air Time: Daytime
President, Gen. Mgr.....H. J. Morgan
Program Director.....Ray C. Hobbs
Chief Engineer.....John S. Bailey

WEKR—Fayetteville—1948 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayetteville Bcstg. Co.
Business-Studio Address.....Box 625
Phone: 1240.....Air Time: Full Time
News Service .....AP
Trans. Ser. .....Thesaurus
Membership .....NARTB, RAB
President.....John R. Crowder
General Manager.....James Porter Clark
Station Manager.....Jim Tate
Program Director.....Teddy Barnes
Chief Engineer.....Ernest Tucker

WAGG—Franklin—1953

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Williamson County Bcstg.
Address.....Mallory Rd.
Phone: 982.....Air Time: Daytime
News Service .....AP
President .....William Ormes
Gen. Mgr., Ch. Engineer.....Ellis F. Jones, Jr.

WHIN—Gallatin—1948—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sumner County Bcstg. Co.
Phone: 1010..... Air Time: Daytime
News Service .....UP
Membership ..... NARTB
President .....A. B. Perkins
Gen. Mgr., Prog. Dir.....J. B. Thomas
Commercial Manager.....Charles Brewer
Chief Engineer.....Lee Raines

WGRV—Greeneville—1947 MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Greeneville, Inc.
Address .....Radio Bldg.
Air Time.....Full Time
News Service .....UP
Manager .....Paul Metcalfe
Commercial Manager.....Hugh Pickel

WHBT—Harriman—1946 MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....The Harriman Bcstg. Co., Inc.
Address.....Devonia & Crescent
Phone: 661.....Air Time: Full Time
News Service .....UP
Trans. Ser.....World, SESAC
Representative .....Continental
General Manager.....F. L. Crowder

WIRJ—Humboldt—1949 KBS

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By....Gibson Co. Bcstg. Co., Inc.
Address.....210 N. 22nd Ave.
Phone: 740.....Air Time: Daytime
News Service .....AP
Newspaper Affil.....Courier-Chronicle
Transcription Service .....Thesaurus
President .....J. F. Warmath
Gen., Sta. Mr.....Howard E. Byrum
Comm., Sls. Prom. Mgr.....Carroll Wilson
Prog. Director.....Bill Carter
Chief Engineer.....Claude Bolton

WDXI—Jackson—1948 MBS

Freq.: 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Dixie Bcstg. Co.
Business-Studio Address.....Box 391
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative.....Burn-Smith, Dora-Clayton
Pres., Gen. Mgr.....Aaron B. Robinson
Station Manager.....Bill Winsett

WJAK—Jackson—1955

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By....Jackson Broadcasting Co.
Address.....416 Poplar St.
Phone: 7-7436.....Air Time: Daytime
Station Director.....Robert Blow
Sales Supervisor.....Mike Freeman
Program Director.....Winston C. Martindale

WTJS—Jackson—1931—ABC

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Sun Publishing Co.
Bus.-Studio Address.....104 Baltimore St.
Phone: 7-3316.....Air Time: Full Time
News Service .....AP
Newspaper Affil.....Jackson Sun
Transcription Service..... Thesaurus
Representative .....Branham
Membership .....NARTB, RAB
V.P., Gen. Mgr.....A. A. Stone
Manager.....Frank S. Proctor
Asst. Mgr.....L. R. Brooks
Program Director.....Vince Tapler
Chief Engineer.....James Ellzey

WETB—Johnson City—1947

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Press, Inc.
Business Address.....Press Bldg.
Representative .....McGillvra
Transcription Service .....World
President.....Carl A. Jones
Manager .....Arthur Kelsey

WJHL—Johnson City—1938 ABC-CBS

Freq.: 910 Kc.....Power: 5 Kw. d., 1 Kw. n.

Owned-Operated By.....WJHL, Inc.
Business-Studio Address.....145 W. Main St.
Phone: 2780 .....Air Time: Full Time
News Service .....AP, UP
Representative.....John E. Pearson
Membership .....NARTB
President.....W. H. Lancaster, Sr.
General Manager.....W. H. Lancaster, Jr.
Program Director.....Herbert Howard
Comm. Mgr.....K. Marsh
Sls. Prom. Mgr., Pub. Dir.....W. A. McDonald
Spvr. Engineer.....Rowland Medlar

WKIN—Kingsport—1951
KBS

Frequency: 1320 Kc.....Power: 5000 Watts
Owned & Operated.....WKIN, Inc.
Address.....Market & Wexler Sts.
Phone: CI. 6-8131.....Air Time: Daytime
News Service..... AP
Transcription Service.....World, Keystone
Membership .....NARTB
Pres., Gen. Mgr.....Cy N. Bahakel
Sta., Prom. Manager.....Phil Bahakel
Comm. Manager.....Chuck Foster
Program Director.....Bill Austin Trailer
Publicity Director.....Dia Bahakel
Chief Engineer.....Robert Heith

WKPT—Kingsport—1940
NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Kingsport Bcstg. Co., Inc.
Business-Studio Address....222 Commerce St.
Phone: CI. 5-4161.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
Representative ..... Burn-Smith
Membership .....NARTB, RAB
President.....C. P. Edwards, Jr.
Gen., Sta. Manager.....Paul L. Overbay
Commercial Mgr.....Phil Weaver
Program Dir.....Martin Karant
Publicity Dir.....Jim Davis
Chief Engineer.....Thomas Phillips

WBIR—Knoxville—1941
ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WBIR, Inc.
Business-Studio Address.....618 S. Gay St.
Phone: 4-3321.....Air Time: Full Time
News Service .....UP
Representative .....Gill Perna
Membership .....NARTB, RAB
President, Manager.....John P. Hart

WIVK—Knoxville—1953

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Dick Bcstg. Co.
Address.....319 N. Gay Street
Phone: 4-3693.....Air Time: Daytime
Representative ..... Forjoe
Membership.....NARTB, RAB
Pres., Gen., Sta., Sls. Prom. Mgr.....J. A. Dick
Comm. Mgr.....T. C. Hooper
Prog. Dir.....J. P. Hess, Jr.
Chief Eng..... Milton Jones

WKGN—Knoxville—1947
MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WKGN Inc.
Bus.-Studio Address.....Box 1750
Phone: 4-0766.....Air Time: Full Time
News Service .....AP
Station Representative .....Rambeau
Membership.....NARTB, RAB
President.....George P. Mooney
Gen., Sta., Prog. Dir.....Guy L. Smith, III
Comm. Manager.....Glynn Theg
Sls. Prom., Pub. Director.....Stan Vainrib
Chief Engineer.....Robert Goodman

WKXV—Knoxville—1953
KBS

Frequency: 900 Kc.....Power: 1000 Watts
Owner.....Knoxville Ra-Tel., Inc.
Address .....Box 66
General Manager.....Tom Carr
Comm. Manager.....Marvin Thompson
Office Manager.....Mrs. Willie Day

WNOX—Knoxville—1921
CBS

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By..Scripps-Howard Radio, Inc.
Address.....4400 Whittle Springs Rd. N. E.
Phone: 3-3171.....Air Time: Full Time
Newspaper Affiliation....."News Sentinel"
News Service .....UP
Transcription Service .....Standard
Representative .....John Blair
Membership ..... NARTB
President.....Jack R. Howard
Gen., Sta. Manager.....R. B. Westergaard
Publicity Director.....Gene Miller
Comm., Sts. Prom. Mgr.....O. L. Smith
Prog. Director.....C. A. McMahon
Chief Engineer.....Ray Evans

WROL—Knoxville—1927
NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By...Mountcastle Bcstg. Co.
Business-Studio Address.....612 Gay St.
Phone: 2-7111.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB, RAB
President .....Paul Mountcastle
Gen., Sta. Mgr.....W. H. Linebaugh
Commercial Manager.....J. T. McCloud
Program Dir.....J. H. Reese
Prom., Pub. Dir.....H. W. Hudson
Chief Engineer.....Fred Andrews

WLAF—Lafollette—1953
MBS

Frequency: 1450 Kc.....Power: 100 Watts
Owner.....LaFollette Bcstg. Co.

Address .....Piedmont Hotel
Phone: 1060.....Air Time: Full Time
News Service .....AP
Transcription Service.....World, Keystone
President.....Ed F. Wheeler
Gen. Mgr., Chief Eng.....Marvin L. Paul
Prom. Mgr., Prog. Pub. Dir.....Smith Rea, Jr.

WDXE—Lawrenceburg—1951 KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lawrenceburg Bcstg. Co.
Address .....Locke Bldg.
News Service .....UP
Trans. Ser. .....World
Representative .....Burn-Smith
President.....Aaron B. Robinson
Station Manager.....Ken Marston

WCOR—Lebanon—1949—KBS

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Operated By...Lebanon Bcstg. Co., Inc.
Address.....Trousdale Ferry Pike
Phone: 1540.....Air Time: Daytime
News Service .....AP
Transcription Service.....Thesaurus
Pres., Sta. Manager.....Theo. F. Ezell, Jr.
Comm. Manager.....Jack Hendrickson
Prog. Director.....Walter Dillard
Chief Engineer.....William Johnston

WLIL—Lenoir City—1950 KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owner .....WLIL, Inc.
Address.....406 E. Broadway
Phone: 1095.....Air Time: Daytime
News Service .....UP
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....Arthur Wilkerson

WJJM—Lewisburg—1947 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Louis D. Lingner
Address .....East Hill
Phone: 780.....Air Time: Full Time
Trans. Ser. .....World
News Service .....AP
Membership .....NARTB, RAB
General Manager.....Louis D. Lingner

WDXL—Lexington—1954 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Lexington Bcstg. Co.
Address .....WDXL Bldg.
Phone: 3500.....Air Time: Full Time
News Service .....UP

FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE
COVERAGE . . .

AP

FOR
RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Station Representative.....Burn-Smith
President.....Guy B. Amis
General Manager.....Neal B. Bunn
Comm. Mgr., Chief Eng.....B. L. Enochs
Program Director.....Everett Flagg

WGAP—Maryville—1947
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Aluminum Cities Bcstg. Co.
Address .....316 Court St.
Phone: 5500.....Air Time: Full Time
Membership .....NARTB, RAB
News Service .....AP
Transcription Service....Thesaurus, Keystone
General Manager.....F. H. Corbett
Commercial Manager.....Horace McGill
Prog. Dir.....Ken D. Kribbs
Chief Engineer.....Henry McDonald, Jr.

WHDM—McKenzie—1954

Frequency: 1440 Kc.....Power: 500 Watts
Owned.....Tri-County Bcstg. Co., Inc.
Address.....P. O. Box 188
Phone: 3371, 3372.....Air Time: Daytime
News Service .....AP
Trans. Ser. .....Thesaurus
Station Rep. .....Clark
Pres., Gen. Mgr.....Earl S. Nolting
Sec'y.-Treas. .....Gladys Nolting
Sta. Mgr., Prog. Dir.....Lance Beard
Comm. Manager.....Irene Morgan
Chief Engineer.....Martin Dill

WBMC—McMinnville—1955

Frequency: 960 Kc.....Power: 500 Watts
Owned-Oper....Cumberland Valley Bcstg. Co.
Address .....Box 270
Phone: 2104.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
President.....Dr. W. W. Davis
General Manager.....Franklin H. Brown
Program Director.....Joyce Knowles

WMMT—McMinnville—1947
MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..McMinnville Brdg. Co., Inc.
Address.....N. Chancery St.
Air Time.....Full Time
News Service .....UP
General Manager.....Royce E. Richards

KWEM—Memphis—1946

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By.....KWEM, Inc.
Address .....Box 142
Phone: 48-3311.....Air Time: Daytime
Representatives .....Stars National
President.....W. H. Keller, Jr.
Manager .....Jack Holden

WOKB—Memphis—1951

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chickasaw Bcstg. Co.
Address .....378 Beale St.
Air Time.....Daytime
Representative .....Dora-Clayton
Sales Manager.....R. F. Bartusch
Program Director.....J. E. Stewart
Promotion Director.....J. S. Jacobs
General Manager.....W. M. H. Smith

WDIA—Memphis—1947

Freq.: 1070 Kc.....Power: 50 Kw. d., 5 Kw. n.
Owned By.....Bluff City Bcstg. Co.
Business-Studio Address.....2074 Union Ave.
Phone: 36-2703.....Air Time: Full Time
News Service .....UP
Representative .....Pearson
Membership .....RAB
Pres.....John R. Pepper
General Manager.....Bert Ferguson
Commercial Manager.....Harold F. Walker

WHBQ—Memphis—1925
MBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....RKO Teleradio Pictures
Bus.-Studio Address.....Hotel Chisca
Phone: JAckson 5-6306....Air Time: Full Time
News Service .....UP
Representative .....H-R
Membership .....RAB
President.....Thomas F. O'Neil
Gen., Sta. Mgr.....John Cleghorn
Commercial Mgr.....Max Michel
Program Director.....Dick Covington
Sales, Service Mgr.....Stan Torgerson
Publicity Director.....Jack Starr
Chief Engineer.....Welton Roy

WHER—Memphis—1955

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-State Bcstg. Service
Address.....972 S. Third St.
Phone: 5-6831.....Air Time: Daytime
News Service .....UP
President.....Sam C. Phillips
Comm. Manager.....Bob R. Way

WHHM—Memphis—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Mid-South Bcstg. Corp.
Business-Studio Address.....433 Sterick Bldg.
Air Time.....Full Time
News Service .....UP
Representative.....A. Young; C. Melville
Membership .....RAB
General Manager.....C. K. Beaver
Program Director.....Jay Black

WMC—Memphis—1923—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Memphis Publishing Co.
Business-Studio Address.....Box 311
Phone: 8-7464.....Air Time: Full Time
News Service .....UP, AP
Trans.....Thesaurus, Standard, Lang-Worth
Representative .....Bramham
Membership ..... NARTB
General Manager.....H. W. Slavick

Station Manager.....Richard Voorhis
Program Director.....Harlan Judkins

WMPS—Memphis—1925 ABC

Freq.: 680 Kc.....Power: 10 Kw. d.; 5 Kw. n.
Owned-Operated By.....WMPS, Inc.
Business-Studio Address.....112 Union Ave.
Phone: 5-2663.....Air Time: Full Time
News Service .....UP
Transcription Service..... Standard World
Representative .....Radio-TV Representatives
Membership .....NARTB
Pres., Gen. Mgr.....Harold R. Krelstein
Sta., Sls. Prom. Mgr.....Charles De Vois
Program Dir.....Gene Plumstead
Chief Engineer.....J. G. Deaderick

WREC—Memphis—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....WREC Bcstg. Service
Business-Studio Address.....Hotel Peabody
Phone: 5-1313.....Air Time: Full Time
News Service .....UP
Transcription Service.....Lang-Worth
Membership ..... NARTB
Representative .....Katz
Owner, General Manager....Hoyt B. Wooten
Commercial Manager.....Hollis R. Wooten
Program Director.....Jack Michael
Chief Engineer.....Wilson Raney

WKBJ—Milan—1955

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By...West Tennessee Bcstg. Co.
Address .....Hotel Milan
Phone: 550.....Air Time: Daytime
News Service .....AP
Gen., Comm. Manager.....Jack Merrill
Traffic .....Betty Evans

WCRK—Morristown—1947 MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Cherokee Bcstg. Corp.
Bus.-Studio-Transmitter Address..Radio Center
Phone: 1450.....Air Time: Full Time
News Service .....AP
Trans. Ser. .....World
Representative .....Hal Holman
General Manager.....Howell Ashford

WGNS—Murfreesboro—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Murfreesboro Bcstg. Serv.
Address .....Elrod Bldg.
Air Time.....Full Time
News Service .....AP
Representative .....Holman
Trans. Ser.....World, Lang-Worth, Thesaurus
General Manager.....Cecil Elrod, Jr.
Station Manager.....William O. Barry

WMTS—Murfreesboro—1953

Frequency: 860 Kc.....Power: 250 Watts
Owned.....Arthur D. Smith, Jr.
Address.....112 N. W. Broad St.
Phone: 1202.....Air Time: Daytime
Trans. Service.....Standard, World
News Service .....UP
President, Gen. Mgr.....A. D. Smith, Jr.
Sls. Prom., Sta. Mgr.....Virgil Trimm
Commercial Mgr.....Charles Snoddy
Program Director.....B. A. Blenkenship
Publicity Director.....Lee Blaine
Chief Engineer.....Roy Clark

WKDA—Nashville—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Co.
Address.....American Natl. Bank Bldg.
Representative ..... Pearson
Membership .....NARTB, RAB
President.....John W. Kluge
Vice Pres., Gen. Mgr.....Harvey L. Glascock
Comm. Manager.....Blackstone Dozier, Jr.
Prog. Director.....Charles F. Walker
Chief Engineer.....Oscar C. Griffin, Jr.

WLAC—Nashville—1926 CBS

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned..Life & Casualty Insurance Co., Tenn.
Bus.-Studio Address....Third Natl. Bank Bldg.
Phone: 6-0161.....Air Time: Full Time
Transcription Service .....Thesaurus
Representative .....Katz
Membership ..... NARTB, RAB
Gen. Mgr.....F. C. Sowell
Commercial Manager.....E. G. Blackman
Promotion Manager.....Jerry Glaser
Program Director.....Paul Oliphant
Chief Engineer.....F. D. Binns

WMAK—Nashville—1948

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By....Volunteer State Bcstg. Co.
Address.....Maxwell House Hotel
Phone: 4-3411.....Air Time: Full Time
Station Rep. .....Weed
News Service .....UP
President.....Howard D. Steere
V.P., Gen. Manager.....Emil Popke, Jr.
Station Manager.....Robert Lyons

WNAH—Nashville—1949 KBS

Frequency: 1360 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Hermitage Bcstg. Corp.
Address.....James Robertson Hotel
Phone: ALpine 4-7611.....Air Time: Daytime
News Service .....UP
Representative .....Continental
Pres., Gen., Comm. Mgr.....Van T. Irwin, Jr.
Comm. Manager.....Herman Rippy
Program Director.....Dave Lyman
Chief Engineer.....Harold Woodard

WSIX—Nashville—1927
ABC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....WSIX, Inc.
Address .....Nashville Trust Building
Phone: ALpine 5-5431....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Station Representative..George P. Hollingbery
Membership .....NARTB
Pres. Gen. Mgr.....R. D. Stanford
Comm. Manager.....John M. Savage
Program Director.....Bob Larimer
Chief Engineer .....Charles R. Duke

WSM—Nashville—1925—NBC

Frequency: 650 Kc.....Power: 50,000 Watts
Owned-Operated By..Nat'l Life & Acc. Ins. Co.
Bus.-Studio Address.....301 7th Ave. N.
Phone: ALpine 4-5656....Air Time: Full Time
News Service.....AP, INS, UP
Trans. Ser. .....Associated
Representative .....John Blair
Membership.....RAB, NARTB
Chairman of Board.....E. W. Craig
President, Gen. Mgr.....John H. DeWitt, Jr.
Commercial Manager.....Irving C. Waugh
Sales Manager.....Bob Cooper
Dir. of Publicity.....Wm. R. McDaniel
Program Director.....Jack Stapp
Chief Engineer.....George A. Reynolds

WSOK—Nashville—1951

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Nashville Bcstg. Co.
Address.....400 Davidson St.
Phone: 42-0489.....Air Time: Daytime
News Service.....AP
Representative .....McGillvra, Dora-Clayton
Membership ..... RAB
Pres., Gen. Mgr.....H. C. Young, Jr.
Com., Prom. Mgr.....Norman Stewart
Pub. Dir.....R. Goldman
Chief Engineer.....I. D. Byars

WLIK—Newport—1954

Frequency: 1270 Kc.....Power: 5 Kw.
Owned .....WLIK, Inc.
Address.....406 E. B'way, Lenoir City
Phone: 3095.....Air Time: Daytime
News Service .....UP
President, Gen. Mgr.....Arthur Wilkerson
V.P., Sta., Comm. Mgr.....Ira B. Crisp

WATO—Oak Ridge—1948
MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WATO, Inc.
Address.....253 Main St., E.
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
President, Gen. Mgr.....Ross Charles
Comm. Manager.....Samuel P. Thrower, Jr.
Program Director.....William F. Hoopes

WOKE—Oak Ridge—1951
KBS

Freq.: 1290 Kc...Power: 1000 W. d., 500 W. n.
Owned-Oper. By.....Air Mart Corp.
Phone: 5-1333.....Air Time: Full Time
Address .....Box 391
President.....Owen J. McReynolds
General Manager.....J. E. Bouldin
Program Director.....John H. Carr

WTPR—Paris—1947
KBS-MBS

Frequency: 710 Kc.....Power: 250 Watts d.
Owner.....Paris Bcstg. Co.
Address .....Davis Bldg.
Phone: 1700.....Air Time: Day Time
News Service .....UP
Trans. Service.....World, Keystone
Sta. Rep. .....Burn-Smith
Membership .....NARTB
President, Gen. Mgr.....A. B. Robinson
Sta. Mgr., Pub. Director.....Will Coker
Commercial Manager.....B. C. Kilgore
Prom. Mgr., Prog. Director.....Sue Jackson
Chief Engineer.....Don Somerville

WKSR—Pulaski—1947—ABC

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Richland Bdcstg. Co.
Address .....Radio Center
Phone: 1066-67.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Clark
Owner, Gen. Manager.....J. R. Stephens

WTRB—Ripley—1954—KBS

Frequency: 1570 Kc.....Power: 250 Watts
Owned.....West Tenn. Radio Bcstrs.
Address .....P. O. Box 302
Phone: 1060.....Air Time: Daytime
News Service .....UP
Trans. Ser. .....SESAC
Gen., Comm. Mgr., Pub. Dir...Hobson H. Daws
Sta. Mgr.....Harold L. Baker
Program Director.....Shirley Pickard
Chief Engr.....James E. Weston

WRGS—Rogersville—1955

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By.....Rogersville Bcstg. Co.
Address .....Burem Pike
Phone: 6491.....Air Time: Daytime
News Service .....UP
Transcription Service.....Thesaurus
General Manager.....John E. Beal
Commercial Manager.....Charles W. Beal
Promotion Mgr.....George Beal
Prog. Dir., Chief Eng.....F. A. Berry

WSEV—Sevierville—1955

Frequency: 930 Kc.....Power: 1 Kw. d.
Owned-Oper. By..Smoky Mountain Bcstg. Co.
Address.....Box 152

Phone: 2844.....Air Time: Daytime
News Service .....UP
Representative.....Wm. Rambeau Co.
Membership.....RAB, NARTB
President.....A. J. King
Gen., Sta., Comm. Mgr.....Clay Cline
Sales Promotion Mgr.....Peggy Shanton
Traffic Manager.....John Kerr
Publicity Director.....Gene Bardo
Chief Engineer.....Robert Carr

WHAL—Shelbyville—1946 MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Shelbyville Bcstg. Co., Inc.
Address.....P. O. Box 241
Phone: 1400.....Air Time: Full Time
News Service .....UP
V.P., Gen. Mgr.....Charles Christian

WEPG—South Pittsburgh 1954

Frequency: 910 Kc.....Power: 500 Watts
Owned-Oper. By...Marion County Bcstg. Serv.
Address ..... Railroad St.
Air Time.....Daytime

WSMT—Sparta—1953

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sparta Bcstg. Co. Inc.
Address.....Box 390
Phone: 3751.....Air Time: Daytime
News Service .....UP
Transcription ..... World
Membership ..... RAB
President.....Sam J. Albritton
Gen., Sta. Comm., Sls. Prom....B. L. UpChurch
Publicity Dir.....Virginia UpChurch
Program Director.....Bill Passons
Chief Engineer .....Hubert A. Beasley

WDBL—Springfield—1950 KBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Springfield Bcstg. Co., Inc.
Address.....P. O. Box 464
Phone: 1287.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Membership.....RAB, NARTB
News Service .....AP
Gen., Sta. Mgr.....Walter A. Duke
Comm., Sls. Prom. Mgr.....J. J. Webb
Program Director.....C. W. Powers
Chief Engineer .....Anna Duke

WDEH—Sweetwater—1955 KBS

Frequency: 800 Kcs.....Power: 500 Watts
Owned-Oper. By.....Marto Bcstg. Co.
Address.....Highway 11
Phone: 5025.....Air Time: Daytime
News Service .....UP
Transcription .....Thesaurus
Membership .....NARTB
Gen., Sta. Mgr.....Richard R. Foster
Program Director.....Jane E. Ford
Chief Engineer.....Erlie McDaniel

WJIG—Tullahoma—1947

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Col. R L. Prescott, Jr.
Business Address.....West End Drive
Phone: 2607-8.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Owner, Gen. Mgr.....Col. R. L. Prescott, Jr.
General Manager.....Wallace Beecham

WENK—Union City—1946 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Union City Bcstg. Co.
Address.....Clymer Furn. Bldg.
Phone: 1240.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
President., Gen. Mgr.....Aaron B. Robinson
Station Manager.....Edwin F. Kallenberg, Jr.
Program Director.....James R. Wells
Chief Engineer.....Charles Holland

WCDT—Winchester—1948 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Franklin County Bcstg. Co.
Address.....U. S. Hwy. 64
Phone: 2201.....Air Time: Full Time
News Service .....UP
Manager.....Ernest Richards, Jr.
Comm. Manager.....James F. Spencer

For World-Wide News . . .
For Clear, Comprehensive Coverage . . .

AP

FOR
RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

KRBC—Abilene—1936—ABC

Freq.: 1470.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Abilene Radio & TV
Business Address.....4510 S. 14th St.
Phone: 2-8491.....Air Time: Full Time
News Service .....AP
Transcription Service .....Associated
Representative.....John E. Pearson
Membership .....NARTB
President .....Dale Ackers
Sta. Mgr., Prog. Director.....Bro Mingus
Comm., Sales Prom. Mgr.....Forest Lane
Prod. Mgr.....Ken Knox
Chief Engineer.....Troy Mallon

KWKC—Abilene—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Citizens Bcstg. Co.
Bus.-Studio Address.....25th & Butternut
Phone: 4-7286.....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....World
Representative..Venard, Rintoul & McConnell
General Manager.....A. C. Etter

KBKI—Alice—1947—MBS

Frequency: 1070 Kc.....Power: 1000 Watts
Owned-Operated By.....Alice Bcstg. Co.
Business Address.....Box 731
Phone: 4-4324.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Pearson
President .....Givens A. Parr
General Manager.....Robert I. Grimes
Sales Prom. Mgr.....Irma Salas
Comm. Mgr.....Jack Collins
Program Dir.....J. Allen Frye
Publicity Director.....Ruth Norris
Chief Engineer.....S. L. Spencer

KVLF—Alpine—1947 KBS-MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Big Bend Bcstrs.
Business Address .....Alpine
Phone: 2144.....Air Time: Full Time
News Service .....UP
Transcription .....Thesaurus
Representative.....Hil F. Best, Clark Brown
President .....Jack Hawkins
V.P., Gen., Sta., Comm. Mgr...Gene Hendryx
Program Director.....John Nelson
Chief Engineer.....Sherman Newsom

KAMQ—Amarillo—1947 MBS

Freq.: 1010 Kc.....Power: 5 Kw. d., 500 Watts
Owned-Oper. By.....Top of Texas Bcstg. Co.
Address.....1301 Polk St.
Phone: DRake 2-6543.....Air Time: Full Time
Representative .....Forjoe
Transcription Service .....Thesaurus
News Service .....AP
President.....Walter G. Russell
Manager.....R. D. Houck

KFDA—Amarillo—1939 ABC

Fre.: 1440 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Amarillo Bcstg. Co., Inc.
Business-Studio Address.....Box 1400
Phone: 4-5343.....Air Time: Full Time
News Service .....UP, AP
Representative.....H-R, Brown
Transcription.....BMI, ASCAP, SESAC, AMP
Membership.....NARTB, RAB
President .....Gene L. Cagle
Gen. Mgr.....Ed Moore
Station Mgr.....George Oliver
Comm. Mgr.....Dan Hayslett
Chief Engineer.....W. B. Spiller

KLYN—Amarillo—1949 CBS

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Oper. By....Plains Empire Bdcstg. Co.
Address .....1014 West Seventh
Phone: 2-6773.....Air Time: Full Time
Representative .....John Blair & Co.
Membership ..... NARTB, RAB
President .....R. G. Hughes
Director .....Kenyon Brown
General Manager.....Willard L. Kline
Comm. Manager.....John Heetland
Program Director.....Joe S. Ramay
Publicity Director.....Mrs. V. Nelson
Chief Engineer.....Gene Fennimore

ABILENE, TEXAS

KRBC RADIO (5,000 Selling Watts) is serving the rich Abilene Market . . . and its GROWING, GROWING, GROWING!

KRBC is the TOP ranking station in its market and ranks among the TOP 5 of all radio stations in North Texas.

Represented Nationally by
JOHN E. PEARSON COMPANY

National Sales Manager
FOREST LANE

KGNC—Amarillo—1922—NBC

Frequency: 710 Kc.....Power: 10,000 Watts
Owned-Oper. By ... Plains Radio Bdcstg. Co.
Address.....2000 N. Polk St.
Phone: DR 4-4601.....Air Time: Full Time
News Service .....UP, AP
Newspaper Affil.....Globe-News
Transcription Service .....World
Representative .....Katz
Membership .....NARTB, RAB
President.....B. E. Walker
General Manager.....Wes Izzard
Business Manager.....Calvin Handy
Station Mgr.....Ken Duke
Asst. Gen. Mgr.....A. Jackson
Prog. Dir.....Larry Filkins
Prom. Mgr., Pub. Dir.....Leon Bert
Chief Engineer.....W. H. Torrey

KRAY—Amarillo—1955

Frequency: 1360 Kc.....Power: 500 W., d.
Owned-Operated By.....R. D. Hollingsworth
Address.....Paramount Bldg.
Phone: DRake 4-3235.....Air Time: Day
Representative .....Melville
Pres., Gen. Mgr.....R. D. Hollingsworth
Sta., Sls. Mgr., Chief Eng.....R. B. Henry

KZIP—Amarillo—1955

Frequency: 1310 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Panhandle Bcstg. Co.
Address.....808 Charlotte St.
Representative.....Broadcast Time Sales
News Service .....AP
General Manager.....Ray Winkler
Comm. Manager.....Jess Richardson

KACT—Andrews—1954

Frequency: 1360 Kc.....Power: 500 Watts
Owned-Oper. By.....Andrews Broadcasters
Address .....Seminole Hy.
Phone: 1360.....Air Time: Daytime
News Service .....AP
Transcriptions .....World
Co-Owner, Gen. Mgr.....Joseph E. Young
Promotion Manager.....J. Young

KBUD—Athens—1948—KBS

Frequency: 1410 Kc.....Power: 250 Watts
Owned.....Henderson Cty. Bcstg. Co.
Address ..... Box 309
Phone: 2277.....Air Time: Daytime
News Service .....UP
Trans. Service .....Lang Worth
Membership .....RAB
General Manager.....J. B. McNutt, Jr.

KALT—Atlanta—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Ark-La-Tex Bcstg. Co.
Phone: 900.....Air Time: Daytime
Transcription Service .....World
News Service .....AP
Transcription .....World
Membership .....NARTB
Representative .....Hill F. Best
President .....Herman H. Wommack, Jr.
Gen., Sta. Mgr.....David A. Wommack
Commercial Manager.....A. N. Dowd
Program Director.....George D. Womack
Publicity Director.....Jean Wommack
Chief Engr.....James L. Waites

KNOW—Austin—1927—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Pioneer Bcstg. Co., Inc.
Address.....520 Capital Nat. Bank Bldg.
Phone: 2-6213.....Air Time: Full Time
News Service .....AP
Trans. Service .....Standard
Station Rep..... Pearson
Membership ..... NARTB
President .....Wendell Mayes
Gen., Sta. Mgr.....Louis R. Cook
Commercial Mgr.....M. H. Coleman
Program Dir.....Harvey R. Boyd
Chief Engineer.....J. E. Lewis

KTBC—Austin—1939—CBS

Freq.: 590 Kc...Power: 5000 W. d., 1000 W. n.
Owned-Oper. By.....Texas Bcstg. Corp.
Bus.-Studio Address.....P. O. Box 717
Phone: 2-2424.....Air Time: Full Time
News Service .....UP
Representative ..... Raymer
President.....Claudia T. Johnson
Gen., Sta. Mgr.....J. C. Kellam
Sales Manager.....O. P. (Bob) Bobbitt
Sales Prom. Mgr.....Charles Brooks
Program Director.....Cactus Pryor
Pub. Dir.....Elmo Brown
Chief Engineer.....A. B. Hearn

KTXN—Austin—1947

Frequency 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Station KTXN
Address.....1211 E. 6th St.
Phone Number 74476
Rep.....Oakes, Clayton, O'Connell
Membership ..... NARTB
President.....Robert Pinkerton
General Manager.....Ed Pool
Comm. Manager.....Calvin Adams
Program Director.....Lilia Guzman
Chief Engineer.....Paul Lindhorn

KVET—Austin—1946—MBS

Frequency: 1300 Kc.....Power: 1 Kw., d.
Owned .....Austin Bcstg. Corp.
Address.....Box 1116
Phone: 8-8521.....Air Time: Full Time
News Service .....UP
Representative ..... Forjoe
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Willard Deason
Commercial Mgr.....H. W. Dunlop
Program Dir.....Dave Smith
Chief Engineer.....Willis Morter

KRUN—Ballinger—1947 KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Runnels County Bcstg. Co.
Address ..... Box 351

Phone: 3151.....Air Time: Full Time
News Service .....AP
Membership ..... RAB
Trans. Ser. .....World
Representative .....Best, Melville
General Manager.....R. F. McGarvey

KIOX—Bay City—1947
MBS-KBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Bay City Bcstg. Co.
Business Address .....Box 1391
Phone: 4642-3.....Air Time: Full Time
News Service .....UP
Representative .....Hil F. Best
President .....J. G. Long
General Manager .....Bryan Powell
Station, Comm. Manager.....Harry L. Becker
Sls. Prom. Mgr.....Charles Arthur

KRCT—Baytown—1947
KBS

Frequency: 650 Kc.....Power: 250 Watts d.
Owned-Operated By.....Bay Bcstg. Co.
Address .....Box 629
Phone: 8251.....Air Time: Daytime
News Service .....AP
Station Rep. .....Best
President.....W. D. Christmas
V. P., General Manager.....J. H. Touchstone
Prog. Dir.....Herderth Taylor
Chief Eng.....R. E. Rohden

KREL—Baytown—1947

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-Cities Bcstg. Co.
Business Address.....Box 419
Phone: 8211-2.....Air Time: Full Time
News Service .....UP
Representative..Interstate United Newspapers
President.....J. B. Blayton, Sr.
Vice President.....J. B. Blayton, Jr.
Station Manager.....Robert H. Brisendine
Gen. Sales Mgr.....Albert H. Saddler

KFDM—Beaumont—1924
ABC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By ....Beaumont Bdcstg. Corp.
Address.....P. O. Box 2950
Phone: 2-7758.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NARTB
President .....D. A. Cannan
Gen., Sta., Comm. Mgr.....C. B. Locke
Program Director.....Dave Russell
Publicity Director.....H. F. Caldwell

KJET—Beaumont—1948

Frequency: 1380 Kc.....Power: 1 Kw.
Owned.....KPBX Bcstg. Corp.
Address .....P. O. Box 2673
Phone: 2-0201.....Air Time: Daytime
News Service .....UP
Station Rep. .....Forjoe
Membership ..... NARTB
President.....Ben J. Rogers
V. P., Gen., Comm. Mgr.....Walter L. Rubens
Chief Eng.....Carl L. Davis

KRIC—Beaumont—1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....The Enterprise Co.
Bus.-Studio-Trans. Address....3130 Blanchette
Phone: 4-9421.....Air Time: Full Time
Newspaper Affiliation..."Enterprise", "Journal"
Representative .....Branham
President.....O. Eugene Davis
V.P., General Mgr.....E. C. Davis
Station Mgr.....R. M. Frost
Prog. Dir.....Gordon Clark
Commercial Mgr.....Jim Saxon
Chief Engineer.....Marvin J. Easterwood

KTRM—Beaumont—1947

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By.....KTRM, Inc.
Business-Studio Address.....230 Orleans St.
Phone: 2-8478.....Air Time: Full Time
Rep.....Adam Young, Clarke Brown
Pres., Gen. Mgr.....Jack Neil
Station Manager.....Roy D. Shotts
Commercial Mgr.....Bill McRae
Chief Engineer.....Ben F. Hughes

KIBL—Beeville—1949

Frequency: 1490 Kc.....Power: 250 Wts..d. n.
Owned-Oper. By .....Bee Bdcstg. Co.
Address .....P. O. Box 650
Phone: 1490.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Partners.....J. D., & V. L. Rossi
General Manager.....John D. Rossi
Station Manager.....James V. Rossi
Comm. Manager.....James M. Goodman
Prog. Dir.....William S. Bennett
Chief Engineer.....H. E. Bertram

KBST—Big Springs—1936
ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Big Spring Bcstg. Co.
Bus.-Studio Address.....702 Johnson St.
Phone: 4-6391.....Air Time: Full Time
News Service .....AP
Newspaper Affil.....Herald
Representative .....Pearson
Pres., Gen., Sta. Mgr.....William J. Wallace
Commercial Manager .....William L. Cox
Sls. Prom., Pgr. Dir.....J. N. Young, Jr.
Pub. Dir.....Dorothy Henderson
Chief Engineer.....Andrew M. Jones

KTXC—Big Springs—1949
MBS

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Oper. By .....Big State Bdcstg. Co.

Address.....Big Spring City Park
Phone: 4-4201.....Air Time: Full Time
Transcription Service .....World
News Service .....AP
Rep.....Hil F. Best, Clyde Melville
President, Gen. Mgr.....V. T. Anderson

KFYN—Bonham—1948

Frequency: 1420 Kc.....Power: 250 Watts d.
Owned-Oper.....Charles L. & Jessie Mae Cain
Bus.Studio Address.....903 E. Fourth St.
Phone: 915.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Representative.....Hal Fatter & Co.
Membership .....RAB, NARTB
President, Gen. Mgr.....Charles Cain

KHUZ—Borger—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KHUZ, Inc.
Business Address.....1431 Clayton St.
Phone: BR 3-3744.....Air Time: Full Time
News Service .....UP
Transcription Service .....SESAC
Membership .....NARTB, RAB
President.....R. G. Hughes
Sta. Mgr., Prog., Pub. Dir.....Jack Roberts
Comm., Sls. Prom. Mgr.....A. R. Robertson
Chief Engineer.....Herman Kreiger

KNEL—Brady—1933—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Ruth Burns
Business-Studio Address.....Gibbons Bldg.
Phone: 77.....Air Time: Full Time
Representative.....Hil F. Best
President.....Gene M. Burns
Commercial Manager.....J. S. Sloane

KSTB—Breckenridge—1947 KBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Stephens County Bcstg. Co.
Business-Studio Address.....Miller Bldg.
Phone: 1430.....Air Time: Daytime
News Service .....AP
Station Rep.....Best, Melville
Transcription Service .....Lang-Worth
Representative .....Best, Melville
General Manager.....R. W. Chapman

KWHI—Brenham—1947

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tom S. Whitehead
Business Address.....108½ Main St.
Phone: 3655.....Air Time: Daytime
Transcription Service .....World
Manager.....Tom S. Whitehead
Chief Engineer.....Lonnie R. Schlottmann

KTFY—Brownfield—1949 KBS

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....Terry Cty. Bdcstg. Co.
Address .....Drawer 1032
Phone: 2111.....Air Time: Daytime
News Service .....AP
Trans. Service.....Standard, Thesaurus
Membership.....NARTB, RAB
Pres., Sta., Gen., Comm. Mgr...Mike A. Barrett
Sales Prom. Mgr.....E. Crawford Taylor
Program Director.....Dick Aker
Chief Engineer.....Joe H. Morgan

KBOR—Brownsville—1949 ABC-KBS

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Brownsville Bcstg. Co.
Address.....Box 472
Phone: 2-5677.....Air Time: Full Time
News Service .....UP
Trans. Service .....World, Thesaurus
Representative .....Best
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....M. J. Wilson
Commercial Manager.....Vance C. Wilson
Program Dir.....Sally Hays
Chief Engineer.....Willis A. Wilson

KBWD—Brownwood—1941 MBS

Freq.: 1380 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Oper. By.....Brown County Bcstg. Co.
Business-Studio Address....800 Hawkins St.
Phone: 2401.....Air Time: Full Time
News Service .....AP
Representative .....Pearson
Pres., Gen. Manager.....Wendell Mayes
Commercial Manager.....Bill Jamar
Publicity Director.....Barbara Taylor
Program Director.....Wendell Mayes, Jr.
Chief Engineer.....W. O. Stewart

KEAN—Brownwood—1953

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Oper. By....Lyman Brown Enterprises
Address.....2220 Fisk Ave.
News Service .....AP
Transcription .....Lang-Worth
Representative ..... Best
Station Manager.....L. C. Brown

KORA—Bryan—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Bryan Bcstg. Co.
Bus.-Studio Address.....310 E. 25th St.
Phone: 3-1240.....Air Time: Full Time
Station Rep..... Best
Owner, Gen. Mgr.....David C. Jones, Jr.
Comm. Manager.....Ed Teer
Station Manager.....Mike Mistovich

KMIL—Cameron—1955

Frequency: 1330 Kc.....Power: 500 W., d.
Owned-Oper. By.....Milam Cty. Bcstg. Serv.
Address .....Box 432
Phone: 457.....Air Time: Day
Representative ..... Best
Gen. Mgr., Chi. Eng.....E. G. Abercrombie
Commercial Mgr.....Joe Liber
Program Director.....Mrs. E. G. Abercrombie

KBEN—Carrizo Springs—1955

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Ben L. Parker
Address.....104 S. 5th St.
Phone: 434.....Air Time: Full Time
News Service .....AP
Pres., Gen. Manager.....Ben L. Parker
Station Manager.....W. H. Herbert
Comm. Manager.....Tom Everitt

KGAS—Carthage—1955

Frequency: 1590 Kc.....Power: 1 Kw. d.
Owned-Operated By.....Carthage Bcstg. Co.
Address.....107½ N. St. Mary St.
Phone: 876.....Air Time: Day
Co-owner, Gen. Mgr.....T. Alford
Co-owner, Comm. Mgr.....F. E. Barr
Prog. Dir., Prom. Mgr.....Jack Bell
Chief Engineer.....Dalton Sanders

KDET—Center—1949

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By..Center Bcstg. Co., Inc.
Address.....205 Austin St.
Phone: 1199.....Air Time: Daytime
News Service .....UP
Transcription Service..... World
Representative.....Gill-Perna, Clarke Brown
Gen., Comm. Mgr.....Tom E. Foster
Program Director.....Tolbert E. Foster
Chief Engineer.....Harlan Riley

KCTX—Childress—1947 MBS-KBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By..Golden West Bcstg. Co., Inc.
Bus.-Studio. Address.....200 Main St.
Phone: Webster 7-2041.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Representative.....Hil F. Best
President, Gen. Mgr.....R. Malone Hagan
Chief Engineer.....Clyde Austin

KCAR—Clarksville—1955

Frequency: 1350 Kc.....Power: 500 Watts d.
Owned-Operated By.....Texo Bcstg. Co.
Address .....Box 609
Phone: 58.....Air Time: Daytime
Representative .....Best
News Service .....AP
Transcription .....World
Manager .....Robert Wagner
Comm. Manager.....Marion Wagner
Program Manager.....Bill Davis

KCLE—Cleburne—1947

Frequency: 1120 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Marti, Inc.
Address.....919 N. Main
News Service .....AP
Representative.....Hil F. Best
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....George W. Marti
Commercial Mgr.....John Marti
Sales Prom. Mgr.....Frank H. Hardgrove
Program Director.....D'Voe Lee
Chief Engineer.....Walter C. Lacy

KVLB—Cleveland—1954

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Oper. By.....Cleveland Bcstg. Co.
Address .....Box 487
Phone: 692.....Air Time: Full Time
Transcription .....Capitol
News Service .....AP
General Manager.....Harvard C. Bailes
Program Director.....Cal McAdams
Chief Engineer.....Al Strong

KSTA—Coleman—1947—KBS

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Oper. By..Coleman County Bcstg. Co.
Business Address.....Box 432
Phone: 8406.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Membership ..... RAB
Manager .....Floyd Shelton
Comm. Manager.....Paul Johnson

WTAW—College Station—1922 KBS

Frequency:1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....A. & M. College of Tex.
Bus.-Studio Address .....College Station
Phone: 66724.....Air Time: Daytime
News Service .....AP
Manager.....R. H. Shoffler
Sta. Mgr.....Richard L. Webb
Commercial Manager.....Elsie Patranella
Sales Prom. Mgr.....Iris Bullard
Prog. Dir.....John Scogin
Chief Engineer.....Herbert Mount

KVMC—Colorado City—1950 KBS

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned.....Colo. City Bcstg. Co.
Phone: RA 8-3320.....Air Time: Daytime
News Service .....AP
Trans. Ser.....Thesaurus, World
Representative .....Best
General Manager.....Eldon Mahon
Program Manager.....Walter B. Grubbs
Comm. Mgr.....O. F. Wilkes
Chief Engineer.....Porter Richardson

KMCO—Conroe—1951

Frequency: 900 Kc.....Power: 500 Watts d.
Owned.....Montgomery County Bcstg. Co.
Address.....324½ N. Main
Phone: 6-4466.....Air Time: Daytime
News Service .....AP
Transcription.....Standard, Thesaurus
Pres., Gen. Mgr.....Reagan Smith
Prog. Dir.....James C. Dorrell
Sta., Comm., Mgr.....David L. Oglesby
Sls. Prom. Mgr.....Lee Meredith
Pub. Dir.....Hal Coley
Chief Engineer.....John W. Neathery, Jr.

KCCT—Corpus Christi—1954

Frequency: 1150 Kc.....Power: 1,000 Watts d.
Owned & Oper. By....International Radio Co.
Address .....401 South Staples
Phone Number: 4-2426.....Air Time: Daytime
Representative ..... O'Connell
President.....Hector DePena
Gen. Mgr., Chief Eng.....Mike Ferdin
Program Director.....Francisco Grajales

KEYS—Corpus Christi—1941 CBS-MBS

Freq.: 1440 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Nueces Bcstg. Co.
Address.....Centre Theatre Bldg.
Phone: 2-7411.....Air Time: Full Time
Transcription Service .....World
Representative ..... Raymer
News Service .....UP
Membership .....NARTB
General Manager .....E. C. Hughes
Sta., Mgr.....Allan Dale
Comm. Mgr.....Bill Keck
Sls. Prom. Mgr.....Jo Ann Childress
Prog., Pub. Dir.....Alan Heacock
Chief Engineer.....Harold Griffith

KRIS—Corpus Christi—1937 NBC

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Gulf Coast Bcstg. Co.
Address.....P. O. Box 840
Phone: 4-6354.....Air Time: Full Time
News Service .....AP
Representative.Peters, Griffin, Woodward, Inc.
Pres., Gen., Sta. Mgr.....T. Frank Smith
Commercial Manager.....William Eikner
Program Director.....Charles Nethery
Publicity Director.....Jayne Harris
Chief Engineer.....Don Morris

KSIX—Corpus Christi—1947 ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By Corpus Christi Bdstg. Co., Inc.
Address .....Show Room Bldg.
Phone: 2-9242.....Air Time: Full Time
Representative .....Forjoe
President.....Vann M. Kennedy
Commercial Mgr.....Charles R. Manning
Program Director.....Eugene M. Looper
Sls. Prom. Mgr.....Claude Allen
Pub. Dir.....J. K. Wright
Chief Engineer.....Charles Cummins

KUNO—Corpus Christi—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KUNO, Inc.
Address-Trans. Loca.....P. O. Box 4286
Phone: 4-5203.....Air Time: Full Time
News Service .....UP
Representative .....Everett-McKinney, Inc.
Pres., Gen. Mgr.....Leslie C. Smith
Commercial Mgr.....Herb Garrett

KWBU—Corpus Christi—1944

Frequency: 1030 Kc.....Power: 50 Kw. d.
Owned.....Baptist Gen. Convention of Texas
Address.....402 South Chaparral
Phone: 4-5258.....Air Time: Daytime
Representative ..... Branham
General Mgr.....Carr D. Collins
Station Mgr.....Harry H. Hayes
Program Dir.....Bob Allen
Publicity Dir.....Harry Hayes
Chief Engineer .....Paul Waller

KAND—Corsicana—1937 KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alto, Inc.
Bus.-Studio Address....State Natl. Bank Bldg.
Phone: 2486.....Air Time: Full Time
News Service .....UP
Representative .....Branham
Membership ..... NARTB
Pres., Gen. Mgr.....Luther A. Johnson, Jr.
Vice President.....Perry Taylor

KIVY—Crockett—1949 KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Pioneer Bcstg. Co.
Address .....Box 670
Phone 222
News Service .....AP
Membership .....NARTB
Comm., Prom. Mgr., Chef Eng.....Bill Carter
Pres. Gen., Sta. Mgr., Prog. Dir.....J. H. Gibbs

KCFH—Cuero—1949

Frequency: 1600 Kc.....Power: 500 Watts d
Owned-Oper. By.....DeWitt Cty. Bcstg. Co.
Phone: 5-3430.....Air Time: Daytime
Representative .....Best, Biddick
General Manager.....A. M. Respondek

KXIT—Dalhart—1948—KBS

Frequency: 1410 Kc.....Power: 500 Watts a.
Owned-Oper. By.....Dalhart Associates
Address .....Box 1350
Phone: 740.....Air Time: Daytime
Representative .....Best
Transcription Service .....World
Manager.....R. J. Beller

KGKO—Dallas—1953

Freq.: 1480 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Oper. By.....Lakewood Bcstg. Co.
Address.....P. O. Box 11747
Phone: FA-6441.....Air Time: Full Time
Representative .....Forjoe
News Service .....UP
President .....H. H. Coffield
General Manager.....T. A. (Buddy) Harris
Comm. Mgr.....Jack Howard
Sls. Prom. Mgr.....Bill Edwards
Prog. Dir.....Hal Bakke
Pub. Dir.....Lu Doucet
Chief Engineer.....Gordon L. Vaughan

KIXL—Dallas—1947

Frequency: 1040 Kc.....Power: 1000 Watts d.
Owned-Operated By....Variety Bcstg. Co., Inc.
Business-Studio Address....1401 S. Akard St.
Phone: RI. 4521.....Air Time: Daytime
Transcription Service.....Standard, Capitol, Associated, McGregor, Thesaurus
Representative .....Pearson, Webb
President .....Lee Segall
Gen., Sta. Mgr.....Charles F. Payne
Comm. Mgr.....Cliff Hahne
Prog. Dir.....Don Robinson
Chief Engineer.....Bob E. Tripp

KLIF—Dallas—1947

Freq.: 1190 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By .....Trinity Bdcstg. Corp.
Business-Studio Address.....2104 Jackson St.
Phone: RA. 7121.....Air Time: Full Time
Representative .....H-R Reps.
President.....B. R. McLendon
General Manager.....Gordon McLendon
Sta., Mgr.....Cecil Hobbs
Program Director.....Bruce Hayes
Sls. Prom. Mgr.....Bill Morgan
Chief Engineer.....Glenn Callison

KRLD—Dallas—1926—CBS

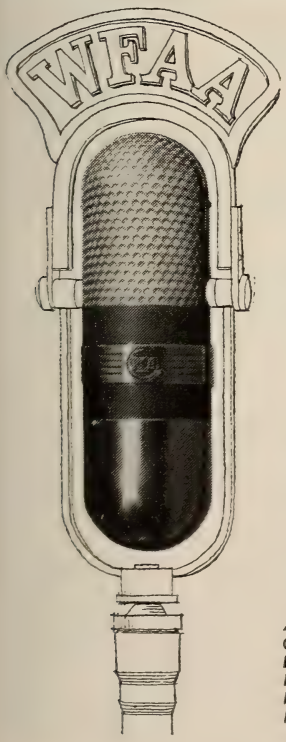
Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Operated By.....KRLD Radio Corp.
Address .....Herald Square
Phone: RA. 6811.....Air Time: Full Time
News Service .....UP
Trans. Service...Standard, Thesaurus, SESAC
Newspaper Affiliation....."Times Herald"
Representative .....Branham
Membership .....NARTB, RAB
Ch. of the Bd.....John W. Runyon
President.....Clyde W. Rembert
Station Mgr.....W. A. Roberts
Sales Prom. Mgr.....A. J. Putnam
Program Director.....Ted Parrino

KSKY—Dallas—1941

Frequency: 660 Kc.....Power: 1000 Watts d.
Owned-Operated By.....SKY Bcstg. Service
Address.....Hotel Stoneleigh
Phone: RA. 6193.....Air Time: Daytime
Representative .....Radio-TV Reps.
President.....A. L. Chilton
Gen., Prom. Manager.....R. G. Terrill
Commercial Manager .....R. L. Kanatzar
Prog. Dir.....Leonard Holland
Chief Engineer.....Morris M. Ming

WFAA—Dallas—1922
NBC-ABC

Frequency: 820 Kc.....Power: 50,000 Watts
Owned-Oper. By.....A. H. Belo Corp.
Business-Studio Address.....1122 Jackson St.
Phone: Riverside 9631....Air Time: Full Time
News Service.....AP, UP
Newspaper Affil.....Morning News
Representative.....Edward M. Petry



Only BIG radio is BIG enough to reach BIG Texas...

Texans are where you find 'em!
In selling Texas you don't look down your nose at folks with rural addresses. Bless them, they make up 35% of Texas' 8½-million population.
Any plan of advertising that touches only Texas' widely separated big cities does some powerful hop-skip-and-jumping, but *omits* a heap of good people who are able to get their entertainment and information *only* by Radio!
In selling Texans you've got to go BIG with radio — to reach them wherever they are . . . in the cities, the towns, the villages, or the wide open spaces.
Any mass selling of Texas begins with big WFAA's 98% coverage of the largest, richest market area in the Southwest—or the tail is wagging the cow.

WFAA-820 MARKET
25%-100% NCS Area—SAMS, 1952

Population	4,259,500
Households	1,302,550
Radio homes	1,276,460
Cons. spendable income	$5,420,526,000
Retail sales	$4,489,567,000
Food sales	$ 996,882,000
Drug sales	$ 137,145,000
Genl. mdse. sales	$ 609,665,000
Apparel sales	$ 200,181,000
Home furnishings	$ 227,102,000
Automotive sales	$1,144,213,000

WFAA-570 MARKET
25%-100% NCS Area—A. C. Nielsen, 1952

Population	2,603,100
Households	804,520
Radio homes	792,110
Cons. spendable income	$3,395,811,000
Retail sales	$2,888,483,000
Food sales	$ 612,416,000
Drug sales	$ 87,891,000
Gen. mdse. sales	$ 440,714,000
Apparel sales	$ 129,616,000
Home furnishings	$ 149,780,000
Automotive sales	$ 687,399,000

(Source: SRDS: 1954 CM)

ALEX KEESE, Station Manager
GEORGE K. UTLEY, Commercial Manager
EDWARD PETRY & COMPANY—
National Representative
RADIO SERVICE OF THE
DALLAS MORNING NEWS

WFAA
820 • 570
50,000 WATTS 5000 WATTS
DALLAS
NBC • ABC • TON

Membership .....NARTB, RAB
President.....E. M. Dealey
General Manager.....Alex Keese
Natl., Regional Sls. Mgr.....George K. Utley
Sales Prom. Mgr.....Stanley Radominski
Local Sales Mgr.....Karl Lambertz
Publicity Director.....Barbara Elam
Prog. Dir., Prod. Mgr.....Dan Valentine
Chief Engineer.....Jim Webb Cooper

WRR—Dallas—1920—MBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....City of Dallas
Business Address.....Fair Park
Phone: TE. 6101.....Air Time: Full Time
News Service .....AP
Representative .....John Blair
Membership .....NARTB, RAB
Gen., Mgr., Chief Engr.....Durward Tucker
Sales Prom. Mgr.....Dixie Gibeau
Comm. Mgr.....Charles Frauman
Publicity Dir.....Louise Vollmer
Program Director.....Richard Weeks

KDLK—Del Rio—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Del Rio Bcstg. Co.
Business Address.....P. O. Box 1162
Phone: 5-2431.....Air Time: Full Time
News Service .....UP
General Manager.....Don R. Howard, Jr.

KDSX—Denison—1948

Frequency: 950 Kc.....Power: 500 Watts
Owned-Oper. By.....KDSX, Inc.
Address .....Denison Hotel
Phone: 3400.....Air Time: Full Time
News Service .....AP
Sta. Rep.....Melville
President, Gen. Mgr.....B. V. Hammond, Jr.
Station Mgr.....L. L. Hendrick
Comm. Mgr.....Bill Jaco
Program Director.....William A. Duke
Chief Engineer .....J. P. Knight

KDNT—Denton—1938

Freq.: 1440 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Harwell V. Shepard
Address .....Radio Center Bldg.
Phone: 4144.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
Owner & Manager.....Harwell V. Shepard

KDDD—Dumas—1947—KBS

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By....North Plains Bcstg. Corp.
Address .....Box 337
Phone: 2-5000.....Air Time: Daytime
News Service .....AP
Membership ..... NARTB
Representative .....Hil F. Best
President.....Lucian Spencer
General Manager.....Tom Shaw
Comm. Manager.....Ken Bishop

KERC—Eastland—1953—KBS

Frequency: 1590 Kc.....Power: 500 Watts d.
Owned.-Oper. By.....Tri-Cities Bcstg. Co. of Eastland Cty.
Address .....109½ S. Seaman St.
Phone: 7.....Air Time: Daytime
News Service .....AP
Trans. Ser.....Capitol, Thesaurus
Pres., Gen. Mgr.....F. James Dabney
Program Director.....Grover Lee
Chief Engineer.....Dale Chick

KURV—Edinburg—1947

Frequency: 710 Kc.....Power: 250 Watts d.
Owned-Oper. By.....KURV, Inc.
Address.....P. O. Box 480
Phone: 3-2777.....Air Time: Full Time
News Service .....UP
President .....Rogers Kelley
General Manager.....J. M. McDonald
Comm. Manager.....C. B. Conley
Program Director .....Robert F. Dodson
Chief Engineer.....I. D. Williams

KULP—El Campo—1948

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By..Wharton County Bcstg. Co.
Business Address.....Box 1390
Phone: 1390.....Air Time: Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Membership ..... NARTB
President .....Culp Krueger
Station, Comm. Manager.....V. Frank Jones
Sales Prom. Mgr.....Chuck Schwartzkopf
Publicity Director.....Vernon Schwarz
Program Director.....Jerry H. Werlla
Chief Engineer.....Joe H. Miller

KELP—El Paso—1947

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Trinity Bdcstg. Corp.
Address.....4530 Delta St.
Phone: 3-3658.....Air Time: Full Time
News Service .....UP
Representative .....H-R
President.....G. B. McLendon
Gen., Sta., Mgr.....Joe Roddy, Jr.
Comm. Manager.....J. Gordon Lloyd
Program Director.....Ed Winton
Chief Eng.....Dave Mott

KEPO—El Paso—1948—ABC

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Oper. By.....KEPO, Inc.
Address .....2419 N. Piedras St.
Phone: 5-2731.....Air Time: Full Time
News Service .....UP
Representative ..... Pearson
General Manager.....John Thomas

KROD—El Paso—1940—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Roderick Bcstg. Co.
Address.....Wyoming at Walnut
Air Time.....Full Time
Membership .....NARTB, RAB
Representative .....Branham
General Manager.....Val Lawrence
Station Mgr.....Bruce Barnard
Comm. Manager.....Tom Wisehart
Promotion Manager.....Ken McClure

KSET—El Paso—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Rio Grande Bcstg. Co.
Address .....904 Magoffin
Phone: 3-2693.....Air Time: Full Time
Representative .....McGillvra
Transcription Service.....Capitol, World
News Service .....AP
Membership .....NARTB
President .....Fred Hervey
General Manager .....Tom R. McKenna
Station Manager, C. E.....Ed Sullivan
Commercial Manager .....Warren Pullen

KTSM—El Paso—1929—NBC

Frequency: 1380 Kc. ...Power: 1000 d., 500 n.
Owned-Oper. By.....Tri-State Bcstg. Co., Inc.
Bus.-Studio Address.....801 N. Oregon St.
Phone: 2-5423.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
Membership .....NARTB
Pres., Gen. Mgr.....Karl O. Wyler
Sta., Comm. Mgr., Prog. Dir.....J. B. Chapman
Publicity Director.....John Phelan
Chief Engineer.....Kenneth J. Walton

KBLP—Falfurrias—1953 KBS

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned & Oper. By.....Ben L. Parker
Address.....104 North St. Mary's St.
Phone: 555.....Air Time: Daytime
General Manager.....Ben L. Parker
Sta., Comm. Manager.....Albert C. Ryan

KFLD—Floydada—1951 KBS

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Operated By...West Texas Bcstrs. Inc.
Address.....P. O. Box 955
Phone: 900.....Air Time: Daytime
News Service .....UP
Transcription Service .....Standard
Representative .....Continental
President.....B. A. Robertson
Gen., Sta., Comm. Mgr.....Carl Minor, Jr.
Program Director.....Glen Amburn
Traffic Manager.....Ann Whitfill
Chief Engineer.....W. M. Highfill

KFST—Fort Stockton—1954 KBS

Frequency: 860 Kc.....Power: 250 Watts
Owned .....Fort Stockton Bcstg. Co.
Address .....Springherst Hotel Bldg.
Phone: 690.....Air Time: Daytime
News Service .....AP
Representative.....Hil F. Best
Membership .....NARTB
General Manager.....Ernest A. Stodghill
Comm. Manager.....B. D. Dotson
Program Director.....Joan Whitman
Chief Engineer.....Don Anderson

KCNC—Fort Worth—1947

Frequency: 870 Kc.....Power: 250 Watts d.
Owned-Oper. By....Blue Bonnet Bcstg. Corp.
Bus.-Studio Address.....2212 East 4th St.
Phone: FO. 7175.....Air Time: Daytime
News Service .....UP
Membership .....NARTB
Pres., Gen., Sta. Mgr.....J. H. Speck
Commercial Manager.....J. Bradley
Prog. Dir.....Walt Jones
Asst. Mgr., Chf. Engr.....Chester Grubbs

KCUL—Fort Worth—1946

Freq.: 1540 Kc.....Power: 10 Kw. d., 1 Kw. n.
Owned-Oper. By .....East-West Bdcstg. Co.
Address .....3607 Camp Bowie Blvd.
Phone: SUnset 6555.....Air Time: Full Time
Representative ..... Best
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen. Manager.....Jas. G. Ulmer

KFJZ—Fort Worth—MBS

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Oper. By.....Tarrant Bcstg. Co.
Business-Studio Address....4801 W. Freeway
Phone: Ed 3474.....Air Time: Full Time
News Service .....AP
Representative .....H. R., Rep.
Membership ..... RAB
Pres., Gen. Mgr.....Gene L. Cagle
Comm. Mgr.....Clyde D. Pemberton
Program Director.....Hazel Riley
Chief Engineer.....James T. Peterson

KNOK—Fort Worth 1946

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Assoc. Bcstrs. Inc.
Business-Studio Address.....P. O. Box 7116
Phone: VA. 1278.....Air Time: Daytime
News Service .....UP
Representative ..... Gill-Perna
President.....John Flood Jr.
Sta., Comm. Mgr.....J. R. Pipes
Sales Prom. Mgr.....M. A. Cardona
Program Director.....Jerry Thomas
Chief Engineer .....Robert Christian

KXOL—Fort Worth—1947

Freq.: 1360 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Fort Worth Bcstg. Co., Inc.

Bus.-Studio Address....3004 W. Lancaster St.
Phone: Edison 1448.....Air Time: Full Time
News Service .....AP
Representative.....Forjoe & Co.
President .....F. M. Skinner
V. P., Gen. Comm. Mgr.....E. Fletcher
Local Sales Mgr.....Hewell Jones
Prog. Director.....Jerry Hahn
Chief Engineer.....John R. Crouse

WBAP—Fort Worth—1922 NBC-ABC

Frequency: 820 Kc.....Power: 50,000 Watts
Owned-Oper. By..Carter Publications, Inc.
Business Address.....3900 Barnett St.
Phone: LO-1981.....Air Time: Full Time
News Service .....AP
Newspaper Affiliation.....Star Telegram
Transcription Service.....Associated, World
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NARTB
President.....Amon Carter, Jr.
Director .....Harold Hough
Gen., Sta. Manager.....George Cranston
Commercial Manager.....Roy Bacus
Program Director.....A. M. Woodford
Prom., Pub. Director.....Margaret McDonald
Chief Engineer.....R. C. Stinson

KNAF—Fredericksburg—1947 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Gillespie Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 311
Phone: 311.....Air Time: Full Time
Representative.....Hil F. Best
President.....Arthur Stehling
Gen. Mgr., Chief Engr.....Norbert A. Fritz
Program Director.....Mrs. Alene Fritz

KBRZ—Freeport—1952—KBS

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Sta. KBRZ, Inc.
Address .....Box 1077
Phone: 3-2655.....Air Time: Daytime
News Service .....AP
Trans. Ser. .....Thesaurus
Representative .....Best
President .....Kelly Bell
Sta., Gen. Manager.....Kenneth Ferguson
Sls. Prom., Comm. Mgr.....Clifford Holloway
Program Director.....Robert Dickson
Chief Engineer.....Paul Wagonschein

KGAF—Gainesville—1947 KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Gainesville Bcstg. Co.
Address .....204 E. Calif. St.
Phone .....HO 5-5546
Representative .....Clyde Melville
Membership .....NARTB, RAB
President.....Joe M. Leonard, Sr.
General Manager.....Joe M. Leonard, Jr.

KGBC—Galveston—1947

Frequency: 1540 Kc...Power: 1 Kw. d., 250 n.
Owned-Oper. By....The Galveston Bcstg. Co.
Business-Studio Address.....Box 1138
Phone: 3-4329.....Air Time: Full Time
News Service .....AP
Station Representative.....John E. Pearson
Membership .....NARTB, RAB
Owner, Manager.....James W. Bradner, Jr.
Comm. Mgr.....Roger Beane
Prog. Dir.....John Speciale
Chief Engineer.....Luke Stripling

KLUF—Galveston—1922 KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....The KLUF Bcstg. Co.
Business-Studio Address.....Box 562
Phone: 5-6676.....Air Time: Full Time
Representative.....William G. Rambeau
President.....Geo. Roy Clough
Chief Engineer.....Lee Clough

KSIJ—Gladewater—1949

Frequency: 1430 Kc. ...Power: 1000 Watts d.
Owned-Oper. By.....Gladwater Bcstg. Co.
Address .....T. W. Lee Bldg.
Phone: 2181.....Air Time: Daytime
News Service .....AP
Trans. Ser. .....Capitol
Representative .....Hil F. Best
President.....T. W. Lee
Gen., Comm. Manager.....Tom Perryman
Program Director.....Dowell Bushnell
Chief Engineer .....Lloyd Johnson

KCTI—Gonzales—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Gonzales Bcstg. Co.
Business Address.....425 S. George St.
Phone: 770.....Air Time: Full Time
News Service .....AP
Representative ..... Cooke
Gen., Comm. Mgr.....Lawrence M. Walshak

KSWA—Graham—1948

Frequency: 1330 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Southwestair, Inc.
Address .....Box 1050
Phone: 1200.....Air Time: Daytime
News Service .....UP
Station Rep.....Clyde Melville
General Manager.....H. V. Newsom

KGVL—Greenville—1946 MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Truett Kimzey
Address .....Box 1015
Phone: GL 5-1400.....Air Time: Full Time
News Service .....AP
Representative .....Pearson
Pres., Gen. Manager.....Leo Hackney
Program Director.....James D. Jones
Chief Engineer.....Paul Daniels

KCLW—Hamilton—1948
KBS

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Hamilton Bcstg. Co.
Address .....P. O. Box 592
Phone: 500.....Air Time: Daytime
Station Rep. .....Melville
Owners .....C. M. Hatch, Coy Perry
General Mgr.....C. M. Hatch
Commercial Mgr.....C. L. Boykin

KGBT—Harlingen—1941
CBS

Freq.: 1530 Kc....Power: 50 Kw d., 10 Kw. n.
Owned-Oper. By ...Harbenito Bcstg. Co., Inc.
Address .....Highway 83
Phone: 2200.....Air Time: Full Time
Representative .....H-R, Clarke Browne
President .....McHenry Tichenor
Gen. Mgr.....Bob McDonald
Comm. Manager.....Ingham Roberts

KGRI—Henderson—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Henderson Bcstg. Co.
Business-Studio Address .....Henderson
Representative .....Best
Transcription Service.....World, SESAC
President.....Roy B. Cannon
General Manager.....Cliff Crawford

KPAN—Hereford—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Hereford Bcstg. Co.
Address .....Hereford
Representative .....Best
President .....Marshall Formby
Gen. Sta. Mgr.....Clint Formby

KHBR—Hillsboro—1948
KBS

Frequency: 1560 Kc.....Power: 250 Watts d.
Owned-Operated By....Hill County Bcstg. Co.
Phone: 2-3431.....Air Time: Daytime
Station Rep.....Best, Melville
General Manager.....Nelson W. Galle

KCOH—Houston—1948

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Call of Houston Inc.
Business-Studio Address.....1 Main St.
Phone: Charter 1888.....Air Time: Daytime
News Service .....UP
Owner, Gen. Manager.....Robert C. Meeker
Comm. Manager.....R. E. Mulvey

KLBS—Houston—1948—KBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....Howard Bcstg. Corp.
Address.....Milby Hotel, Texas Ave.
Phone: CA 7-1161.....Air Time: Full Time
News Service .....UP
Representative ..... Walker

2 Great Stations in 2 Great Markets

KLBS Dial 610

HOUSTON'S BIG INDEPENDENT
Howard W. Davis, President

KMAC 29 YEARS OF SERVICE

SAN ANTONIO'S BIG INDEPENDENT
Howard W. Davis, Owner

ASK THE WALKER REPRESENTATION CO., INC

THE BEST BUY.....

THE BIGGEST AUDIENCE

IN THE TREMENDOUS SOUTHWEST.

KTRH

HOUSTON

Outstanding IN FARM RADIO AND FIELD WORK!

Commanding WITH CBS AND LOCAL PROGRAMS!

Demanding IN SALES WITH LOW COST PER THOUSAND!

50,000 WATTS on 740 KC

REALLY GO PLACES

JOHN BLAIR —— *National Representative*

President .....Howard W. Davis
General Manager.....Glenn Douglas
Asst. Gen. Manager.....Bill Pelham

KNUZ—Houston—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Veterans Bcstg. Co.
Address .....4701 Caroline St., Box 2135
Phone: JA 3-2581.....Air Time: Full Time
News Service..... ....UP
Transcription Service .....SESAC
Representative .....Forjoe
Membership.....NARTB, RAB
President.....Max H. Jacobs
Gen., Sta. Mgr.....David Morris
Commercial Manager.....Bruno Leonardt
Sls. Prom. Mgr., Prog. Dir.....Ken Grant
Publicity Director.....Doris D. McCall
Chief Engineer.....J. E. Martin

KPRC—Houston—1926—NBC

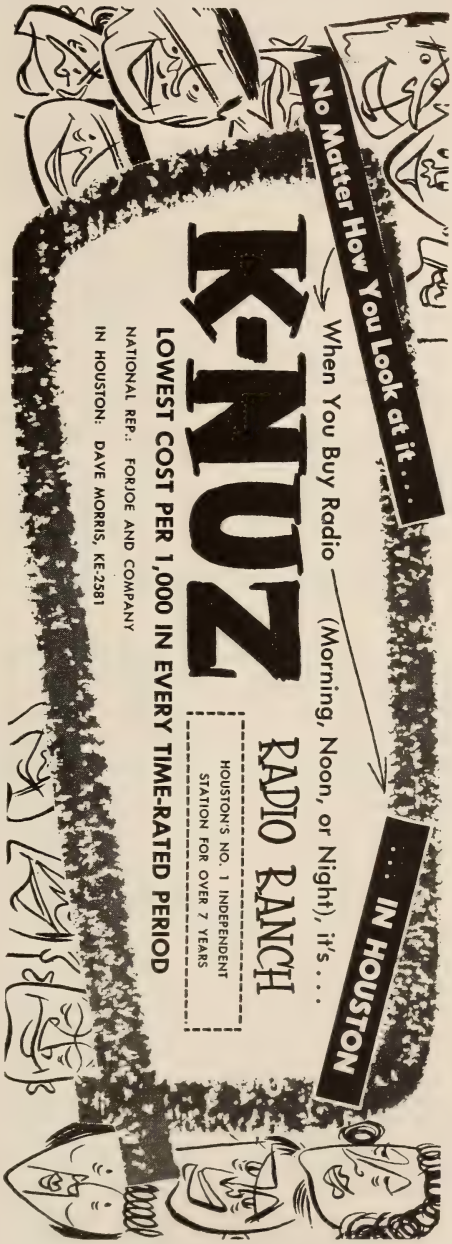
Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By .....The Houston Post Co.
Address.....P. O. Box 1234
Phone: MA 3-9271.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Newspaper Affil.....Post
Membership .....NARTB, RAB
Representative .....Edw. Petry & Co.
President .....W. P. Hobby
Gen., Sta. Mgr.....Jack W. Harris
Commercial Manager .....Jack McGrew
Promotion Manager.....Kirt Harriss
Program Director.....Lee Norton
Publicity Director.....Ednah Forester
Chief Engineer.....Harvey Wheeler

KTHT—Houston—1944—MBS

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Texas Radio Corp.
Business Address....4005 Travis St., Box 3011
Phone: KE 3-5535.....Air Time: Full Time
News Service .....UP
Representative .....Raymer
President .....Robert Straus
Gen., Comm., Sta. Mgr.....Sam H. Bennett
Prog. Dir.....Johnny Goodman
Chief Engineer.....O. B. Johnson

KTRH—Houston—1930—CBS

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Operated By.....KTRH Bdcstg. Co.
Address .....Rice Hotel
Phone: CApital 7-4361....Air Time: Full Time
News Service.....AP, INS
News. Affil.....The Chronicle
Transcription Service .....SESAC
Representative.....John Blair
Membership ..... NARTB
President .....B. F. Orr
General Manager.....W. C. Bryan
Commercial Manager.....Ray Bright
Promotion Mgr.....Helen Bender
Program Director .....Tom Jacobs
Engineers ..... Tom Hiner



KXYZ—Houston—1930—ABC

Frequency: 1320 Kc. .....Power: 5000 Watts
Owned-Oper. By .....Shamrock Bdcstg.
Address .....Gulf Bldg.
Phone: Capitol 2-6151....Air Time: Full Time
News Service .....UP
Transcription Service .....World, Capitol
Representative ..... Avery-Knodel
Membership .....NARTB, RAB
President .....Glenn H. McCarthy
General Manager.....Fred Nahas
Station Manager.....Ted Hills
Program Director.....Ken Duran
Prom., Pub. Director.....Phil Snyder
Chief Engineer.....Gerald R. Chinski

KYOK—Houston—1954

Frequency: 1590 Kc.....Power: 5 Kw.
Owned .....KYOK, Inc.
Address .....412 Main St.
Phone: CApitol 7-3108....Air Time: Full Time
News Service .....UP
Station Rep. .....Pearson-Dora-Clayton
President.....Jules J. Paglin
General Manager.....Stanley W. Ray, Jr.
Station Manager.....John W. Watkins
Sls. Prom., Pub. Director.....Dave Shaffer
Comm. Manager.....Robert Mabry
Chief Engineer.....Frank J. Holik

KSAM—Huntsville—1938 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Huntsville Bcstg. Co.
Address .....Box 312
Phone: 30.....Air Time: Full Time
News Service .....AP
Membership ..... NARTB
Transcription Service.....Capitol
President.....M. B. Cauthen
Gen., Sta. Mgr.....Roy Greer
Prog. Dir., Chief Engineer.....Jack Nichols

KEBE—Jacksonville—1946 KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bill A. Laurie
Address .....Box 1071
Phone: 2211.....Air Time: Full Time
Transcription .....World
News Service .....UP
President, Gen. Mgr.....Bill A. Laurie
Commercial Manager.....Jerry D. Spencer
Station Manager.....Mrs. Emo Laurie
Program Director.....Emo Laurie
Chief Engineer.....Dave Schmidt, Jr.

KTXJ—Jasper—1948—KBS

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By.....Jasper Bcstg. Co.
Address.....P. O. Box 6090
Phone: 580.....Air Time: Daytime
President.....Joe J. Fisher
Gen., Station Mgr.....H. G. Pendergast
Commercial Manager.....L. G. Robinson
Publicity Director.....W. K. Poston
Program Dir.....James Brasher
Chief Engineer.....Fred B. Smith

KMBL—Junction—1950—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.Kimble County Bcstg. Co.
Address .....Flat Rock Lane
Phone: 70.....Air Time: Full Time
Station Rep. .....Best
General Mgr.....Farrell M. Brooks

KENN—Kenedy—1954

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Charles W. Balthrope
Address .....Box 990
Phone: 990.....Air Time: Daytime
Representative .....Melville
News Service .....AP
Manager.....Ed C. Balthrope
Program Director.....Chuck Martin

KERB—Kermit—1950

Frequency: 600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KERB, Inc.
Address .....Hway. 302
Phone: 3481.....Air Time: Daytime
Transcription Service.....Thesaurus, SESAC
President.....George H. Cook
General Manager.....Myrl Stein
Comm. Manager.....Bert Webb

KERV—Kerrville—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Kerr Bcstg. Co.
Address.....P. O. Box 791
Phone: 900 and 999.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Station Rep. .....Best
Manager.....A. G. Rodgers

KOCA—Kilgore—1936—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Sta. KOCA, Inc.
Address .....Box 989
Phone: 2001.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
President.....Roy G. Terry
Gen., Manager.....H. A. Degner
Commercial Manager.....Wayne Douglas
Sls. Prom. Mgr.....John Cook
Chief Engineer.....Karem Soule

KLEN—Killeen—1955

Frequency: 1050 Kc.....Power: 250 W., d.
Owned-Operated By.....Highlite Bcstg Co.
Address .....Box 24
Phone: 1-6361.....Air Time: Day
Pres., Gen., Comm. Mgr.....A. W. Stewart
Program Director .....Herb Jepko
Promotion Manager .....Sue Evans

KINE—Kingsville—1948

Frequency: 1330 Kc. ....Power: 1000 Watts d.
Owned-Oper. By.....KINE, Inc.
Address.....205 E. King Ave.
Phone: 2-2822.....Air Time: Daytime
News Service .....UP
Representative.....Hil F. Best
Membership .....NARTB
General Manager.....Ben A. Glusing
Comm., Sta. Mgr.....Eston R. Pace

KPET—Lamesa—1946—KBS

Frequency: 690 Kc.....Power: 250 Watts
Operated By.....Lamesa Bcstg. Co.
Business Address.....502 South 1st St.
Phone: 690.....Air Time: Full Time
Membership ..... NARTB
Gen., Comm. Manager.....Bob Bradbury

KCYL—Lampasas—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Lampasas Bcstg. Co.
Address .....H'way 281
Phone: 1000.....Air Time: Full Time
News Service .....UP
Trans. Ser. .....Lang-Worth
Representative .....Best

KVOZ—Laredo—1952
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Border Bcstrs., Inc.
Address.....P. O. Box 1498
Phone: 3-4396.....Air Time: Full Time
News Service .....AP
Representative ..... Pearson
President. .....W. J. Harpole

KLVT—Levelland—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Herald Bcstg. Co.
Address .....P. O. Box 866
Phone: 1031.....Air Time: Full Time
News Service .....AP
Transcription.....World, Thesaurus, SESAC
Membership .....NARTB
General Manager.....Joe Garrison
Program Dir., Chief Eng.....Gil Patschke
Commercial Mgr.....Bobby Garrison

KVOW—Littlefield—1947
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwestern Bcstrs.
Business Address .....Littlefield
Air Time.....Full Time
Membership .....NARTB
Owners.....J. B. McShan, J. C. Rothwell
General Manager.....J. B. McShan

KFRO—Longview—1934
ABC-KBS

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By.....Voice of Longview
Address.....Curtis Bldg., P. O. Box 792
Phone: Plaza 3-4461.....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Donald Cooke
Membership.....NARTB, RAB
President.....James R. Curtis
Commercial Mgr.....John Allen
Program Director.....Howard Kuhn
Chief Engineer.....Leslie Hellum

KLTI—Longview—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By..LeTourneau Radio Corp.
Address .....P. O. Box 1866
Phone: PLaza 8-4496.....Air Time: Daytime
News Service .....UP
Transcription Service....Thesaurus, Standard
Representative .....Pearson
President.....R. G. LeTourneau
Sta., Gen. Manager.....James W. McClain
Program Director.....J. Spence
Publicity Director.....D. Saylor
Chief Engineer.....Ken Maxwell

KDAV—Lubbock—1953

Frequency: 580 Kc.....Power: 500 Watts
Owned .....KDAV, Ltd.
Address .....Box 1319
Phone: SH. 4-4567.....Air Time: Daytime
News Service .....UP
Station Representative.....Pearson
Membership ..... NARTB
Gen., Sta. Manager.....D. P. Pinkston
Commercial Manager.....Ralph Cercy
Sls. Prom. Mgr.....Gerald Sanders
Publicity Director.....Al Everest
Prog. Dir., Chief Engineer.....Walt Lawson

KDUB—Lubbock—1954

Frequency: 1340 Kc.....Power: 250 Watts
Owned & Oper. By....Texas Telecasting Inc.
Address.....7400 College Avenue
Phone: SHerwood 4-2345...Air Time: Full Time
Representative ..... Avery-Knodel
Transcription .....Standard
Pres., Gen. Manager.....W. D. Rogers
Station Manager.....John Kreiger
Sls. Prom. Mgr.....W. H. Shipley
Program Director.....John O'Brien
Publicity Director.....Jack McElrath
Chief Engineer.....Ruby Starnes

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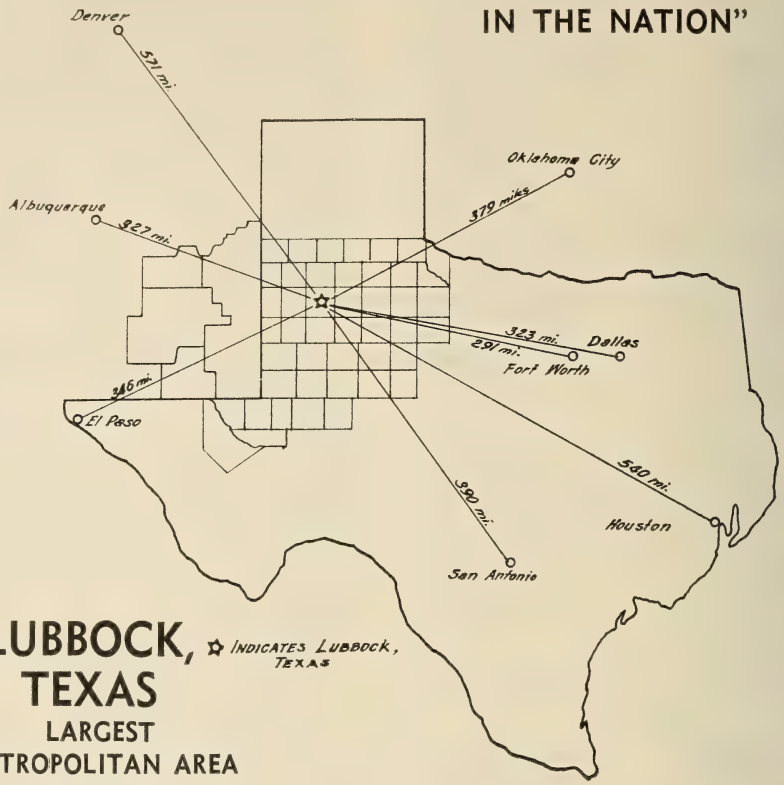

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DALLAS, FT. WORTH AND ALBUQUERQUE — 650 MI.
SAN ANTONIO AND DENVER — 961 MI.
OKLAHOMA CITY AND EL PASO — 556 MI.

KCBD RADIO

1000 WATTS

NBC

OWNED AND OPERATED BY

CAPROCK BROADCASTING

National Representative — PAUL H. RAYMER

GEO. L. TARTER
VICE PRES. — SALES

PHONE
SHerwood 4-1414

RAY POINDEXTER
NATL. SALES MGR.

"YOUR BEST RADIO BUY IN LUBBOCK"

KCBD—Lubbock—1946—NBC

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Caprock Bcstg. Co.
Address .....P. O. Box 1507
Phone: 4-1414.....Air Time: Full Time
News Service.....UP, AP
Transcription Service .....Standard
Representative ..... Raymer
Membership .....NARTB, RAB
President.....Joe H. Bryant
Asst. Gen. Manager.....Robert L. Snyder
Sta., Comm. Manager.....Charles Diegel
Program Director.....Al Goodnight
Nat'l Sls. Mgr.....Ray Poindexter
Chief Engineer.....Frank Lee

KFYO—Lubbock—1927—CBS

Frequency: 790 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..Plains Radio Bcstg. Co., Inc.
Business-Studio Address.....914 Ave. J
Phone: 5-5567 .....Air Time: Full Time
News Service.....AP, UP
Newspaper Affil.....Avalanche Journal
Trans. Service.....Standard, Thesaurus
Representative .....Katz
Membership .....NARTB
President.....W. B. Walker
Gen., Sta. Mgr.....Gordon Thompson
Sales Prom. Mgr.....Jerry Henderson
Program Director.....Robert A. Nash
Publicity Director.....Dan Tarpley
Chief Engineer.....W. S. Bledsoe

KSEL—Lubbock—1946—ABC

Freq. 950 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Lubbock Bcstg. Co.
Business Address.....Box 1524
Phone: PO 3-0484.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Rambeau, Melville
Membership .....RAB
General Manager.....M. M. Rochester
Business Manager.....W. N. McDowell
Sales Manager.....R. C. Hughes
Prog. Director.....D. G. Opheim

KLLL—Lubbock—1953—KBS

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By.....KLLL, Inc.
Address.....Great Plains Life Bldg.
Phone: PO 3-1911.....Air Time: Daytime
Representative .....Indie
News Service .....UP
Membership ..... NARTB
Pres., Gen. Manager.....R. B. McAlister
Station Manager.....E. E. Mark
Chief Engineer.....Glenn Smith

KRBA—Lufkin—1938
ABC-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Darrell E. Yates
Address .....Lufkin
Representative.....Continental Radio Sales
Owner, Prom. Mgr.....Darrel E. Yates

KTRE—Lufkin—1947—MBS

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By.....Forest Capitol Bcstg. Co.
Address .....P. O. Box 701
Phone: 3-7771 .....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Rep.....Venard, Rintoul & McConnel, Melville
Membership .....NARTB
President.....R. W. Wortham, Jr.
Gen., Sta. Mgr.....Richman G. Lewin
Commercial Manager.....Royce Christenson
Sales Prom. Mgr., Pub. Dir.....Jean Garrett
Program Director.....Boyd Porter, Jr.
Chief Engineer.....Fred C. Hill

KMLW—Marlin—1953

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By.....KMLW, Inc.
Address .....Box 335
Phone: 6-2551.....Air Time:- Daytime
General Manager.....Hugh McBeath
Commercial Mgr.....Duane W. Ramsey
Program Director.....Jerry S. Hughes

KMHT—Marshall—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Marshall Bcstg. Co.
Bus.-Studio Address..Marshall Nat. Bank Bldg.
Phone: 5-7826.....Air Time: Full Time
General Manager.....Virgil Stone
Commercial Manager.....H. A. Bridge
Chief Engineer.....Don Shepard

KRIO—McAllen—1947
ABC-MBS

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Valley Bdcstng Co.
Business Address.....1201 W. Lancaster Ave.
Phone: 6-5454.....Air Time: Full Time
Representative .....Everett-McKinney
Membership ..... RAB
President.....Gene L. Cagle
VP. .....Charles B. Jordan
General Manager.....George Breeding, Jr.
Sls. Prom. .....Chuck McKasson
Program Director.....Norman Mann
Chief Engineer.....Wm. Meiners

KCMR—McCamey—1954
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Sprayberry Bcstg. Co., Inc.
Address.....101 East 5th St.
Phone: 412.....Air Time: Full Time
News Service .....UP
President.....Jack W. Hawkins
General Manager.....Gene Hendryx

KMAE—McKinney—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned.....McKinney Air Enterprises, Inc.
Bus.-Studio Address.....218 E. Virginia St.

Air Time.....Daytime
Owner.....George W. Smith, Jr.
Comm. Manager.....Melvin Belew
General Manager.....Mrs. Denise Smith
Program Director.....C. W. Rampy

KCRS—Midland—1935 ABC-TSN

Freq.: 550 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned.....Clarence & Ruth Scharbauer, Jr.
Business-Studio Address.....Box 1072
Phone: 2-4393.....Air Time: Full Time
Representative.....John E. Pearson
President.....Clarence Scharbauer, Jr.
Gen., Sta. Mgr.....Wallace R. Jackson
Comm. Mgr.....Eleanor McDonald
Sls. Prom. Mgr.....Joe Talley
Program Director.....Dean Orton
Publicity Director.....Jonn Drummond
Chief Engineer.....Tom Yates

KJBC—Midland—1950—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Jack Cecil
Address.....S. Lamesa Rd.
Air Time.....Daytime
News Service .....UP
Transcription Service.....World, Standard
Representative ..... Best
Membership ..... NARTB
Pres., Gen. Mgr., Chief Engr.....Jack Cecil
Commercial Mgr.....Naomi Boswell
Program Director.....Keith Ward

KORC—Mineral Wells—1946 KBS

Frequency: 1140 Kc.....Power: 250 Watts d.
Owned-Operated By.....J. Elroy McCaw
Address .....Crazy Hotel
Phone: 319.....Air Time: Daytime
Transcription Service .....World
Representative .....Continental, Melville
General Manager.....Harry A. Riley

KVKM—Monahans—1946 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Monahans Bcstrs., Inc.
Address 1118
Phone: 438.....Air Time: Full Time
News Service .....UP
Membership .....NARTB
Representative .....Hil F. Best
Pres., Gen., Sta. Manager.....J. R. Rucker
Comm. Sls. Prom. Manager....G. C. Greenlee
Prog., Pub. Director.....P. A. Smith
Chief Engineer.....W. R. Mettler

KIMP—Mount Pleasant—1948 KBS

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mt. Pleasant Bcstg. Co.
Business Address.....Box 990
Phone: 4-4726 .....Air Time: Daytime
News Service .....AP
Transcription Service.....Thesaurus
Membership .....NARTB, RAB
Owner, Gen., Sta. Mgr.....Winston O. Ward
Commercial Manager.....Derral Tucker
Program Director.....Ruby Stanley

KOSF—Nacogdoches—1947 ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Kelly Bell
Address .....300 E. Main St.
Phone: 4-4633.....Air Time: Full Time
News Service.....UP
General Manager.....J. C. Stallings

KSFA—Nacogdoches—1947

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By ...Nacogdoches Br. Co., Inc.
Address.....2107 North St.
Phone: 4-3723.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen. Manager.....Wilbur C. Fouts

KGNB—New Braunfels—1950 KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Comal Bcstg. Co.
Address .....184 Castell
Phone: 1612.....Air Time: Daytime
Transcription Service .....Thesaurus
News Service .....AP
Vice Pres., Gen. Mgr.....F. T. Wilson

KECK—Odessa—1947

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By..Ector County Bcstg. Co.
Business Address.....120 W. 3d
Phone: 6-5791-2.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe
Membership .....NARTB, RAB
General Manager.....Ben Nedow
Program Director.....Jim Scott
Comm., Sls. Prom. Manager.....Roy Elsner
Publicity Director.....Wynn Alby
Chief Engineer.....Dave Williams

KOSA—Odessa—1947 CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Odessa Bcstg. Corp.
Business-Studio Address.....115 W. 6th
Phone: 6-4301.....Air Time: Full Time
News Service .....AP
Transcription Service .....World, Capitol
Representative ..... Branham
Membership .....NARTB
President.....Cecil L. Trigg

Gen., Sta. Manager.....Doyce Elliott
Program Manager.....John McGowan
Comm. Mgr., Pub. Director.....Lou Lindsay
Chief Engineer.....James Simpson

KRIG—Odessa—1946—MBS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By....Oil Center Bcstg. Co., Inc.
Address .....Box 231
Phone: 6-6871-2.....Air Time: Full Time
News Service .....UP
Representative.....Hil F. Best
President.....R. O. Canon
General Manager.....Jack W. Hawkins
Station Manager.....Marguerite LaRue
Sls. Prom. Mgr.....Paul Singer
Program Director.....Jim Simons
Publicity Director.....Marion McNair
Chief Engineer.....Harold Whatley

KOGT—Orange—1948—KBS

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By....Sabine Area Brcstg. Corp.
Address .....Orange
Phone: 8-4381.....Air Time: Full Time
Station Rep. .....Best
Membership .....NARTB, RAB
President .....M. L. Jacobs
Exec. V.P., Gen. Manager.....Ed Lovelace
Commercial Manager.....John Derrick
Chief Engineer.....Dean Durham

KNET—Palestine—1936 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Palestine Bcstg. Corp.
Business-Studio Address.....P. O. Box 649
Phone: 8686.....Air Time: Full Time
Representative .....Hal Falter
Pres., Gen., Sta. Mgr.....Allen E. Vinson
Comm., Prom. Mgr.....Milton M. Evans
Program Directors...Don Norton, Marvin Grain
Publicity Director.....Errol Coker, Jr.
Chief Engineer.....James K. Richardson

KPAT—Pampa—1951—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....J. C. Daniels
Phone: 4-2551.....Air Time: Full Time
News Service .....UP
Transcription Service.....Capitol, Standard
President.....J. C. Daniels
General Manager.....Larry Gordon
Program Director.....Elbert Goodnight

KPDN—Pampa—1936—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Top O' Texas Bcstg. Co.
Address .....Hughes Bldg.
Phone: 4-7461.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Station Rep. .....Best
Membership .....NARTB, RAB
General Manager.....Coy Palmer
Sta. Mgr., Prog. Dir.....Warren Hasse
Commercial Manager.....Kay Fancher
Publicity Director.....Henry Gordon
Chief Engineer.....Bill Spiller

KFTV—Paris—1950

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned-Operated By....Lamar Bcstg. Co., Inc.
Address.....210 First Nat'l Bank Bldg.
Phone: 4-6676.....Air Time: Daytime
Station Rep. .....Best
News Service .....UP
General Manager.....James F. Hendrix
Assistant Manager.....E. B. Parker

KPLT—Paris—1936 ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....No. Star Bcstg. Co., Inc.
Address .....Hway. 24
Phone: 3-3311.....Air Time: Full Time
Representative.....John E. Pearson
General Manager.....Fred Kincaid
Assistant Manager.....Richard Eben

KLVL—Pasadena—1950

Freq.: 1480 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Felix H. Morales
Address.....1811 Pasadena Blvd.
Representative....Oakes, National Time Sales
General Manager.....Felix H. Morales
Program Director.....Joe Martinez

KIUN—Pecos—1935 MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Jack Hawkins, Barney Hubbs
Business-Studio Address.....Kiun Bldg.
Phone: HIckory 5-2497-8...Air Time: Full Time
News Service .....UP
Representative .....Hil F. Best
Membership ..... NARTB
General Manager.....Jack Hawkins
Station Manager.....David Martin
Program Director.....Frank Cummings
Commercial Manager.....Don Boston
Chief Engineer.....Harry W. Boehnemann

KEYE—Perryton—1948—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Great Plains Bcstg. Co.
Phone: 5771.....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Membership ..... NARTB
President .....Carl Ellis
Gen., Sta., Comm. Mgr.....Irving R. Buchanan
Sales Prom., Pub.....G. K. Rupprecht
Program Director.....Max McLarty
Chief Engineer.....Coy Thompson

KVOP—Plainview—1944 MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Oper. By.....KVOP, Inc.
Address.....1100 W. 24th St.
Phone: 4-2771.....Air Time: Full Time
News Service .....AP
Membership .....NARTB
President .....W. J. Harpole
Gen., Sta. Manager.....Kermit Ashby
Comm. Manager.....Tut Tawwater
Program Director.....Harry W. Carpenter
Sls. Prom. Mgr.....Bill Harrell
Chief Engineer.....Hugh Smith

KBOP—Pleasanton—1950 KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Ben L. Parker
Address.....P. O. Box 247
Air Time.....Daytime
Transcription Service.....World, SESAC
Representative .....Best
News Service .....INS
General Manager.....Ben L. Parker

KOLE—Port Arthur—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Port Arthur Bcstg. Co.
Address.....400 4th St.
Phone: 2-9436.....Air Time: Full Time
News Service .....UP, AP
Trans. Ser. .....Lang-Worth
General Manager.....Socs Vratis
Station Manager.....Mary A. Petru
Sales Manager.....Bob Tucker

KPAC—Port Arthur—1934 MBS

Freq... 1250 Kc.....Power: 5 Kw. d, 1 Kw. n.
Owned-Oper. By.....Port Arthur College
Bus.-Studio Address.....1500 Procter St.
Phone: 5-7458.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Pearson
Membership .....NARTB
Pres.....J. W. Williams
Sta., Gen. Manager.....Marjorie R. Vickers
Commercial Manager.....George Crouchet
Prom. Mgr.....Mack Newberry
Pub., Program Director.....Corinne Enos
Chief Engineer.....Glenn Boatright

KRWS—Post—1955—KBS

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Wallace Simpson
Address.....206 E. Main St.
News Service .....AP
Membership .....NARTB
General Manager.....Bob Garrison
Program Director.....Lou Garrison
Chief Engineer.....Jerry White

KOLJ—Quanoh—1952—KBS

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Operated By.....Orville L. Jenkins
Address .....Quanoh
Phone: MO 3-2572.....Air Time: Daytime
News Service .....AP
Station Rep. .....Best
Transcription Service .....World

KFRD—Rosenberg—1948

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Ford Bend Bcstg. Co.
Business Address.....P. O. Box 832
Phone: NOrthfield 2-3776... Air Time: Daytime
Membership ..... RAB
President .....Mart Cole
V.P., General Manager.....Jim Hairgrove
Local Sales Manager.....Bill Sloan
Program Director.....Paul Collins
Chief Engineer.....Frank Wood

KTLU—Rusk—1955

Frequency: 1580 Kc.....Power: 500 W., d.
Owned-Operated By.....E. H. Whitehead
Address .....Box 11
Phone: 533 .....Air Time: Day
Representative ..... Best
President .....E. H. Whitehead
Gen. Mgr.....Bob Stabler
Program Director.....Art Holt

KGKL—San Angelo—1928 ABC

Freq.: 960 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....KGKL, Inc.
Business-Studio Address.....Box 850
Phone: 6715.....Air Time: Full Time
News Service .....AP
Representative.....John E. Pearson
Membership .....NARTB
Pres., General Manager.....Lewis O. Seibert
Commercial Manager.....Ernie Allen
Program Director.....Franklin Rainey
Chief Engineer.....William Poteet

KTXL—San Angelo—1947 MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Wes-Tex Bcstg. Co., Inc.
Address.....1015 E. 28th St.
Trans. Service .....World
Rep....Melville; Venard, Rintoul & McConnell
Membership ..... NARTB
General Manager .....J. Harley Hubbard
Radio Director.....Sealy Smith

KWFR—San Angelo—1954

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By..Solar Broadcasting Co., Inc.
Address.....421 W. 26th St.
Phone: 2-3388.....Air Time: Daytime
News Service .....AP
Representative .....Clarke-Brown
President.....Arthur Foster
General Manager.....Walton Foster
Sales Manager.....Max Hinds
Program Director.....Josh Hardin

KPEP—San Angelo—1954

Frequency: 1420 Kc.....Power: 1 Kw. d.
Owned By..C. H. Treadway, David Pinkerston
Address .....Box 1350
Phone: 2-4524.....Air Time: Daytime
Representative .....Best
Membership .....NARTB
General Manager.....C. H. Treadway
Commercial Manager.....John Line

KCOR—San Antonio—1945

Freq.: 1350 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned .....KCOR, Inc.
Address.....111 Martinez St.
Phone: CA 5-2751.....Air Time: Full Time
News Service .....UP
Station Rep.....O'Connell; Dora-Clayton
Membership .....NARTB, RAB
President.....Raoul A. Cortez, Sr.
General Mgr.....Nathan Safir
Station Mgr. .....Raoul A. Cortez, Jr.
Comm. Mgr., Pub. Dir.....Bill Lamar
Program Dir.....Oscar Arguemdo
Chief Engineer.....Marvin E. Fiedler

KENS—San Antonio—1926
CBS

Freq.: 680 Kc.....Power: 50 Kw. d., 10 Kw. n.
Owned-Oper. By.....Express Publishing Co.
Business-Studio Address.....Ave. E & 3rd St.
Phone: CA 7-8151.....Air Time: Full Time
News Service .....AP
Newspaper Affil.....Express, News
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NARTB, RAB
President.....Frank Huntress, Jr.
General Mgr. .....Albert D. Johnson
Commercial Manager.....Bill Joekel
Program Director.....Harold Carr
Prom., Pub. Director.....Robert Miller
Chief Engineer.....Bill Jackson

KEXX—San Antonio—1953

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Leal Bcstg. Co., Inc.
Address.....403 N. Flores St.
Phone: Garfield 6373.....Air Time: Daytime
Representative .....McGillvra
Pres., Gen. Mgr.....Manuel D. Leal
Commercial Mgr.....M. Davila
Asst. Gen. Manager.....Louis M. Muro

KITE—San Antonio—1947

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Station KITE
Business-Studio Address....310 Transit Tower
Phone: Capitol 6-0335.....Air Time: Daytime
Representative .....Pearson
Pres., Gen. Mgr.....Charles W. Balthrope
Station Manager.....Alex A. Coe
Commercial Mgr.....Kelly Wofford
Prog. Mgr. .....Stanley F. Nelson
Sls. Prom. Mgr., Pub. Dir.....Glenn Krueger
Chief Engineer.....John Siercovich

KIWW—San Antonio—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By....Good Neighbor Bcstg. Co.
Address.....518 W. Houston St.
News Service .....UP
Representative.....Nat'l Time Sales, Oakes
President .....Joe Olivares
General Manager.....James F. Anderson
Station Mgr., Chief Eng.....L. E. Richards
Program Director.....Jose Arratia

KMAC—San Antonio—1926

Frequency: 630 Kc.....Power: 5,000 Watts
Owned-Oper. By.....Howard W. Davis
Address .....KMAC Bldg.
Phone: CA. 3-6211.....Air Time: Full Time
Representative .....Walker
Membership .....NARTB
General Manager.....Howard W. Davis
Program Director.....A. S. (Tony) Bessan

KONO—San Antonio—1927

Frequency: 860 Kc.....Power: 5000 d., 1000 n.
Owned-Operated By.....Mission Bdcstg. Co.
Address.....317 Arden Grove, P.O. Box 2338
Phone: CA 6-5171.....Air Time: Full Time
News Service .....AP
Representative.....H-R, Clarke-Brown
Membership .....NARTB, RAB
Pres., Owner .....Eugene J. Roth
General Manager.....James M. Brown
Commercial Manager.....Bob Roth
Sales Prom. Mgr.....Jack Roth
Program Director.....A. J. Lewis
Chief Engineer.....George Ing

KTSA—San Antonio—1928
ABC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....O. R. Mitchell Motors
Business-Studio Address.....Ave. E. & 3rd St.
Phone: Garfield 7-1251...Air Time: Full Time
News Service.....AP, UP
Transcription Service..MacGregor, Lang-Worth
Representative ..... Raymer
President.....O. R. Mitchell
Sta., Prom., Comm. Mgr.....Charles D. Lutz
Chief Engineer.....W. G. Egerton

WOAI—San Antonio—1922
NBC

Frequency: 1200 Kc.; Power: 50,000 Watts d.,n.
Owned-Oper. By....Southland Industries, Inc.
Address .....1031 Navarro St.
Phone: CA 7-4221.....Air Time: Full Time
News Service .....AP, INS, UP
Representative .....Edward Petry & Co., Inc.
Membership .....RAB
President .....Hugh A. L. Halff
General Manager.....James M. Gaines
Commercial Manager.....Rex Preis
Program Director.....Robert Reed
Publicity Director .....Imogene Stanley
Chief Engineer .....Charles L. Jeffers

KCNY—San Marcos—1948

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Central Brcstg. Co.
Address .....Traffic Circle
Phone: 2-3545.....Air Time: Daytime
Transcription Service .....Lang-Worth
Station Representative.....Hil F. Best
President.....Lawrence Walshak
Vice President.....Frank T. Wilson, Jr.
General Manager.....Thadis W. Box
Program Director.....Elward Ruffin
Publicity Director.....Cathy Walls

KWED—Seguin—1948

Frequency: 1580 Kc. ...Power: 1000 Watts d.
Owned-Oper. By.....Seguin Bdcstg. Co.
Business-Studio Address....204 S. Camp St.
Phone: 1580.....Air Time: Daytime
News Service .....UP
Representative .....Hil F. Best
President .....Garfield Kiel
Comm., Sta. Mgr.....Stan McKenzie
Chief Engineer.....Louis Sowder

KSML—Seminole—1954

Frequency: 1250 Kc.....Power: 1000 Watts d
Owned-Oper. By.....Seminole Bcstrs.
Address.....402 South Main St.
Air Time.....Full Time
News Service .....UP
Co-Owner.....Clint, Marshall Formby
General Manager.....Hal Blymiller

KSEY—Seymour—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....W. C. Moss, Jr.
Address .....Lubbock Hy.
News Service .....AP
Transcription Service .....Keystone
Station Manager.....W. C. Moss, Jr.

KEVA—Shamrock—1949 KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By....Shamrock Tex. Bcstg. Co.
Address .....Box 21
Phone: 620.....Air Time: Daytime
Newspaper Affil.....Texan
News Service .....UP
Representative .....Best
Gen., Station Manager....Lester H. Campbell
Program Director.....Bill B. Day
Chief Engineer.....Wayne Johnson

KRRV—Sherman-Denison 1936—MBS

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.Red River Valley Bcstg. Corp.
Address..Box 94 (Denison), Box 665 (Sherman)
Phone Number...423 (Denison); 201 (Sherman)
Air Time.....Full Time
Representative .....Pearson
Transcription Service.....World
News Service .....UP
General Manager..Tom E. Spellman (Sherman)
Commercial Manager.....F. Cook (Sherman)
D. Traphagen (Denison)
Program Director.....Earl Ellington
Chief Engineer.....Tom John

KTAN—Sherman—1947 KBS

Frequency: 1500 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Stephenville Bcstg. Co.
Address.....P. O. Box 661
Phone: 3366.....Air Time: Full Time
News Service .....AP
Membership ..... RAB
Representative .....Hil F. Best
General Manager.....Jack Reeves

KANN—Sinton—1954

Frequency: 1590 Kc.....Power: 1 Kw. d.
Owned.....San Patricio Bcstg. Co.
Address.....Box 84
Air Time .....Daytime
Pres., Gen. Mgr.....Tom C. Fleet
Commercial Mgr.....Princess J. Fleet
Ch. Eng., Prog. Dir.....Ernie Wood

KSNY—Snyder—1949 MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Snyder Bdcstg. Co.
Address .....Box 1468
Station Rep. .....Continental
Pres., Gen. Mgr.....J. T. Hughes

KDWT—Stamford—1946 MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....David W. Ratliff
Phone: 1400.....Air Time: Full Time
Representative .....Melville
Pres., Gen., Sta. Mgr. .....David W. Ratliff
Comm., Prom. Mgr.....George Morey
Program Director.....Tom Hughes
Chief Engineer.....George Morey

KSTV—Stephenville—1947

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned.....Galen O. Gilbert & J. R. Kincaid
Address.....P. O. Box 102
Phone: LI. 3141.....Air Time: Daytime
News Service .....UP
Trans. Service..... Standard
General Manager.....Galen O. Gilbert
Commercial Mgr.....Jim Farr
Sales Prom. Manager.....John Dyer
Program Director.....Bill Bentley
Chief Engineer.....Floyd Jeter

KSST—Sulphur Springs—1947 MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Oper. By....Hopkins County Bcstg. Co.
Business-Studio Address.....Radio Road
Phone: TU 5-3111.....Air Time: Full Time
Pres., Gen., Sta. Mgr.....William E. Bradford
Comm., Mgr.....Clovis Pinion
Program Director.....Janice Maddox
Publicity Director.....M. Thomas
Chief Engineer.....Bill Bradford

KXOX—Sweetwater—1939 MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio & News, Inc.
Bus.-Studio-Transmitter Address.....Box 570
Phone: 4655-6.....Air Time: Full Time
News Service .....AP
Representative.....Hil F. Best
Membership ..... NARTB
President.....J. S. McBeath
Gen., Sta. Manager.....Charles W. Stewart
Comm. Manager.....H. A. Dupree
Program Director.....B. D. Billingsley
Chief Engineer.....Walter D. Tabler

KTAE—Taylor—1948—KBS

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KTAE, Inc.
Business Address.....2nd & Porter
Phone: EL 2-3631.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
General Manager.....Graham Gillis Conoley

KTEM—Temple—1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bell Bcstg. Co., Inc.
Business-Studio Address.....17 S. Third St.
Phone: PRospect 3-5252...Air Time: Full Time
General Manager.....Dale S. Phares

KTER—Terrell—1950

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Terrell Bcstg. Corp.
Address.....Walnut & State Sts.
Transcription Service.....SESAC, Thesaurus
News Service .....UP
Membership .....RAB
Pres., Gen. Mgr.....Paul A. Wnorowski
Program Director.....Dean Tiller
Comm. Manager.....Joe MacLemons

KCMC—Texarkana—1932 ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....KCMC, Inc.
Business-Studio Address.....317 Pine St.
Air Time.....Full Time
Representative .....Venard, Melville
Membership ..... NARTB
General Manager.....Frank O. Myers

KTFS—Texarkana—1946 KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KTFS, Inc.
Business-Studio Address...4305 Stateline Ave.
Phone: 3-5123.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Indie, Dora-Clayton
Membership ..... NARTB
Pres., Gen. Manager.....R. S. Bieloh
Sta. Mgr., Prog., Pub. Dir.....Les Eugene
Chief Engineer.....J. H. Crawford

KTLW—Texas City—1947 KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Texas City Bcstg. Ser.
Business-Studio Address.....Show Boat Bldg.
Air Time.....Daytime
News Service .....UP
Sta. Rep. .....Best
Station Manager.....Roy E. Hanson
Program Director.....Joanne Gilliam

KTUE—Tulia—1954

Frequency: 1260 Kc.....Power: 1 Kw. d.
Owned-Operated By.....Tulia Bcstg. Co.
Address.....110 N. Armstrong
Representative .....Best
News Service .....UP
Owners.....Clint and Marshall Formby
Manager .....Tom Hulsey

KGKB—Tyler—1930—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Lucille Lansing
Address .....Box 957
Phone: 2-3874.....Air Time: Full Time
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB
President .....Lucille Lansing
General Manager.....Gerry Lansing
Commercial Manager.....Sam Matthews
Program Director.....Edwin Smith
Chief Engineer.....Hudson C. Collins

KTBB—Tyler—1947—ABC

Freq.: 600 Kc...Power: 500 Watts d., 1 Kw. n.
Owned-Operated By....Blackstone Bcstg. Co.
Business-Studio Address.....Blackstone Hotel
Phone: 4-7278.....Air Time: Full Time
News, Affil.....“Courier Times Telegraph”
News Service .....UP
Representative .....Venard, Melville
Membership .....NARTB, RAB
President.....Mrs. C. N. Clyde
Gen., Sta. Mgr.....M. Danbom
Commercial Mgr.....Bill Whitworth
Sls. Prom. Mgr.....David Bothwell
Prog., Pub. Dir.....Arthur Skupsky
Chief Engineer.....R. A. Wileman

KVOU—Uvalde—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....E. J. & W. J. Harpole
Address .....1400 Batesville Rd.
Phone: 717.....Air Time: Full Time

News Service ..... UP
Gen. Mgr. ..... Edward J. Harpole
Commercial Manager ..... Jack Senter
Program Director ..... Bill Woods
Chief Engineer ..... Al Mason

KVWC—Vernon—1939

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Northwestern Bcstg. Co.
Address ..... 1813 Wilbarger
Air Time ..... Full Time
Station Rep. ..... Clark, Melville
Gen., Comm. Manager ..... James Doyle

KNAL—Victoria—1949

Frequency: 1410 Kc. ..... Power: 500 Watts
Owned-Operated By ..... Victoria Bcstg. Co.
Address ..... Box 642
Phone: HI 3-9176 ..... Air Time: Full Time
Transcription Service ..... Thesaurus
Representative ..... Hil F. Best
President ..... A. B. Alkek
Gen., Sta. Manager ..... James A. Traber
Commercial Mgr. ..... Warren Dentler
Sls. Prom. Mgr. ..... V. B. Weigand
Publicity Director ..... R. F. Nance
Program Director ..... Robert J. Smith
Chief Engineer ..... Douglas Smith

KVIC—Victoria—1939—MBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... KVIC Bcstg. Co.
Business Address ..... Box 725
Phone: 3-9171 ..... Air Time: Full Time
News Service ..... UP
Transcription Service ..... World
Membership ..... RAB
President ..... J. G. Long
Gen., Sta., Comm. Mgr. ..... William C. Burks
Sales Prom. Mgr. ..... Pat Reed
Program Dir. ..... Wilburn H. Jackson
Chief Engineer ..... Vic Boldt

KWTX—Waco—1946—MBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... KWTX Bcstg. Co.
Business-Studio Address ..... P. O. Box 3128
Phone: 3-7331 ..... Air Time: Full Time
News Service ..... AP
Representative ..... Pearson
Membership ..... NARTB
President ..... W. W. Naman
Gen., Sta. Manager ..... M. N. Bostick
Commercial Manager ..... J. M. Brinegar
Program Director ..... Chuck Hinkle
Chief Engineer ..... William Moore

WACO—Waco—1922—ABC

Frequency: 1460 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Waco Bcstg. Co.
Business Address ..... 3620 Franklin Ave.
Phone: 2-6571 ..... Air Time: Full Time
News Service ..... AP
Representative ..... Weed, Brown
Membership ..... RAB
President ..... Gene L. Cagle
Gen., Sta. Manager ..... R. Lee Glasgow
Chief Engineer ..... Jack Vinson

KBEC—Waxahachie—1955

Frequency: 1390 Kc. ..... Power: 500 W., d.
Owned-Operated By .... Ellis Cty. Bcstg. Serv.
Address ..... Hwy. 287 E.
Phone: 1197 ..... Air Time: Day
Representative ..... Melville
Pres., Gen. Mgr. ..... W. R. Tuck Jr.
Commercial Mgr. ..... Gene Stanley
Chief Engineer ..... Fred Weaver

KRGV—Weslaco—1927 NBC

Frequency: 1290 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Taylor Radio & TV Corp.
Bus.-Studio-Transmitter Address .. 201 Border St.
Phone: 375 ..... Air Time: Full Time
News Service ..... AP, UP
Transcription Service ..... World, SESAC
Representative ..... Pearson
Membership ..... RAB
Exec. Gen. Manager ..... O. L. (Ted) Taylor
Executive Director ..... Byron W. Ogle
General Manager ..... Brad H. Smith
Comm. Manager ..... Kenneth Markel
Promotion Director ..... Ted Cressner

KSYD—Wichita Falls—1947 ABC

Freq.: 990 Kc. .... Power: 10 Kw. d., 1 Kw. n.
Owned-Oper. By ..... Grayson Enterprises
Address ..... City Natl. Bldg.
Phone: 2-6959 ..... Air Time: Full Time
News Service ..... UP
Trans. Ser. ..... World, SESAC
Station Rep. ..... Venard, Rintoul & McConnell
Membership ..... NARTB
President ..... Sydney A. Grayson
V.P., Sales Manager ..... Bob Cain
Chief Engineer ..... Mark Webb

KTRN—Wichita Falls—1949 MBS

Freq. 1290 Kc. .... Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By ..... Texoma Bcstg. Co.
Address ..... 917½ Scott St.
Phone: 2-5214 ..... Air Time: Full Time
News Service ..... AP
Representative ..... Pearson
General Manager ..... Boyd Kelley
Program Director ..... Bill Edgar

KWFT—Wichita Falls—1939 CBS

Frequency: 620 Kc. ..... Power: 5000 Watts
Owned-Operated By. Rowley-Brown Bcstg. Co.
Business-Studio Address ..... P. O. Box 420
Phone: 3-4181 ..... Air Time: Daytime
News Service ..... UP, AP
Trans. Service .... Lang-Worth, Cole, Standard
Station Rep. ..... Blair
President ..... Kenyon Brown

KBUH—Brigham City—1948
KBS

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Revella M. Bone
Address.....948 W. Forest Rd.
Phone: 948.....Air Time: Daytime
Owner.....Ravella M. Bone
General Manager.....Wade M. Ebeling
Prog. Director.....Mel Richardson
Chief Engineer.....Samuel Stevans

KSUB—Cedar City—1937
CBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....So. Utah Bcstg. Co.
Address.....189 N. Main St.
Phone: 590.....Air Time: Full Time
President.....Ivor Sharp
Gen., Sta. Manager.....Arthur Higbee
Sales Manager.....W. V. Lowe
Program Director.....Mauray Payne
Chief Engineer.....Richard Gunn

KLGN—Logan—1954

Frequency: 1390 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....Atlas Engineering, Inc.
Address.....1870 Atkin Ave.
Phone: Ingersol 6-4808....Air Time: Daytime
News Service.....AP
Representative.....Weed, Inc.
President, Gen. Mgr.....Prof. O. C. Haycock
Station Manager.....Melvin M. Richardson
Commercial Manager.....Dee F. Jensen
Program Director.....Merlin Bowen

KVNU—Logan—1938
MBS-KBS-IMN

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Cache Valley Bcstg. Co.
Address.....1393 N. Main St.
Phone: 1400.....Air Time: Full Time
News Service.....UP
Representative.....Avery Knodel
Transcription Service.....World
Membership.....NARTB, RAB
President.....Herschel Bullen
Gen., Sta. Mgr., Sls. Prom. Mgr...Reed Bullen
Commercial Manager.....W. W. Kirkland
Program Director.....Morgan White
Chief Engineer.....DelMont Olesen

KMUR—Murray—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....O. J. Wilkinson
Address.....4646 So. State St.
Phone: AMherst 6-4419....Air Time: Full Time
News Service.....UP
Transcription Service.....Lang-Worth
Membership.....NARTB
Gen. Mgr.....H. W. Pingree
Comm. Mgr.....Ted Rogers
Asst. Mgr., Prog. Dir.....Mitzi Bailey

KLO—Ogden—1924
MBS-INTERMOUNTAIN

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....Interstate Bcstg. Corp.
Address.....Hotel Ben Lomond
Phone: 5721.....Air Time: Full Time
News Service.....UP
Representative.....Avery-Knodel
Membership.....NARTB, RAB
President.....Edris Glasmann
Station Manager.....Cecil Heftel
Nat'l. Sales Manager.....Lynn L. Meyer

KOPP—Ogden—1947—KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KOPP, Inc.
Address.....W. 12th St.
Phone: 4-3476.....Air Time: Daytime
News Service.....UP
Transcription Service.....Lang-Worth
General Manager.....L. B. Suttlemyre

KVOG—Ogden—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....United Bcstg. Co.
Business Address.....1538 Gibson Ave.
Phone: 2-7535.....Air Time: Full Time
Representative.....Webb
News Service.....AP
Pres., Gen. Mgr.....Arch G. Webb
Commercial Mgr.....David B. Affleck
Program Director.....Joseph Critchlow
Chief Engineer.....Warren Angovin

KOAL—Price—1936
MBS-KBS-IMN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Utah Bcstg. Co.
Address.....Box 591
Phone: Price 200.....Air Time: Full Time
Representative.....Avery-Knodel
Pres., Gen. Mgr.....Jack Richards
Sls. Prom. Mgr., Pgm. Dir.....Carl P. Wolfrom

KEYY—Provo—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Mid Utah Bcstg. Co.
Address.....Box 205
Phone: FR 3-2174.....Air Time: Full Time
President.....D. Spencer Grow
Gen. Mgr.....E. A. Niehay
Commercial Mgr.....Dave Weiser
Program Director.....Hal Parkes
Chief Engineer.....Ron Bailie

KIXX—Provo—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Central & Utah Bcstg. Co.
Address.....P. O. Box 550
Phone: 2802.....Air Time: Full Time
Station Rep.....Hollingbery, Webb
Gen. Manager.....Harold E. Van Wagenen

KOVO—Provo—1939—MBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....KOVO Bcstg. Co.
Business-Studio Address.....16 E. 3rd N.
Phone: FRanklin 3-8550..Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB, RAB
President.....Clifton A. Tolboe
General-Station Comm. Mgr.....L. H. Curtis
Pgm. Dir.....James H. Lawrence
Publicity Dir.....Wayne Carle
Chief Engineer.....Kenneth O. Hansen

KSVC—Richfield—1947 INTERMOUNTAIN

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By..Sevier Valley Bcstg. Co.
Phone: 620.....Air Time: Full Time
News Service.....UP
Transcription Service .....World
Representative .....Avery Knodel
Membership .....NARTB, RAB
President .....Homer Bandley
General Manager.....Arthur Tucker
Sales Manager.....Ralph Ross
Nat'l. Sales Manager.....Lynn Meyer

KALL—Salt Lake City—1945 MBS-IMN

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Salt Lake City Bcstg. Co.
Business-Studio Address.....146 S. Main St.
Phone: EM 4-3561.....Air Time: Full Time
Newspaper Affil....Ogden Standard-Examiner
Representative.....Avery-Knodel, Inc.
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....George C. Hatch
Comm. Mgr.....Thomas H. Anderson
Sls. Prom. Mgr.....E. S. Smith
Publicity Manager.....Ronnie J. McCoy
Program Director.....Clark Lobb
Chief Engineer .....W. D'Orr Cozzens

KDYL—Salt Lake City—1922 NBC

Frequency: 1320 Kc.....Power: 5000 Watts
Owned ....Intermountain Bcstg & Telev. Corp.
Bus.-Studio Address.....130 Social Hall Ave.
Phone: Davis 2-5681..... Air Time: Full Time
Representative .....Katz
Membership .....NARTB, RAB
President.....G. Bennett Larson
General Manager.....Glen Shaw
Program Director .....Des Barker
Publicity Dir.....Del Leeson
Chief Engineer.....Allan Gunderson

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KNAK—Salt Lake City—1945

Freq.: 1280 Kc.....Power: 1 Kw. d., 500 W. n.
Owned.....Granite District Radio Bcstg. Co.
Business-Studio Address.....1042 So. 6th W.
Phone: 4-3685.....Air Time: Full Time
News Service .....UP
Representative .....Forjoe
President.....Howard D. Johnson
Gen., Comm. Mgr.....William Wright
Program Director .....Mildred Baker

KSOP—Salt Lake City—1955

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By.....Seagull Broadcasting Co.
Address.....Box 2557
Phone.....HU 4-4435
Air Time.....Full Time
Representative.....Gill-Perna
Membership .....NARTB
President.....R. E. Winn
Gen., Station Manager.....M. H. Hilton
Commercial Manager.....Henry Hilton
Sales Promotion Manager.....Sam Moll
Program Director.....King Harmon
Publicity Director.....Jim Carroll
Chief Engineer.....Larry Steppe

KSL—Salt Lake City—1922 CBS

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Oper. By..Radio Service Corp. of Utah
Bus.-Studio Address.....10 S. Main St.
Phone: ELgin 5-4641.....Air Time: Full Time
News Service.....AP, UP
Trans. Ser. .....Associated
Representative.....CBS Radio Spot Sales
Membership .....NARTB, RAB
President.....J. Reuben Clark
Vice Pres.....Jay W. Wright
Exec. Vice Pres.....Ivor Sharp
Adm. V.P.....Jay W. Wright
Vice Pres., Sta. Mgr.....Eugene M. Halliday
Sales Dev. Manager.....Frank McLatchy
Sales Manager.....Joseph A. Kjar
Merchandising Dir.....Harry G. Fletcher
Program Director.....J. Allen Jensen
Prom. Manager.....Robert G. Murdock
Chief Engineer.....Vincent Clayton

KLUB—Salt Lake City—1938

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By.....KLUB Radio Co.
Business-Studio Address.. 179 Social Hall Ave.
Phone: Davis 2-2505.....Air Time: Full Time
News Service .....UP
Transcription Service.....Standard
Representative .....Hollingbery
Membership ..... NARTB
President, General Mgr.....Frank C. Carman
Commercial Manager.....Allan Thomas

KWHO—Salt Lake City—1955

Frequency: 860 Kc.....Power: 1 Kw., d.
Owned-Operated By.....W. W. Phillips
Address.....343 S. State St.
Phone: Elgin 9-0191.....Air Time: Day
President.....W. W. Phillips
Prog. Dir., Prom. Mgr.....Ray Servatius
Chief Engineer.....Carl Spencer

KVEL—Vernal—1946—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Uintah Bcstg. Co.
Address .....120 E. Main St.
Phone: 494.....Air Time: Full Time
Trans.....Standard, Capitol, MacGregor, Cole
Manager.....Lee Walker

VERMONT

Pop. Feb. 1, 1956 (Est.) 385,000—Families 108,000
Radio Homes 103,000—TV Homes 73,267—Stations in State 13

WBTN—Bennington—1953

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Catamount Bcstrs. Inc.
Address .....Harwood Hill
Phone: 6321.....Air Time: Daytime
News Service .....UP
Representative .....McGillvra, Kirby
Station Manager.....Ben A. Hubley

WTSA—Brattleboro—1950 ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Tri-State Area-Bcstg. Corp.
Address.....Box 819
Phone: ALpine 4-4567.....Air Time: Full Time
News Service .....UP
Representative ..... Walker
President .....Theodore Feinstein
Gen., Sta., Comm. Mgr.....Phillips Terhune
Publicity Director.....Robert Farson
Prog. Dir., Chief Engineer...Edward D. Somes

WCAX—Burlington—1931 CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper. By.....WCAX Radio, Inc.
Business-Studio Address.....135 Main St.
Phone: BU 2-5761.....Air Time: Full Time
News Service .....UP
Transcription Service .....SESAC
Representative .....Weed
Membership .....NARTB, RAB
President.....C. P. Hasbrook
Station Manager.....C. W. Grinnell
Chief Engineer.....James W. Tierney

WDOT—Burlington—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned .....WDOT, Corp.
Address.....109 S. Winooski Ave.
Phone: 2-5776.....Air Time: Full Time
Transcription .....SESAC
News Service .....UP
Membership .....NARTB

Station Representative.....McGillvra, Walker
President, Gen., Sta.....Val Carter
Commercial Manager.....V. J. D'Acuti
Sls. Prom., Prog. Dir.....Don Bartlett
Chief Engineer.....Roger Laroche

WJOY—Burlington—1946 ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Vermont Bcstg. Corp.
Bus.-Studio-Transmitter Location..633 Main St.
Phone: 4-5774 .....Air Time: Full Time
News Service .....AP
Representative.Everett-McKinney, Kettel Carter
Membership .....RAB, NARTB
Station Manager.....Alfred E. Spokes

WSKI—Montpelier-Barre 1947—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Montpelier-Barre Bcstg. Co.
Bus. Address..Union Mutual Bldg., Montpelier
Phone: CA 3-5275.....Air Time: Full Time
News Service.....AP
Representatives....Nona Kirby, W. S. Grant
President.....C. W. Grinnell
General Manager.....Harry C. Perrigo

WIKE—Newport—1952

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Memphremagog Bcstg. Co.
Address .....Box 586
Phone: 832-3.....Air Time: Full Time
Transcription Service .....World
News Service .....UP
Membership .....RAB
Reps.....McGillvra, Walker, Alexander
President .....E. Dean Finney
Gen. Mgr., Chief Eng.....Donald Thurston
Program Director.....William Graham

WHWB—Rutland—1949

Frequency: 1000 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central Vt. Bcstg. Corp.
Address.....24½ Center St.
Phone: PR. 3-3200.....Air Time: Daytime
Representatives.....Nona Kirby, Gill-Perna
General Manager.....John H. Bennett

WSYB—Rutland—1930 KBS-MBS-YANKEE

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Philip Weiss Music Co.
Bus.-Studio Address.....35 Washington St.
Phone: PR 3-8140.....Air Time: Full Time
Representative .....McGillvra, Walker
Gen., Comm. Manager.....Philip Weiss
Business Manager.....J. H. Weiss

WWSR—St. Albans—1941

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Vermont Radio Corp.
Business-Studio Address.....75 N. Main St.
Phone: 1390.....Air Time: Daytime
Representative ..... Walker
General Manager.....Lloyd Squier
Comm. Manager.....Richard W. Hill

WTWN—St. Johnsbury—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Twin State Bcstrs. Inc.
Address .....Concord Ave.
Phone: 2344.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus, World
Membership .....NARTB, RAB
Representative .....McGillvra, Walker
Pres., Gen. Mgr.....E. Dean Finney

WNIX—Springfield—1954

Frequency: 1480 Kc.....Power: 1 Kw.
Owned.....Conn, Valley Bcstg. Co., Inc.
Address.....106 Park St.
Phone: TU 5-4514.....Air Time: Daytime
News Service .....UP
Trans. Ser. .....Thesaurus
Station Rep.....McGillvra, Walker
President.....E. Dean Finney
Manager.....Ken Greene
Program Director.....Allen Davis

WDEV—Waterbury—1931 MBS-YANKEE

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lloyd E. Squier
Address.....9 Stowe St.
Phone: CHerry 4-7321.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Everett-McKinney
Membership ..... RAB
General Manager.....Lloyd E. Squier
Comm. Mgr., Pgm. Dir.....Craig S. Parker
Chief Engineer.....Warren Chase

For World-Wide News . . .
For Clear, Comprehensive Coverage . . .

AP

FOR
RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

WPIK—Alexandria—1945

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Potomac Bcstg. Corp.
Address.....Virginia Theatre Bldg.
Phone: OV. 3-3000.....Air Time: Daytime
Representative .....Grant Webb
News Service .....AP
Pres., Gen. Mgr.....Carl L. Lindberg
Commercial Mgr.....John C. Moran

WARL—Arlington—1946

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....No. Virginia Bcstrs., Inc.
Bus.-Studio Address.....5232 Lee Hway.
Phone: KE. 6-9000.....Air Time: Daytime
General Manager.....Cy Blumenthal
Assistant Manager.....Ray Armand
Comm. Mgr.....G. A. Crump

WEAM—Arlington—1947

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By..Arlington Fairfax Bcstg. Co.
Address.....1300 G. St., N.W.
Phone: Republic 7-7161...Air Time: Full Time
News Service .....AP
President.....Harold H. Thoms
Gen., Sta., Comm. Mgr.....Sidney Mageloff

WBLT—Bedford—1950

Frequency: 1350 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Bedford Bcstg. Corp.
Address.....P. O. Box 406
Phone: 8245.....Air Time: Daytime
News Service .....AP
Transcription Service.....Thesaurus
Membership ..... NARTB
Pres., Gen., Sta. Mgr.....J. E. Synan
Commercial Manager.....Douglas B. Catlin
Program Director.....Robert A. Scott, Jr.
Chief Engineer.....J. P. Laughlin

WLSD—Big Stone Gap—1953

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Gap Bcstg. Co.
Address .....Intermont Heights
Phone: 960.....Air Time: Daytime
News Ser. .....AP
Trans. Ser. .....World
Membership .....NARTB, RAB
Gen., Comm. Manager.....W. H. Wren, Jr.
Prom. Director.....Ruth Jensen

WKLV—Blackstone—1947 MBS

Frequency: 1490 Kc.....Power: 250 watts
Owned-Oper. By.....Blackstone Bdcstg. Corp.
Address .....Community Bldg.
Phone: 478.....Air Time: Full Time
Transcription Service.....Thesaurus
Representative..Interstate United Newspapers
News Service .....AP
President, Gen. Mgr.....H. L. Umstead
Chief Engineer.....Cosby A. Draper, Jr.

WCYB—Bristol—1946—ABC

Frequency: 690 Kc.....Power: 10,000 Watts d.
Owned-Oper. By....Appalachian Bcstg. Corp.
Address .....Box 1009
Phone: North 3560.....Air Time: Daytime
News Service.....AP, UP
Transcription Service..World, Cole, Associated
Station Rep.....Gill Perna
Membership .....NARTB, RAB
President, Gen. Mgr.....Robert H. Smith
Comm. Mgr.....J. Fey Rogers
Program Director.....James D. Thomas
Chief Engineer.....R. V. Robinson

WFHG—Bristol—1946—MBS

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By.....Bristol Bcstg. Co.
Address.....P. O. Box 799
Phone: 3620.....Air Time: Full Time
News Service .....UP
Membership ..... NARTB
Trans. Ser.....Thesaurus, Standard
Station Rep.....Walker, Dora-Clayton
General Manager.....W. C. Nininger
Commercial Manager.....Jack Martin

WCHV—Charlottesville—1933 ABC

Frequency: 1260 Kc.....Power: 1 Kw.
Owned-Operated By.....Barham & Barham
Bus.-Studio-Transmitter Address..Rose Hill Dr.
Phone: 2-5121.....Air Time: Full Time
News Service .....AP
Representative .....Clark
Membership ..... RAB
Owner.....Charles Barham, Jr.
Gen., Sta., Comm. Mgr.....Robert C. Walker
Prog., Pub. Dir.....R. G. Sketchley, Jr.
Promotion Manager.....Charles Smith
Chief Engineer.....Ken Colby

WINA—Charlottesville—1949 MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Charlottesville Bcstg. Corp.
Address .....4th & Main
Phone: 2-6177 .....Air Time: Full Time
News Service .....UP
Transcription Service...Standard, Lang-Worth
Station Representative.....Walker
Membership .....RAB
Pres., Gen. Mgr.....Donald G. Heyne
Comm. Mgr.....Thomas M. Behrendt

WBCR—Christianburg—1954

Frequency: 1260 Kc...Power: 1000 Watts d.
Owned-Oper. By.....Montgomery Bcstg. Co.
Phone: EV 2-4063.....Air Time: Daytime
Representative .....Indie Sales
News Service .....AP
Transcription Service.....Lang-Worth
President.....Dr. Vernon H. Baker
Gen., Comm. Manager.....Durwood Powell

WCFV—Clifton Forge—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...Clifton Forge Bcstg. Corp.
Address .....Fairview Hts
Phone: 2147.....Air Time: Full Time
Trans. Ser.....Standard, SESAC
News Service .....AP
General Manager.....John I. Hanly

WKEY—Covington—1941 ABC

Freqeuncy: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Earl M. Key
Business Address.....Main St.
Phone: 8351.....Air Time: Full Time
Representative .....Devney
Transcription Service .....Thesaurus
Membership .....NARTB
Gen., Bus. Manager.....Earl M. Key

WSVS—Crewe—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....So. Virginia Bcstg. Corp.
Business Address.....800 Melody Lane
Phone: 7811.....Air Time: Daytime
News Service .....AP
Transcription Service.....World
President .....Calvin S. Willis
VP & Gen. Mgr.....John E. Sadler
Sales Manager.....Freeman H. Stewart
Station Manager.....F. H. Watkins
Prog. Director.....Robert B. Richards

WCVA—Culpeper—1949 KBS-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Culpeper Bcstg. Co.
Address .....Radio Bldg.
Phone: 8338.....Air Time: Full Time
News Service .....UP
Trans. Ser.....Standard, Lang-Worth
Station Rep. .....Indie
President.....Leonard T. Preston
Gen., Sta., Comm. Mgr.....John T. Rogers
Sls. Prom. Mgr., Prog. Dir.....Mark Anders
Publicity Director.....Ann Rogers
Chief Engineer.....Walter Wilkerson

WBTM—Danville—1930 ABC

Freq.: 1330 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By....Piedmont Bcstg. Corp.
Bus.-Studio Address.....Hotel Danville Bldg.
Phone: 2350.....Air Time: Full Time
Representative .....Gill-Perna
President.....L. N. Dibrell
Vice President.....Landon R. Wyatt
General Manager.....Milton Adams
Comm. Manager.....George Lund
Program Director.....Anthony Naylor

WDVA—Danville—1947 MBS

Freq.: 1250 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Va.-Carolina Bcstg. Corp.
Address.....American Natl. Bank Bldg.
Phone: 5300.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus
Representative ..... Robert S. Keller
Membership .....NARTB, RAB
President.....J. D. Pruitt
VP & Gen. Mgr.....Emerson J. Pryor
Commercial Mgr.....Stover Morris, Jr.
Sls. Prom. Mgr., Pub. Dir.....Jeff Waugh
Program Director.....Richard Campbell
Chief Engineer.....Howard Clendenon

WEVA—Emporia—1952

Frequency: 860 Kc.....Power: 1000 Watts
Owned-Operated By.....Stone Bcstg. Corp.
Address .....Washington St. & Florida St.
Phone: 2133.....Air Time: Daytime
Trans. Ser. .....Thesaurus
News Service .....AP
Pres., Gen. Mgr.....M. E. Stone
Station Manager.....A. L. Drew

WFCR—Fairfax—1955

Frequency: 1310 Kc.....Power 500 W., d.
Owned-Operated By.....OK Bcstg. Co.
Address.....984 Radcliffe Dr., Alexandria
Partners.....A. Kellar, G. Olsson

WFAX—Falls Church—1948 KBS

Frequency: 1220 Kc.....Power: 500 Watts d.
Owned-Operated By.....Lamar A. Newcomb
Address .....Tower Square
Phone Number .....Jefferson 2-0900
General Manager.....Lamar A. Newcomb
Comm. Manager.....Jack James

WFLO—Farmville—1947

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Colonial Bcstg. Co.
Business Address.....118 W. Third St.
Representative .....Clark
General Manager.....Carla B. Keys
Station Manager.....John D. Wilson

WFVA—Fredericksburg 1939—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Fredericksburg Bcstg. Corp.
Business Address.....707 Princess Anne St.
Phone: ESsex 3-7721.....Air Time: Full Time
News Service .....UP
Membership .....NARTB
Exec. Vice-Pres.....Richard Lewis
Gen., Sta., Comm. Mgr., Ch. Eng...J. C. Morgan
Sls. Prom. Mgr.....Jack Turner
Program Director.....Arch Harrison

WFTR—Front Royal—1948
KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Sky Park Bcstg. Corp.
Address.....P. O. Box 192
Phone: 750.....Air Time: Full Time
News Service ..... AP
Transcription ..... World
Membership ..... NARTB
General Manager.....Kenneth Gordon
Program Director.....Tom Gibson

WBOB—Galax—1946
MBS-KBS

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By..Carroll-Grayson Bcstg. Corp.
Address.....Poplar Knob Rd.
Phone: 2921.....Air Time: Daytime
Manager.....Joseph P. Crockett
Sales Manager.....Brice J. Parks

WNRG—Grundy—1955

Frequency: 1250 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....Va.-Ky. Bcstg. Co., Inc.
Address .....Box 1072
Phone: Webster 5-7581.....Air Time: Day
President.....H. G. Dotson
Gen. Mgr., Chief Eng.....D. B. Jordan

WVEC—Hampton—1948
NBC

Frequency: 1490 Kc.....Power: 250 Watts d.
Owned-Operated By.....Peninsula Bcstg. Co.
Studio-Trans. Address.....1490 Pembroke
Phone: HA. 6332.....Air Time: Full Time
News Service.....AP
Transcription Service.....World, Standard
Representative ..... Avery-Knodel
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Thomas P. Chisman
V.P. & Dir. Sls.....Harrol A. Brauer, Jr.

WSVA—Harrisonburg—1935
NBC

Freq.: 550 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owner-Oper...Shenandoah Valley Bcstg. Corp.
Business-Studio Address.....Box 789
Phone: 4-4431.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative (Eastern)..... Pearson
Membership .....NARTB, RAB
President.....Frederick L. Allman
Sales Manager.....Howard C. Evans

WHAP—Hopewell—1949
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..The Hopewell Bcstg. Co.
Business Address.....Box 621
Phone: 801.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Indie Sales
Pres. .....C. S. Willis
V.P. & Gen., Sta. Mgr.....J. E. Sadler
Comm. Manager.....Sally Lowry
Sales Prom. Manager.....Lloyd Browning
Prog., Pub. Director.....Wm. R. Craig
Chief Engineer.....Everett Wilson

WREL—Lexington—1948
NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Rockbridge Bcstg. Co.
News Service .....AP
Representative .....Indie Sales
Membership ..... NARTB
Gen., Comm. Manager.....Milton B. Henson
Program Director .....Joseph E. Lynn, Jr.

WLVA—Lynchburg—1930
ABC

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lynchburg Bcstg. Corp.
Address .....925 Church St.
Phone: 2-1242.....Air Time: Full Time
News Service .....AP
Transcription Service.....Lang-Worth
Representative.....George P. Hollingbery
Membership ..... NARTB
President.....Edward A. Allen
Gen., Comm. Manager.....Philip P. Allen
Sls. Prom., Prog. Dir.....Warren Uttal
Chief Engineer.....John T. Orth

WWOD—Lynchburg—1947
NBC

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Cy Bahakel Stations
Address.....P. O. Box 1300
Phone: 2-3441.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus World
Representative .....Walker
Membership .....NARTB
Asst. Gen. Manager.....Frank Tirico
General Manager.....Cy N. Bahakel
Comm. Manager.....Henry Hughes

WMEV—Marion—1948
ABC-KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By.Mountain Empire Bcstg. Corp.
Address.....Park Boulevard & Rt. 737
Phone: 3-9001.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Representative ..... Indie Sales
Membership .....NARTB, RAB
Pres., Gen., Comm. Mgr...Robert C. Wolfenden
Sta., Sls. Prom., Pub. Dir.....R. C. Wolfenden
Pgm. Dir. .....Stella D. Wolfenden
Chief Engineer.....Edward Surface

WHEE—Martinsville—1954

Frequency: 1370 Kc.....Power: 500 Watts
Owned.....Mecklenburg Bcstg. Corp.
Address.....Box 1284
Phone: 9811.....Air Time: Daytime
News Service .....UP
Trans. Ser. .....Lang-Worth
Representative.....Stars National
Membership .....NARTB
Pres., Sta., Gen. Mgr.....John W. Shultz
Pub. Dir., Comm. Mgr.....Charles F. Adams
Promotion Manager.....Thomas W. Patterson
Program Director.....Mrs. Grace P. Vram
Chief Engineer.....T. E. Tatum

WMVA—Martinsville—1941 NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Martinsville Bcstg. Co., Inc.
Address .....Chatham Heights
Phone: 2152.....Air Time: Full Time
News Service .....AP
Representative .....W. S. Grant
Membership ..... NARTB
President .....H. Grady Moore
Gen., Sta. Manager..... Maynard E. Dillaber
Commercial Mgr.....Lester Williams
Sls. Prom. Mgr.....J. W. Bouldin, Jr.
Program Director.....Barbara Zimmerman
Chief Engineer.....B. E. Boyer

WSIG—Mount Jackson—1954

Frequency: 790 Kc.....Power: 1 Kw.
Owned.....Richard F. Lewis, Jr.
Address .....WSIG, Bldg.
Phone: 790.....Air Time: Daytime
News Service .....UP
Gen., Comm. Mgr.....H. T. Van Derwerker
Program Director....."Shorty" King

WNRV—Narrows—1953

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Giles Bcstg. Co.
Phone: 2211.....Air Time: Daytime
News Service .....AP
Transcription ..... World
President.....H. J. Romanus
General Manager.....Tom Hicks
Commercial Mgr.....John Holland

WACH—Newport News—1947

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Eastern Bcstg. Corp.
Business-Studio Address.....114 W. 24th St.
News Service .....UP
Station Rep. .....Walker
Trans. Ser. .....Capitol, Lang-Worth
President .....John Doley
General Manager.....H. A. Seville

WGH—Newport News—1928 ABC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By..Hampton Roads Bcstg. Corp.
Bus.-Studio Address....739 Boush St., Norfolk
Phone: MA 2-3353.....Air Time: Full Time
News Service .....AP
News. Affil.....Daily Press, Times-Herald
Transcription Service.....AMP
Representative ..... Gill-Perna
Membership .....NARTB, RAB
President.....William R. Van Buren, Sr.
Gen. Manager .....Edward E. Bishop
Station Manager.....Dan E. Hydrick
Commercial Manager.....Jack Whitehead
Sls. Prom., Program Director.....Ambert Dail
Publicity Director.....William A. Rhyne
Chief Engineer .....Alois Braun

WCMS—Norfolk—1954

Frequency: 1050 Kc.....Power: 1000 W. d.
Owned-Oper. By.....Cy Blumenthal
Address.....WARL, Arlington, Va.
Phone: KE 6-9000.....Air Time: Daytime
News Service .....UP
President .....Cy Blumenthal
General Manager.....George Crump
Station Manager.....Bill Davis
Commercial Manager.....Roy LaMere
Program Director.....Art Barrett
Chief Engineer.....Ted Spivey

WLOW—Norfolk—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By. Winston-Salem Bstg. Co., Inc.
Bus.-Studio Addr....21st & Manteo Sts., Norfolk
Phone: Madison 7-5677....Air Time: Full Time
News Service .....UP
Representative..Venard, Rintoul & McConnell
President .....James Coan
General Manager.....W. M. Carpenter
Prog. Dir.....Robert G. Drepperd
Pub. Dir.....Nancy Fentress
Chief Eng.....Howard Hatcher

WNOR—Norfolk—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Norfolk Bcstg. Co.
Address.....1019 Boissevain Ave.
Air Time .....Full Time
Transcription Service .....Lang-Worth
Representative ..... Weed
President.....Louis H. Peterson
Gen. Manager.....Earl Harper

WRAP—Norfolk—1952

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....Rollins Bcstg., Inc.
Address.....300 Portlock Bldg.
Phone: MAdison 7-8307...Air Time: Full Time
Representative .....Pearson, Rollins
President.....O. Wayne Rollins
Manager.....James H. Mayes, Jr.

WTAR—Norfolk—1923—CBS

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....WTAR Radio Corp.
Bus.-Studio Address.....720 Boush St.
Phone: 56711.....Air Time: Full Time
News Affil.....Norfolk Newspapers, Inc.

Membership .....NARTB, RAB
Representative .....Edward Petry
Pres., Gen. Mgr.....Campbell Arnoux
Gen. Sales Mgr.....Robert M. Lambe
Radio Sls. Mgr.....Jack Black

WNVA—Norton—1945
MBS-KBS

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Oper. By.....Blanfox Radio Co., Inc.
Business-Studio Address.....Norton, Ky.
Air Time.....Daytime
Pres., Gen. Mgr.....Richard B. Helms
Station Mgr.....Jack T. Helms

WJMA—Orange—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..James Madison Bcstg. Corp.
Phone: 7263.....Air Time: Full Time
Transcription Service .....World
President.....W. A. Sherman, Jr.
Gen., Comm. Mgr.....Joe E. Cole

WCLA—Petersburg—1955

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By....Harry A. Epperson, Jr.
Address.....Archer Ave., Colonial Hts., Va.
Phone: RE 2-3478.....Air Time: Daytime
News Service.....UP
Transcription Service .....Lang-Worth
Mgr., Owner.....Harry A. Epperson, Jr.
Program Director.....Olive P. Epperson
Promotion Manager.....Ray Frazier

WSSV—Petersburg—1945
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Southside Virginia Bcstg. Corp.
Business-Studio Address.....112 W. Tabb St.
Phone: 3881.....Air Time: Full Time
President.....Louis H. Peterson
General Manager.....Ray L. Moss

WAVY—Portsmouth—1943
NBC

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Oper. By.....Portsmouth Radio Corp.
Address.....709 Boush St., Norfolk
Phone: EX 7-3488.....Air Time: Daytime
Representative .....Burn-Smith
President.....Hunter C. Phelan
Gen., Sta. Mgr.....Carl J. Burkland
Comm., Sls. Prom. Mgr.....H. Stanley
Prog., Pub. Dir.....E. G. Sheridan
Chief Engineer.....William Manrov

WPUV—Pulaski—1946
KBS

Frequency: 1580 Kc.....Power: 5000 Watts
Owned-Oper. By.....Southwest Bcstg. Corp.
Phone: 3-3931.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Representative ..... Dora-Clayton
Pres., Gen. Mgr.....Mason C. Deaver
Asst. Mgr.....John A. Columbus
Commercial Manager.....Larry Schoenfeld

WRAD—Radford—1950

Frequency: 1460 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....Highlands Bcstg., Inc.
Phone: 2461.....Air Time: Full Time
Membership .....NARTB, RAB
Transcription Service.....Thesaurus
Representative .....Zimmer
President.....Perry E. Gresham
Gen., Sta., Comm. Mgr.....Wendell H. Siler
Pub. Dir., Sales Prom. Mgr.....Ben Johnson
Prog. Dir., Chief Engr.....L. Mills

WRIC—Richlands—1951
KBS

Frequency: 540 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Clinch Valley Bcstg. Corp.
Address .....Richlands
Phone: 450.....Air Time: Daytime
News Service .....AP
Transcription Service.....Thesaurus, World
Membership .....NARTB, RAB
Gen. Mgr., Prog. Dir.....Lindy Seamon
Commercial Manager.....Robert Haynes
Prog., Pub. Dir.....David Taylor

WANT—Richmond—1951

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Oper. By.....United Bcstg. Co.
Address.....513 E. Main St.
Rep.....United Bcstg., Harlan Oakes
President .....Richard Eaton
Gen. Mgr.....Richard Scheele

WLEE—Richmond—1945
NBC

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Bcstg. Corp.
Business-Studio Address...6200 Broad St. Road
Phone: 88-2837.....Air Time: Full Time
News Service .....AP
Representative .....Forjoe
Membership .....RAB
President.....Thomas G. Tinsley, Jr.
Gen. Mgr.....Irvin G. Abeloff
Station, Commercial Mgr.....H. L. Hudson
Program Director.....S. A. Ludgate
Chief Engineer.....Thomas J. Kita

WLLY—Richmond—1955

Frequency: 1320 Kc.....Power: 1000 Watts
Address .....Hotel Richmond
Air Time.....Daytime

WMBG—Richmond—1926

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.....Havens & Martin, Inc.
Bus.-Studio Address.....3301 W. Broad St.,
Phone: 5-8611.....Air Time: Full Time
Representative .....Bolling Co.
Pres., Gen., Sta. Mgr.....Wilbur M. Havens
Commerical Mgr.....Walter A. Bowry, Jr.
Program Director.....Frank Wilson
Sls. Prom. Mgr., Pub. Dir.....John V. Shand
Chief Engineer.....James Kyle

WRNL—Richmond—1937 ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By..Richmond Newspapers, Inc.
Business-Studio Address.....111 N. Fourth St.
Phone: 3-3436.....Air Time: Full Time
News Service.....AP
Newspaper Affil..News Leader; Times Dispatch
Trans. Serv.....Standard, Thesaurus, SESAC
Representative.....Edward Petry
Membership .....NARTB
President.....D. Tennant Bryan
Station Manager.....E. S. Whitlock
Sales Manager.....Frank Soden
Prod. Mgr.....Charles R. Maillet
Program Director.....Howard Hamrick
Publicity Director.....Miss Fan Cox
Chief Engineer.....W. M. Hunter

WRVA—Richmond—1925 CBS

Frequency: 1140 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Larus & Brother Co.
Business Address.....Hotel Richmond
Phone: 3-6633.....Air Time: Full Time
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative .....CBS Radio Spot Sales
Membership .....NARTB, RAB
General Manager.....John B. Tansey
Asst. Gen. Mgr.....W. R. Preston
Sales Manager.....Harold Barre
Promotion Manager.....Jack Stone, Jr.
Program Manager.....Raymond L. Kennedy
Production Manager .....Harold Phillips
Business Manager.....Barron Howard
Pub. Rel. Mgr.....W. R. Bishop
Chief Engineer.....David C. Woods

WXGI—Richmond—1947

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Virginia, Inc.
Bus.-Studio Address.....100 W. Franklin St.
Phone: 7-4684.....Air Time: Daytime
Representative .....Burn-Smith
News Service .....AP
President.....Douglas H. Robertson
General Mgr. .....David M. Wilburn

WDBJ—Roanoke—1924—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Times-World Corp.
Address.....124 W. Kirk Ave.
Phone: 8131.....Air Time: Full Time
News Service .....AP
News. Affil.....Times, World News
Transcription Service .....World
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NARTB, RAB
President .....M. W. Armistead, III
General Manager.....Ray P. Jordan
Commercial Manager.....John W. Harkrader
Program Director.....Paul E. Reynolds
Sales Director.....Frank E. Koehler
Publicity Director.....Katherine Griffey
Chief Engineer.....J. Edward Newman

WRIS—Roanoke—1953

Frequency: 1410 Kc.....Power: 5000 Watts d.
Owned.....Roanoke Independent Bcstrs. Inc.
Address .....Box 702
Phone: 2-3131.....Air Time: Daytime
News Service .....AP
General Mgr. .....Cy Bahakel
Asst. Gen. Mgr.....Frank Tirico

WROV—Roanoke—1946 ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....WROV Bcstrs., Inc.
Bus.-Studio Address...15th & Cleveland Ave.
Phone: 3-4444.....Air Time: Full Time
News Service .....UP
Representative .....Burn-Smith
Gen., Comm. Mgr.....Burton Levine
Sales Manager.....Raymond Bentley
Chief Engineer.....Steve Hart

WSLS—Roanoke—1940 NBC-MBS

Frequency: 610 Kc.....Power: 1000 Watts
Owned.....Shenandoah Life Stations, Inc.
Business-Studio Address.....Radio-TV Center
Phone: 4-9227.....Air Time: Full Time
News Service.....AP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership.....NARTB, RAB
President.....Paul C. Buford
Exec. Vice President.....James H. Moore
Prom. Mgr.....F. L. Corstaphney
Commercial Manager.....Horace Fitzpatrick
Sls. Prom. Dir.....C. R. Garrison
Program Manager.....G. W. Chernault, Jr.
Chief Engineer.....J. P. Briggs

WHLF—South Boston—1947 ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Halifax Bcstg. Co.
Air Time .....Full Time
News Service .....AP
Membership .....RAB, NARTB
Transcription Service .....World
Gen., Comm. Mgr.....John L. Cole, Jr.

WJWS—South Hill—1953

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By....Old Belt Bcstg. Corp.
Address.....South Hill
Phone: 230.....Air Time: Daytime
News Service .....AP
Transcription Service.....Lang-Worth
Membership .....NARTB
President.....C. D. Pennington, Jr.
Gen., Sta., Comm., Sls. Prom. Mgr....W. Hofler
Publicity, Program Director....A. W. Walthall
Chief Engineer.....Charles E. Brown

WAFC—Staunton—1954

Frequency: 900 Kc.....Power: 1 Kw. d.
Owned.....Am. Home Bcstg. Corp.
Address .....P. O. Box 396
Phone: 6-0100.....Air Time: Daytime
News Service .....UP
Trans. Ser. .....SESAC
Station Rep. .....Clark
Membership ..... NARTB
General Manager.....J. L. McFarland

WTON—Staunton—1946
ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Charles P. Blackley
Business-Studio Address.....Morrison Bldg.
Phone: 5-5555.....Air Time: Full Time
News Service .....AP
Transcription Service.....Lang-Worth
Membership .....NARTB
General-Station Mgr.....Charles P. Blackley
Comm.-Sales Prom. Mgr....Charles F. Seebeck
Program Director.....James H. Wooddell
Chief Engineer.....Rex C. Houser

WLPM—Suffolk—1940
ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Suffolk Bcstg. Corp.
Business-Studio Address.....Radio Bldg.
Air Time.....Full Time
Representative.....Sears & Ayer
General Mgr. .....Fred L. Hart

WBOF—Virginia Beach—1954

Frequency: 1600 Kc.....Power: 1 Kw.
Owned.....Va. Beach Bcstg. Corp.
Address .....Box 36
Phone: 1217.....Air Time: Daytime
News Service .....AP
Membership ..... NARTB
Pres., Gen., Sta. Mgr.....Leo Hoarty
Prog. Dir. .....Bruce Miller
Comm., Prom. Mgr.....Wade Williams
Pub. Dir. .....John Keyes
Chief Engineer .....Jack Garrison

WNNT—Warsaw—1949

Frequency: 690 Kc.....Power: 250 Watts d.
Owned.....No. Neck & Tidewater Bcstg. Co.
Address .....Warsaw
Phone: ED. 3-6900.....Air Time: Daytime
News Service .....UP
Transcription Service .....Standard
Pres., Gen., Sta. Mgr.....Grayson Headley
Commercial Mgr.....Ruth R. Rouzie
Sls. Prom. Mgr., Pub. Dir.....Pat Parker
Chief Engineer.....W. Dean Loudy

WAYB—Waynesboro—1947
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Waynesboro Bcstg. Corp.
Address.....526 Main St.
Phone: 6066.....Air Time: Full Time
Rep. .....Donald Cooke
Membership .....NARTB
Pres., Gen., Sta., Comm. Mgr...N. Wilbur Kidd
Program Director.....Al Charles
Chief Engineer.....Donald D. Curtis

WINC—Winchester—1941
ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Richard Field Lewis, Jr., Inc.
Business Address.....Box 605
Phone: Mohawk 2-4855...Air Time: Full Time
News Service .....UP
Membership ..... NARTB
President.....Richard Field Lewis, Jr.
Gen., Sta., Comm. Mgr.....James Holder
Sls. Prom. Mgr.....Wally Hankin
Program Director.....Phil Potter
Chief Engineer.....Phil Whitney

WYVE—Wytheville—1949
KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Wythe County Bcstg. Co.
Address.....P. O. Box 534
Phone: CApitol 8-3185.....Air Time: Daytime
News Service .....UP
Membership .....NARTB
Transcription Service.....Lang-Worth
President, Gen. Mgr.....A. M. Gates, Jr.
Commercial Manager...Frank Foy Lindamood
Chief Engineer.....Jack Fleming

KBKW—Aberdeen—1949
ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....KBKW, Inc.
Address.....701 E. Heron St.
News Service .....AP
Transcription ..... World
Representative ..... Feltis Paschall
Membership ..... NARTB
President .....Archie Taft, Jr.
Manager .....Mahlon R. Taft

KXRO—Aberdeen—1927
MBS-KBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By .....KXRO, Inc.
Address .....207½ E. Market St.
Phone: AB. 4098.....Air Time: Full Time
News Service .....UP
Rep. .....Moore-Lund, Walker, O'Connell
Transcription Service.....Lang-Worth
Membership.....NARTB, RAB
President.....Harry R. Spence
General Manager.....Fred G. Goddard
Station Mgr.....John B. Waitkus
Program Director.....Phillip M. Wacker
Comm. Mgr. .....Roy Johnson
Sales Prom. Manager.....Monte Cook
Publicity Director.....Fred Hepner, Jr.
Chief Engineer .....Philip True

KPUG—Bellingham—1948
MBS-KBS

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Operated By.....KPUG, Inc.
Business Address.....P. O. Box 655
Phone: 1170.....Air Time: Full Time
News Service .....UP
Newspaper Affil.....Burley (Id.) Herald, St. Helena (Ore.) Mist
Rep.....Headley Reed; Hunt; Moore-Lund
President .....Jessica L. Longston
Gen., Station Mgr.....James Hamstreet
Commercial Manager.....John DiMeo
Publicity Dir.....Dorothy Jacobson
Sls. Prom. Mgr.....B. Lundgren
Program Director.....Ed Triplett
Chief Engineer.....Donald R. Pinney

KVOS—Bellingham—1927
ABC

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....KVOS, Inc.
Bus.-Studio Address.....1151 Ellis St.
Phone: 790.....Air Time: Full Time
News Service .....UP
Representative .....Forjoe, Moore & Lund
President .....Rogan Jones
Gen., Sta., Comm., Mgr....Alex de Schweinitz
Prog., Pub. Dir.....Haines Fay
Chief Engineer.....John Price

KBRO—Bremerton—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Bruce Bartley
Address .....205 Wash. Ave.
Phone: Essex 7-3995.....Air Time: Full Time
News Service .....UP
Station Rep. .....Feltis
Membership ..... RAB
Owner .....Bruce Bartley
Manager.....Link Perry
Sales Mgr. .....Randy Archer

KELA—Centralia-Chehalis
1937—MBS-DON LEE

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central Bcstg. Corp.
Business Address.....P.O. Box 720, Centralia
Phone: Centralia PE 6-3321. Air Time: Full Time
News Service .....UP
Rep...Moore-Lund, Walker, Western Radio Sls.
Membership .....RAB
President.....J. Elroy McCaw
Sec.-Treas.....Mabel A. Gwinn
Gen., Sta., Comm. Mgr.....Joe Chytil
Sales Prom. Mgr.....William Tilton
Pub., Prog. Director.....Donald Younghans
Publicity Director.....Don Berry
Chief Engineer.....Lloyd Hannah

KITI—Chehalis-Centralia
1954

Frequency: 1420 Kc.....Power: 1 Kw. d.
Owned-Operated By.....KITI Corp.
Address.....804 Market St.
Phone:.....Sherwood 8-3379
Newspaper Affil.....Daily Chronicle
News Service.....UP
Transcription .....World
Representative.....Best; Moore; Feltis; Cox
Membership .....RAB
Pres., Gen., Sls. Prom. Mgr.....D. Whitman
Commercial Manager.....Donald M. Heinen
Chief Engineer.....Harold C. Singleton

KCLX—Colfax—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Adrian De Vries
Address .....Box 710
Phone: 780.....Air Time: Full Time
News Service .....AP
Representative.....Best; Moore-Lund
Owner, Gen., Sta. Mgr.....Adrian De Vries
Publicity Dir.....Ross Pellerin
Chief Engineer.....E. V. McVay

KCVL—Colville—1955—KBS

Frequency: 1480 Kc.....Power: 1 Kw. d.
Owned-Operated By.....Colville Bcstg. Co.
Address.....Mantz & Rickey Rd.
Phone: 990.....Air Time: Daytime
Representative ..... Best
News Service .....UP
General Manager.....Merle B. Petersen
Commercial Manager.....J. P. Esvelt

KGDN—Edmonds—1954

Frequency: 630 Kc.....Power: 1000 Watts
Owned...Garden of the King Enterprises, Inc.
Phone: Lincoln 3133.....Air Time: Daytime
News Service.....AP
Transcription .....SESAC
President .....Mike Martin
Manager.....A. Orville Helgeson
Program Director.....Gerald Swanson

KXLE—Ellensburg—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Central Washington Bcstrs.
Bus. Add. Trans. Loc.....Box 600
Phone: 2-1488.....Air Time: Full Time
Transcription Service.....Associated, World
Representative .....McGillvra
Membership .....NARTB
President.....Goodwin Chase, Jr.
Gen., Sta. Manager.....Joe Kendall
Commercial Manager.....Bill Hanning
Sls. Prom. Mgr.....Bill Allen
Publicity Director.....Ron Forsell
Chief Engineer.....Robert I. Sampson

KULE—Ephrata—1949

Frequency: 730 Kc.....Power: 1,000 Watts d.
Owned-Oper. By...Columbia Basin Bcstg. Co.
Phone: 4-4686 .....Air Time: Daytime
News Service ..... UP
Transcription ..... Standard
Membership .....NARTB, RAB
General Manager.....Bob Moore
Sales Manager.....Bob Osland

KRKO—Everett—1920

Frequency: 1380 Kc. .....Power: 1000 Watts
Owned-Oper. By....The Everett Bcstg. Co., Inc.
Address.....P. O. Box 916
Phone: Cedar 1144.....Air Time: Full Time
News Service .....AP
Representative.....McGillvera, Moore & Lund
Membership ..... RAB
General Manager.....William R. Taft
Sales Manager.....Warren Johnson
Chief Engineer.....Dave Foley

KFDR—Grand Coulee—1950
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Ralph A. Nachtmann
Address .....Box 395
Phone: 322.....Air Time: Full Time
News Service .....UP
Representative.....Moore-Lund; Best
General Manager.....R. A. Nachtmann
Program Director.....Alcvin Theisen
Chief Engineer.....Raymond Groff

KLOG—Kelso—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ...N.W. Public Services, Inc.
Address .....P. O. Box 90
Phone: GArden 3-4900.....Air Time: Full Time
News Service .....UP
Representative.....Feltis, Ayres, Best
President .....Roscoe A. Day, Jr.
General Manager.....John Carlson
Program Director.....Lowell Gibson
Chief Engineer.....Paul Johnson

KWIE—Kennewick—1949

Frequency: 610.....Power: 5000 Watts
Owned-Oper. By .....KWIE, Inc.
Address .....11 S. Cascade St.
Phone: Justice 2-5115.....Air Time: Full Time
Representative....Moore-Lund, Robert Meeker
Membership .....NARTB
President, Gen. Mgr.....Harold A. Clark
Comm. Mgr., Chief Eng.....C. J. McCredie
Program Director.....Mar. Jean Matthews

KNBX—Kirkland—1949
KBS

Frequency: 1050 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Eastside Bdcstg. Co.
Address Trans. Loca. .....Civic Center
Phone: VA. 1201.....Air Time: Daytime
News Service.....UP
Representative .....Best
Presidents ..L. N. Ostrander, W. A. Chamness
General Manager.....G. A. Wilson
Comm. Mgr.....John G. Joachims
Sls. Prom. Mgr.....W. D. Love
Program Director.....William S. McMillan
Publicity Director.....R. Anita Busek
Chief Engineer .....Don Bevilacqua

KBAM—Longview—1955

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Altru Bcstg. Co.
Address.....Box 31
Phone: HA 3-1210.....Air Time: Daytime
News Service.....INS
Partners.....W. Gorden Allen & John Truhan
General Manager.....Arne G. Peterson
Commercial Manager.....Lowell Bryan
Program Director.....Jim Jones
Chief Engineer.....Kenneth Vancel

KWLK—Longview—1938
DON LEE-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Twin City Bcstg. Corp.
Bus.-Studio Add..Natl. Bank of Commerce Bldg.
Phone: 1500.....Air Time: Full Time
Transcription Service .....World
Representative.....W. S. Grant; Moore-Lund
Membership ..... RAB
General Manager.....Bob L. Moran

KSEM—Moses Lake—1947

Frequency: 1470 Kc.....Power: 1 Kw.
Owned-Operated By.....KSEM, Inc.
Address .....Box 276
Phone: Ro 5-3441.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus
Membership .....NARTB
President.....Jessica Longsten

General Manager.....James Hanstreet
Station Manager.....James Schroeder
Program Director.....Fran King
Commercial Manager.....Roy Robinson
Sls. Prom. Mgr.....Bill Utsunomiya
Publicity Director.....Al Morris
Chief Engineer.....Earl Bayne

KBRC—Mount Vernon—1946

Freq: 1430 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Operated By.....Beckley Radio Co.
Bus.-Studio Address.....P.O. Box 240
Phone: GA 4-2430.....Air Time: Full Time
Representative .....Moore-Lund, McGillvra
Pres., Gen., Sta. Mgr.....Leo H. Beckley
Commercial Mgr.....Frank Snyder
Pub., Dir., Prog. Dir.....Joe Armey
Chief Engineer.....Walt Bjerke

KGY—Olympia—1922 MBS-DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....Tom Olsen
Address Trans. Loca. ..Rockway Leland Bldg.
Phone: Fleetwood 6-6636...Air Time: Full Time
News Service .....AP
Newspaper Affil.....News
Representative.....George Clark, Art Moore
Membership .....RAB, NARTB
General Manager.....Tom Olsen
Sta., Comm. Mgr.....Elmer J. Holmberg
Sls. Prom., Prog Dir.....Don Jones
Publicity Director.....Robert Cummings
Chief Engineer .....Charles A. Roark

KOMW—Omak—1947

Frequency: 680 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KOMW, Inc.
Business-Studio Address.....Omak
Phone: 00.....Air Time: Daytime
News Service ..... UP
Representative .....Feltis; Ayres
Membership .....NARTB
President.....R. L. McNett
General Manager .....Dean Nichols

KZUN—Opportunity—1955

Frequency: 1270 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Voice of Spokane Valley
Address.....E. 3811 9th, Spokane
Partners.....R. L. Swartz, A. MacKelvie, H. G. Olsen

KPKW—Pasco—1945—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By .....Western Radio Corp.
Address.....Chase & "A" Sts.
Phone: LIberty 7-3337.....Air Time: Full Time
News Service .....UP
Representative .....Feltis
Transcription Service .....Capitol
Pres., Gen. Mgr.....V. B. Kenworthy
Sta. Mgr., Prog. Dir.....Walter Mott
Commercial Manager.....Jerry Hawkins
Sls. Prom. Mgr.....Dick Wood
Chief Engineer.....Robert Rockne

KONP—Port Angeles—1945 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Pacific, Inc.
Bus.-Studio-Transmitter Address..313 W. First
Representative .....Moore & Lund
Membership .....RAB
Pres., General Mgr.....C. N. Webster
Station Manager .....Keith Patterson

KOFE—Pullman—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Bayton & Hicks
Address.....Pullman-Colfax Hy.
Membership ..... RAB
Station Rep. .....Ayres, Best
Station Mgr. .....J. Ronald Bayton
Commercial Mgr.....John R. Puckett
Promotion Mgr.....B. J. Bayton

KAYE—Puyallup—1952 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Henry Perozzo
Address.....P. O. Box 271
Phone: 5-7711.....Air Time: Full Time
Manager .....Henry Perozzo

KAPA—Raymond—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Pacific Bcstg. Corp.
Address .....P. O. Box 626
Phone: 1010.....Air Time: Full Time
Representative .....Walker, Moore-Lund
President .....Joe Chytil
Gen., Sta. Comm. Mgr.....Lee Stottlemyre
Sls. Pro. Mgr. Prog., Pub. Dir..Clayton Stewart
Chief Engineer .....Robert Sheetz

KLAN—Renton—1952

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By .....Interlake Bdcstg. Corp.
Address Trans. Loca.....Box 449
Phone: OL. 8245.....Air Time: Part
President .....Ralph Sander
General Mgr. .....Clifford H. Hansen
Commercial Mgr.....Ray Pounder
Program Director.....Jack L. Tregellas
Chief Engineer.....James McGavick

KALE—Richland—1950

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By.....KALE, Inc.
Address.....P. O. Box 367
Phone: RI. 4-3180.....Air Time: Full Time
Representatives .....O'Connell, Kinkaid
President.....R. S. McCaw
Gen., Comm. Mgr.....L. G. Dix

KAYO—Seattle—1926

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. d.
Owned-Operated By...Wash. Telecasters, Inc.
Add., Trans. Loca.....2939 Fourth Ave. So.
Phone: ELiot 2480.....Air Time: Full Time
News Service .....UP
President.....Jessica L. Longston
Exec. Vice-Pres.....R. E. Pollock
Gen., Sta. Mgr.....Rod McCandle
Sales Prom. Mgr., Pgm. Dir.....Ben H. Harkins
Chief Engineer.....Verle Jones

KING—Seattle—1947—ABC

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Oper. By.....KING Bcstg. Co.
Address.....320 Aurora Ave.
Phone: Mutual 3555.....Air Time: Full Time
Representative .....Blair
News Service.....UP, INS
Membership .....NARTB, RAB
President.....Mrs. A. Scott Bullitt
V.P., Gen. Mgr.....Otto P. Brandt
Sta. Sales Mgr.....Frederick Von Hofen
Merchandise Manager.....G. W. Parker
Pub. & Prom. Mgr.....M. A. Anderson
Operations Manager.....J. R. French
Chief Engineer.....James D. Middlebrooks

KIRO—Seattle—1927—CBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Queen City Bcstg. Co.
Bus.-Studio Address...1530 Queen Anne Ave.
Phone Number.....Alder 9800
News Service .....UP
Transcription .....Columbia
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NARTB
President, Gen. Mgr.....Saul Haas
Comm. Manager.....William F. Tucker
Station Manager.....Lincoln W. Miller
Publicity Director.....John Shield
Program Director.....Warren McCloy
Chief Engineer.....James Upthegrove

KJR—Seattle—1923

Frequency: 950 Kc. .....Power: 5000 Watts
Owned-Oper....Mt. Rainier Radio & TV Bcstg.
Business-Studio Address....2600 26 Ave. S.W.
Phone: Holly 5100.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Representative .....Avery-Knodel
Membership .....RAB
Pres., Gen Mgr.....Lester M. Smith
Commercial Manager.....Gaylen S. Blackford
Pgm. Director.....Homer Pope
Chief Engineer.....Don M. Anderson

KOL—Seattle—1922

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Seattle Bcstg. Co.
Bus.-Studio Address.....1100 W. Florida St.
Phone: MA. 2312.....Air Time: Full Time
News Service.....UP, INS
Representative .....Bolling
Membership .....RAB
President.....Marie S. Taft
General Manager.....Archie Taft, Jr.
Commercial Manager.....Gil Bond
Program Director.....Phyllis O. Miller
Chief Engineer.....Perry Lind

KOMO—Seattle—1926—NBC

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned-Oper. By....Fisher's Blend Station, Inc.
Bus.-Studio Address.....100 4th Ave. No.
Phone: SE. 6000 .....Air Time: Full Time
News Service .....UP
Transcription Service.....Associated
Representative .....NBC Spot Sales
Membership .....NARTB, RAB
President.....O. W. Fisher
General Manager.....W. W. Warren
Sales Manager.....King Mitchell
Sls. Prom. Mgr.....Bill Cathey
Program Manager.....F. J. Patterson
Chief Engineer.....C. E. Miller

KTW—Seattle—1920

Frequency: 1250 Kc.....Power: 1000 Watts
Owned.....The First Presbyterian Church
Address.....7th Ave. & Spring St.
Phone Number.....Mutual 1250
Air Time .....Shared
Gen. Mgr., Ch. Eng.....James S. Ross
Comm. Mgr., Prog. Dir., Mgr...Don Bevilacqua
Sls. Prom. Mgr.....Bill Lehnoff
Publicity Dir.....Neil Burmester

KVI—Seattle—1929—MBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Puget Sound Bcstg. Co., Inc.
Business Address.....Camlin Hotel
Phone: SEneca 4848.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative.....H-R Reps.
Membership ..... NARTB
President, Gen. Mgr.....Mrs. Vernice Irwin
Commercial Mgr.....Earl T. Irwin
Program Dir.....Harry Long
Chief Engineer.....D. M. McDonough

KXA—Seattle—1926

Frequency: 770 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KXA, Inc.
Bus.-Studio Address.....320 Second Ave., W.
Phone: AL. 8600.....Air Time: Daytime
News Service .....AP
Representative .....Meeker
Membership .....NARTB, RAB
President.....Wesley I. Dumm
Vice-Pres., General Manager...Hugh A. Smith
Prog. Dir., Chief Engineer.....John Dubuque

KGA—Spokane—1926—ABC

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned-Oper. By....Bankers Life and Casualty
Bus.-Studio Address.....4444 Lawrence Ave.
Phone: KE 0631.....Air Time: Daytime
News Service .....UP
Membership .....NARTB, RAB
Representative ..... Venard

President.....John MacArthur
General Manager.....Dick Godon
Sales, Prom. Mgr.....Irv Prell
Program Director.....Bob Liddle
Chief Engineer.....Val Strange

KHQ—Spokane—1922—NBC

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....KHQ, Inc.
Bus.-Studio Address.....Radio Central Bldg.
Phone: MA. 5131.....Air Time: Full Time
News Service .....AP
Transcription Service .....Muzak
Representative .....Katz
Membership .....NARTB, RAB
Pres., Gen. Sta. Mgr.....Richard O. Dunning
Comm. Mgr., Prog. Dir.....J. Birney Blair
Sls. Prom., Pub. Dir.....Rex Gerlach
Chief Engineer.....A. G. Sparling

KNEW—Spokane—1947
MBS-DON LEE

Frequency: 790 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Inland Empire Bcstg. Co.
Address .....57th & Helena
Phone: Keystone 9363.....Air Time: Full
Representative .....Weed
Membership .....NARTB
Pres., Gen. Mgr. .....Burl C. Hagadone
Station Manager .....C. E. Rodell

KREM—Spokane—1947

Freq.: 970 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Louis Wasmer
Address.....4103 South Regal
Phone: Keystone 0466....Air Time: Full Time
News Service .....AP
Membership ..... RAB
Representative ..... Forjoe
Owner .....Louis Wasmer
Gen., Sta., Comm. Mgr.....Robert H. Temple
Program Director.....E. A. Moseley
Chief Engineer.....Homer W. Mead

KSPO—Spokane—1922

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Williams and Cody
Address, Trans. Loca.....Realty Bldg.
Phone: Riverside 8033...Air Time: Full Time
Membership ..... NARTB
Station Rep. .....Paschall
General Manager .....Gene Williams

KXLY—Spokane—1922
CBS

Frequency: 920 Kc.....Power: 5,000 Watts
Owned-Oper. By.....No. Pacific Radio Corp.
Address.....Television Center
Phone: Madison 1218.....Air Time: Full Time
Rep.....Avery-Knodel; Moore & Lund
General Manager.....Richard E. Jones
Sales Mgr. .....James Agostino
Program Director.....George Anthony
Prom. Mgr.....Robert Moore

KREW—Sunnyside—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Cole E. Wylie
Address .....7th & Decatur
Phone: 7-2277 .....Air Time: Full Time
News Service .....AP
Representative .....McGillvra
Membership .....NARTB, RAB
President.....Cole E. Wylie
General Manager.....Don G. Bennett
Program Director.....Jean Runyan
Chief Engineer.....John Berg

KMO—Tacoma—1926

Frequency: 1360 Kc.....Power: 5 Kw.
Owned.....Tacoma Radio Corp.
Address .....914½ Broadway
Phone: FU. 1581.....Air Time: Full Time
Representative.....Avery Knodel
Pres., Gen. Sta. Mgr.....J. Archie Morton
Commercial Manager.....R. T. McKenzie
Prom., Pub. Dir.....Gene Dryden
Program Director.....Clair Weidenaar
Chief Engineer .....John Rybon

KTAC—Tacoma—1942

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....Tacoma Bcstrs., Inc.
Address .....Winthrop Hotel
Phone: BR. 2241.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Gill-Perna, Moore
Membership .....NARTB
President, Gen. Mgr.....Jerry Geehan
Station, Sales Prom. Mgr.....John Condon
Prog. Dir.....Dick Weeks
Chief Engineer.....R. C. Velo

KTNT—Tacoma—1952

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Tribune Publ. Co.
Address.....So. 11th & Grant Sts.
Phone: FU. 2561 .....Air Time: Full Time
Transcription Service.....Lang-Worth
Newspaper Affil. .....News Tribune
News Service.....AP, UP
Membership.....NARTB, RAB
Representative .....Weed
General Manager.....Len Higgins
Commercial Mgr.....John Upham
Program Director..... Don St. Thomas
Chief Engineer.....Max H. Bice

KENE—Toppenish—1954
KBS

Frequency: 1490 Kc.....Power: 150 Watts
Owned .....Radio Bcstrs., Inc.
Address.....P. O. Box 350
Phone: 5-7272.....Air Time: Full Time
News Service .....UP
Representative .....Ayres
Gen., Comm. Mgr.....V. E. Sawyer

KHFS—Vancouver—1954

Frequency: 1150 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....Western Bcstg. Co.
Address.....5500 Fourth Plain Road
Phone: OXford 3-2565.....Air Time: Daytime
General Manager.....Ralph C. Weagant
Commercial Manager.....Ernest Crater
Sls. Prom. Mgr.....Jack Nino
Chief Engineer.....Howard Bryce

KVAN—Vancouver—1939

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....KVAN, Inc.
Studio Address .....707 Main St.
Phone: OX. 4-3325 .....Air Time: Full Time
Newspaper Affil.....Coos Bay Times
News Service .....UP
Representative .....Bolling
Membership .....RAB, NARTB
President.....Sheldon F. Sackett
General-Station Mgr.....Jack Irvine
Comm. Mgr. .....Bob Davis
Chief Engineer.....Leo Erickson

KTEL—Walla Walla—1946
ABC

Frequency: 1490 Kc. .....Power: 250 Watts
Owned-Oper. By ....Walla Walla Bdcstg. Co.
Address.....Book Nook Bldg.
Air Time .....Full
News Service .....AP
Membership .....RAB
Transcription Service .....World
Representatives.....Grant, West Coast Sales
Pres., Gen. Mgr.....Jack Keating
Sales Manager.....Don Harris

KUJ—Walla Walla—1928
MBS-DON LEE

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....KUJ, Inc.
Business-Studio Address.....55 E. Main St.
Phone: 1230 .....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Forjoe, Moore-Lund
Membership ..... NARTB
President .....H. E. Studebaker
Manager .....Tom Haveman

KPQ—Wenatchee—1929
ABC-NBC

Frequency: 560 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Wescoast Bcstg. Co., Inc.
Bus.-Studio Address.....2nd & Columbia Sts.
Phone: NO 3-5121.....Air Time: Full Time
Representative .....Forjoe
Pres., Sta., Gen. Mgr.....James W. Wallace
Prom., Comm. Mgr. .....Pat O'Halloran
Program Director .....Dorothy Lee
Publicity Director.....Janis Owings
Chief Engineer.....George Frese

KWNW—Wenatchee—1948
MBS-DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Wenatchee Broadcasters
Address .....P. O. Box 1510
Phone: Normandy 2-7135..Air Time: Full Time
Rep. .....McGillvra, Feltis
General Mgr.....Stuart S. Maus
Station Manager.....Mark A. Sorley
Chief Engineer.....Warren Brown

KIMA—Yakima—1944—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By .....Cascade Bdcstg. Co.
Address.....P. O. Box 702
Phone: 6104.....Air Time: Full Time
Rep. .....Weed & Co., Moore & Lund
President.....A. W. Talbot
Radio Manager.....Thomas C. Bostic
Commercial Mgr.....W. B. Hansen
Sales Manager.....C. C. Cartony
Sls. Prom. Mgr.....Ed Neltner
Program Director.....Don White
Publicity Director.....Ed Morrissey
Chief Engineer.....Harry Helm

KIT—Yakima—1929
ABC-NBC-KBS

Freq.: 1280 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....KIT, Inc.
Business-Studio Address..414 E. Yakima Ave.
Phone: 8115 .....Air Time: Full Time
Representative .....Branham
President .....Carl E. Haymond
Gen., Sta. Mgr.....James A. Murphy
Com., Prom. Mgr.....Jack H. Goetz
Chief Engineer.....H. B. Murphy

KUTI—Yakima—1955

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Independent Broadcasters
Address .....Box 261
Phone: 2-6900.....Air Time: Daytime
Representative .....Forjoe
President .....W. N. Nelskog
Gen., Sta. Mgr.....P. M. Crain
Comm. Mgr.....R. R. Fleming
Sls. Prom., Pub. Dir.....J. McAdams
Chief Eng. .....D. M. Gay

KYAK—Yakima—1947—MBS

Freq.: 1390 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Yakima Bcstg. Co.
Address.....P. O. Box 172
Phone: 2-7142.....Air Time: Full Time
Representative .....Headley-Reed
President.....Robert S. McCaw
General Manager.....Richard J. Passage
Sls. Prom. Mgr.....Stan Kramien
Commercial Manager.....Anthony Maucione
Program Director.....Larry Campen
Chief Engineer.....Donald E. Gardner

WJLS—Beckley—1939—CBS

Freq.: 560 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By.....Joe L. Smith, Jr., Inc.
Bus.-Studio Address.....WJLS Building
Phone: 7311 .....Air Time: Full Time
News Service .....UP
Representative .....Weed
Membership .....NARTB
President .....Joe L. Smith, Jr.
Gen. Sta. Manager.....Virginia N. Cooper
Comm. Manager.....R. R. Brown
Program Director.....Dallas Boyd
Chief Engineer.....Al J. Ginkel

WWNR—Beckley—1946

Freq.: 620 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Rahall Bcstg. Co.
Business-Studio Address.....1565 Harper Rd.
Phone: 9309.....Air Time: Full Time
News Service .....AP
Rep. .....Everett-McKinney, Dora-Clayton
President.....N. Joe Rahall
Gen., Sta. Mgr. .....R. H. Booth
Comm. Mgr. .....Margaret A. Jenkins
Sls. Prom. Mgr.....Eugene Morehouse
Prog. Dir. .....C. P. Vogel, Jr.
Pub. Dir. .....Nan Tucker

WHIS—Bluefield—1928—NBC

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Oper. By....Daily Telegraph Prtg. Co.
Business-Studio Address.....412 Bland St.
Phone: 7-6171.....Air Time: Full Time
Newspaper Affil..Daily Telegraph, Sunset News
Transcription Service.....World, Cole
Membership ..... NARTB
Representative .....Katz
President .....Jim H. Short
Gen. Mgr.....Hugh I. Shott, Jr.
Sta., Comm. Mgr.....Melvin Barnett
Program Director.....Janie Marie Lambert
Chief Engineer .....J. F. Byers

WKOY—Bluefield—1948 MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....WKOY, Inc.
Address.....West Virginian Hotel
Phone: DA 5-7185.....Air Time: Full Time
Trans. Ser. .....Thesaurus
Rep.....Devney & Co., Holman, Dora-Clayton
Pres., Gen., Mgr.....J. Lindsley Alley
Comm. Mgr.....J. Robert Alston
Program Director.....Carolyn Wolfe
Chief Engineer.....Roy Hill

WCAW—Charleston—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Corp.
Address .....Kanawha Hotel
Phone: 3-7503.....Air Time: Full Time
Trans. Service .....Lang-Worth, Standard
News Service .....AP
Representative .....Thomas F. Clark
President .....W. D. Stone
Gen. Mgr. .....Selma D. Pierson
Sta., Comm. Mgr. .....O. O. Pierson
Program Director.....Al Walker
Chief Engineer .....Frank Allender

WCHS—Charleston—1927 CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By .....The Tierney Co.
Address.....1111 Virginia St. E.
Phone: 28-131 .....Air Time: Full Time
Representative .....Branham
Membership .....NARTB, RAB
President.....Lewis C. Tierney
Gen. Mgr.....John T. Gelder, Jr.
Comm. Mgr.....John L. Sinclair, Jr.
Sales Mgr. .....Robert M. Sinclair
Program Director .....Joe Farris
Promotion Director.....Phil Sheridan
Chief Engineer.....William E. Dixon

WGKV—Charleston—1939 NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Kanawha Valley Bdcstg Co.
Address .....20 Dickinson St.
Phone: 3-7541.....Air Time: Full Time
Transcription Service .....SESAC
Newspaper Affil.....Huntington Publ. Co.
Representative .....Katz
Pres.....Lawrence H. Rogers
Gen., Sta. Mgr.....William R. Murray
Comm. Manager.....Gilbert D. Brooks
Program Director.....Robert Entley
Chief Engineer.....Howard A. Martin

WKNA—Charleston—1946

Frequency: 950 Kc...Power: 5000 d., 1000 n.
Owned-Oper. By.....Joe L. Smith, Jr., Inc.
Bus.-Studio Address.....Box 3106
Phone: 3-5575.....Air Time: Full Time
News Service .....UP
Representative .....Weed
Membership ..... NARTB
President.....Joe L. Smith, Jr.
Gen., Sta. Manager.....Willard S. Jackson
Comm. Director.....J. Kent Hackleman
Prog. Director.....Don O. Hays
Pub. Director.....Myrtle MacPherson
Chief Engineer.....A. J. Ginkel

WTIP—Charleston—1946 MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Chemical City Bcstg. Co.
Bus.-Studio Address.....Capitol & Fife
Phone: 23-136 .....Air Time: Full Time
Representative .....Forjoe
President .....Gus Zaharis

Gen., Sta. Mgr.....Berton Sonis
Comm. Mgr.....Mel S. Burka
Sls. Prom., Prog. Director.....Bob Bower
Chief Engineer.....Paul Sullivan

WBLK—Clarksburg—1937
NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Ohio Valley Bcstg. Corp.
Address.....Robinson-Grand Theatre Bldg.
Phone: 5-5475.....Air Time: Full Time
Representative .....Branham
Membership .....RAB, NARTB
Vice President.....George H. Clinton
Comm. Manager.....Charles A. Gaylord
Publicity Director.....Wilda McCarty
General Manager.....Carl Loose
Program Manager.....Don McWhorter
Chief Engineer.....V. G. Brooks

WHAR—Clarksburg—1946
MBS-ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WHAR, Inc.
Address Trans. Loca.....1200 E. Pike St.
Phone: 4-5525-6.....Air Time: Full Time
News Service .....UP
Transcription .....World
Membership .....NARTB
Pres., Gen. Mgr.....Walter Patterson
Commercial Manager.....F. T. Gregg
Program Director .....James Harper
Chief Engineer.....Beryl Snyder

WPDX—Clarksburg—1946

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Clarksburg Bcstg. Corp.
Business-Studio Address.....339 W. Main St.
Phone: 4-6425 .....Air Time: Daytime
News Service .....AP
V.P., Treas. .....R. C. Warden
Gen. Mgr. .....Joe M. Larosa

WDNE—Elkins—1948
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....W. Va. Radio Corp.
Address .....Davis & Wash. Sts.
Phone: 1300 .....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Membership ..... NARTB
President.....Mrs. A. J. R. Greer
Gen., Sta. Manager.....Richard E. Nason
Program Director .....Ed Doyle
Comm. Manager.....Grady F. Guye
Chief Engineer.....James K. Phares

WMMN—Fairmont—1928
CBS

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Oper. By.....Peoples Bcstg. Co.
Address .....208 Adams Street
Phone: 3100.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....H-R Reps
Membership .....NARTB, RAB
Vice President, Gen. Mgr.....Herbert Evans
Station Manager.....A. G. Ferrise
Asst. Manager.....Frank J. Lee
Program Director.....Francis Lauzau
Sls. Prom., Pub. Dir.....Howard Haid
Chief Engineer.....Harry W. Jackson

WTCS—Fairmont—1946
ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Fairmont Bcstg. Co., Inc.
Bus.-Stu. Address.....Radio Pk., Gaston Ave.
Bus.-Studio Address.....108 Gaston Ave.
Phone: 5000 .....Air Time: Full Time
Representative ..... Gill Perna
President.....Connie B. Gay
General Manager.....Donald J. Tucker
Station Manager.....Robert E. Cobbins
Sls. Prom. Manager.....H. Denney
Program Director.....Guy Willy
Publicity Director.....Joel D. Lehman
Chief Engineer.....Edward Lenaway

WHTN—Huntington—1947
MBS

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper...Greater Huntington Radio Corp.
Business-Studio Address....1112½ Fourth Ave.
Phone: 3-3453 .....Air Time: Daytime
Transcription Service .....Thesaurus
Rep. .....Indie Sales
General Manager.....John S. Phillips

WPLH—Huntington—1946

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....Huntington Bcstg. Corp.
Business-Studio Address.....1105 Fourth Ave.
Phone: 3-3421.....Air Time: Daytime
News Service .....AP
Transcription Service .....Capitol
Representative .....Walker
Membership .....NARTB
President.....Cy N. Bahakel
Manager .....N. S. Tweel

WSAZ—Huntington—1923
ABC

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....WSAZ, Inc.
Business-Studio Address.....201 Ninth St.
Phone: 38-401.....Air Time: Full Time
Newspaper Affil.....Huntington Publ. Co.
Transcription Service .....Lang-Worth
Representative .....Katz
Membership .....NARTB, RAB
President.....Col. J. H. Long
General Manager.....Lawrence H. Rogers
Station Manager.....C. T. Garten
Prom., Pub., Merchandising....Jack Williams
Comm. Manager.....George Andrick
Program Director.....C. Bosworth Johnson
Chief Engineer.....Leroy Kilpatrick

WKYR—Keyser—1954—KBS

Freq.: 1270 Kc.....Power: 1 Kw. d.
Owned .....Walter Patterson
Address.....Sta. WHAR, Clarksburg, W. Va.
Phone: 3011.....Air Time: Daytime
Station Rep. .....Butscher
Transcription .....World
Membership .....NARTB
President.....Robert K. Richards
Sta. Manager.....Tom Butscher
Comm. Manager.....Joe Barker
Program Director.....Gene Bowen
Chief Engineer.....F. Arnett Swisher

WLOG—Logan—1940—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...C. H. Frey, R. O. Greever
Address.....445 Stratton St.
Phone: 761 .....Air Time: Full Time
Membership ..... NARTB
Partner.....Clarence H. Frey
Partner.....Robert O. Greever

WVOW—Logan—1952

Freq.: 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Logan Bcstg. Co.
Address .....Cons. Bus. Ter. Bldg.
Phone: 2356, 7.....Air Time: Full Time
News Service .....UP
Gen., Comm. Mgr.....William P. Becker

WEPM—Martinsburg—1946 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Martinsburg Bcstg. Co.
Business Address.....Peoples Trust Co. Bldg.
Phone: 5252.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
Membership .....NARTB
Co-Owner.....C. M. Zinn
Co-Owner, Gen. Mgr.....C. Leslie Golliday
Program Director.....Eunice J. Schneider
Comm. Manager.....George N. O'Brien
Sales Prom. Mgr.....C. Rodig
Chief Engineer.....Fred Siffrin

WHJC—Matewan—1951 KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By...Three States Bcstg. Co.
Phone: 4771.....Air Time: Daytime
Transcription Service.....SESAC, Standard
News Service .....UP
Representative .....Thomas Clark
President, Gen. Mgr. .....Fred Morningstar

WMON—Montgomery—1946 MBS

Frequency: 1340 Kc.....Power: 250 Watts
Address.....1028 1st Ave.
Phone: HI 2-2191.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Gen. Manager.....Andrew W. Vickers

WAJR—Morgantown—1940 MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...West Virginia Radio Corp.
Business-Studio Address.....446 Spruce St.
Phone: 9488 .....Air Time: Full Time
News Service .....UP
Newspaper Affil.....Post, News
Transcription Service.....World, Thesaurus
Membership .....NARTB
President .....Agnes J. Reeves Greer
General Manager.....Richard E. Nason
Station Manager.....Jack Fleming
Comm. Manager.....James Redmond
Sls. Prom. Manager.....Ann Walker
Prog. Director.....Robert Connelly
Publicity Director.....Ann Walker
Chief Engineer.....Al Novak

WCLG—Morgantown—1954

Frequency: 1300 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Morgantown Bcstg. Co.
Address.....343 High St.
Phone: 2-3456.....Air Time: Daytime
News Service .....AP
Transcription Serv. .....Lang-Worth
Owner, Gen. Mgr.....C. Leslie Golliday

WMOD—Moundsville—1950 KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Robert W. Munn
Address .....P.O. Box 372
Phone: 990.....Air Time: Daytime
News Service .....UP
Representative .....Thomas Clark
President.....Robert W. Munn
Gen., Prom. Manager.....John T. Taylor
Prog., Pub. Dir.....Helen Flowers
Chief Engineer.....J. W. Jones

WETZ—New Martinsville 1952

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Magnolia Broadcasting Co.
Address.....P. O. Box 391
Phone: 1000.....Air Time: Daytime
Representative .....Gill-Perna
Trans. Service.....Standard
President, Gen. Mgr.....Harry G. Bright
Comm. Manager.....George K. Eubanks
Prog. Director.....Harold Showman
Pub. Director.....Nell Shurtleff
Chief Engineer.....Richard McBride

WOAY—Oak Hill—1947

Frequency: 860 Kc.....Power: 10 Kw. d.
Owned-Oper. By.....Robert R. Thomas, Jr.
Business Address.....Box 251
Phone: 651.....Air Time: Daytime
News Service .....AP
Transcription Service.....Capital, Thesaurus
Representative .....Pearson
Membership .....NARTB
Pres., Gen. Mgr.....Robert R. Thomas, Jr.
Chief Engineer.....Curtis Horton

WCEF—Parkersburg—1954

Freq.: 1050 Kc.....Power: 1000 Watts
Owned-Oper. By.....C. E. Franklin
Address.....P. O. Box 228
Phone: GArfield 2-1844....Air Time: Daytime
Representative .....Thomas Clark
News Service.....AP
Transcription Serv. .....Standard
General Mgr. .....C. E. Franklin
Station Mgr. .....Paula Carr

WCOM—Parkersburg—1947 ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Parkersburg Bdcstg. Co.
Address.....317 Ninth St.
Phone: HUdson 5-4491....Air Time: Full Time
News Service .....AP
Membership .....NARTB, RAB
Transcription Service .....World
Representative .....McGillvra
President.....Joseph M. Handlan
Gen., Sta., Comm. Mgr.....A. N. Archer
Chief Eng., Prog. Dir.....William Collins

WPAR—Parkersburg—1935 CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ohio Valley Bcstg. Corp.
Business-Studio Address.....211 5th St.
Air Time .....Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Branham
Membership .....NARTB, RAB
President .....Austin V. Wood
V.P., Gen. Mgr.....George H. Clinton

WWYO—Pineville—1949

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By ..Wyoming Bdcstg. Co., Inc.
Address .....Box 184
Phone: 2711.....Air Time: Daytime
News Service .....UP
Trans. Ser. .....World
President, Gen. Mgr.....R. D. Bailey
Sta., Com. Mgr.....Edward Hawley
Sls. Prom. Manager.....Hank Frye
Program Director.....Elaine Taylor
Publicity Director.....Jack Mullens
Chief Engineer.....William D. Stone

WLOH—Princeton—1947 ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mountain Bcstg. Co.
Phone: GA 5-2151.....Air Time: Full Time
News Service.....AP
Transcription Service .....Lang-Worth
Membership .....NARTB
Pres., Sta., Prom. Mgr.....Robert Harrison
Prog., Pub. Dir.....Al Rich
Chief Engineer.....Rod Arkell

WRON—Ronceverte—1947 NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Blake Bcstg. Co.
Address .....Shanklin Bldg.
Phone: 300 .....Air Time: Full Time
News Service .....AP
Transcription Service.....Lang-Worth
Representative.....Joseph Hershey McGillvra
General Mgr. .....William E. Blake
Comm. Mgr. .....Gladys Livesay

WKLC—St. Albans—1955

Frequency: 1300.....Power: 1 Kw., d.
Owned-Operated By.....Raymond Kandel
Address .....109 Sixth Ave.
Owner, Gen. Mgr.....R. I. Kandel
Commercial Manager.....H. Diefenbach
Chief Engineer.....Harry Bowen

WEIR—Weirton—1950

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-State Bcstg. Co.
Address.....3992 Main St.
Phone: WE 2815.....Air Time: Full Time
Transcription Service.....Thesaurus
News Service .....AP
Membership ..... NARTB
Representative .....Rambeau
President.....Harold A. Bangert
General Manager.....Edward J. Hirschberg
Station Manager.....Robert E. Badger
Chief Engineer.....James Mark

WELC—Welch—1950

Frequency: 1150 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Pocahontas Bcstg. Co.
Address .....Box 1032
Phone: 1150 .....Air Time: Daytime
News Service .....UP
Representative .....McGillvra
Transcription Service .....World
Membership .....NARTB
President .....Sam Sidote
Program Director.....J. Cullop
Chief Engineer.....Howard R. King

WMCD—Welch—1955

Frequency: 1340 Kc.....Power: 100 W.
Owned-Operated By....Williamson Bcstg. Co.
Address.....Second Ave. at Court St.
President .....Alice Shein

WHAW—Weston—1948 KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Central W. Va. Serv. Corp.
Address.....P. O. Box 431
Phone: 1555 .....Air Time: Full Time
News Service .....UP
Trans. Service.....Associated, Keystone
President .....R. H. Ralston
Vice Pres. .....Francis Andrew

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KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

WHLL—Wheeling—1949

Frequency: 1600 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Wheeling Bcstg. Co.
Address .....Box 989
Phone: Wheeling 6700....Air Time: Daytime
Station Rep. .....Gill-Perna
Transcription Service .....Standard
Station Manager.....K. H. Forney

WKWK—Wheeling—1941 ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Community Bcstg., Inc.
Trans. Add. ..Pythian Bldg. 16th & Market Sts.
Phone: WH 5320.....Air Time: Full Time
News Service .....UP
Station Representative .....Weed
Pres., Gen. Manager.....John B. Reynolds
Commercial Mgr.....Elsie M. Cook
Program Director.....Dale M. Schussler
Pub. Dir. .....John B. Reynolds, Jr.
Chief Engineer.....James Jones

WWVA—Wheeling—1926 CBS

Frequency: 1170 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Storer Broadcasting Co.
Address.....Hawley Bldg.
Phone: WH. 5383 .....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....John Blair
Membership .....NARTB, RAB
President.....George B. Storer
Station Manager.....Paul J. Miller
Comm. Manager.....A. F. Hofman
Sales Prom., Pub. Dir.....Howard W. Meagle
Program Director.....Paul A. Myers
Chief Engineer.....Edwin L. Keim

WBTH—Williamson—1939 MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Williamson Bcstg. Corp.
Business Address.....P. O. Box 261
Phone: 1241.....Air Time: Full Time
Representative.....Gene Grant & Co.
Membership ..... NARTB
Manager .....Alice Shein

WISCONSIN

Pop. Feb. 1, 1956 (Est.) 3,595,000—Families 1,050,000
Radio Homes 990,000—TV Homes 818,426—Stations in State 69

WATK—Antigo—1947

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Antigo Bcstg. Co.
Address .....Antigo
Phone: 3-4124.....Air Time: Daytime
Transcription Service .....Thesaurus
Newspaper Affil.....Daily Journal
News Service .....UP
President, Gen. Mgr.....A. F. Berner
Comm. Manager.....William Chilton
Chief Engineer.....Robert Fowler

WAPL—Appleton—1952

Frequency: 1570 Kw.....Power: 1000 Watts d.
Owned-Oper. By....Bartell Broadcasters, Inc.
Address.....Balliet Hotel, 124 W. Wash. St.
Phone: 4-2609.....Air Time: Daytime
Station Rep.....Gill-Perna
President.....Gerald A. Bartell
Program Director.....Rex Munger
General Manager.....Connie Forster
Comm. Manager.....Bob Culp
Chief Engineer.....Ev Fliegel

WHBY—Appleton—1924 MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Bus.-Studio Address.....600 So. Law St.
Phone: 3-6639.....Air Time: Full Time
News Service .....AP
Representative .....Meeker
Gen., Sta., Comm. Mgr.....Lewis J. Process
Sales Prom. Mgr.....Chris Schneider
Program Director.....Orion Samuelson
Publicity Director.....John Flynn
Chief Engineer.....George Merkl

WATW—Ashland—1940 MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.-Oper. By.....Upp. Mich.-Wisc. Bcstg.
Address.....No. State Bank Bldg.
Phone: 1680 .....Air Time: Full Time
Representative ..... Walker
President, Gen. Mgr.....William L. Johnson
Sta., Comm. Manager.....Arnold J. Peterson
Program Director.....Nancy Anno
Chief Engineer.....Lester Patten

WBEV—Beaver Dam—1951

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By...Beaver Dam Bcstg. Co.
Address .....Box 430
Phone: TU. 5-4439 .....Air Time: Daytime
Exec. V.P., Gen. Mgr.....Charles R. Dickoff
Comm. Mgr.....George Reese

WBEL—Beloit—1948

Frequency: 1380 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Beloit Bcstrs., Inc.
Business-Studio Address.....323 Chestnut St.
Phone: 8-1380.....Air Time: Daytime
News Service .....UP
Representative .....Gill-Perna
President .....Russ Salter
General Mgr.....Robert O. Moran
Sta., Comm. Mgr.....Joe Moen
Chief Engineer.....Leo Wilson

WGEZ—Beloit—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Beloit Bcstg. Co.
Business-Studio Address.....Hotel Hilton
Phone: Emerson 5-8865..Air Time: Full Time
Rep. ..... Everett-McKinney
President.....Sidney H. Bliss
General Manager.....Vern Williams
Commercial Manager.....Bill Bessaire
Prog. Director.....Tom Anderson
Chief Engineer.....Bob Fried

WCHF—Chippewa Falls—1954

Frequency: 1150 Kc.....Power: 1 Kw. d.
Owned .....Chipewa Bcstg. Co.
Address.....108 Bridge St., Ladysmith
Station Rep. .....Clark
President.....Russell G. Salter
General Mgr.....Kerm Stevens

WBIZ—Eau Claire—1947 MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WBIZ, Inc.
Address.....609 Cameron St.
Phone: TEmple 5-5111....Air Time: Full Time
Representative .....Pearson
Membership .....RAB
President, General Mgr.....Howard G. Bill
Chief Eng., Prog. Dir.....Harold Jahnke

WEAU—Eau Claire—1937 NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Central Bcstg. Co.
Business-Studio Address..2415 Hastings Way
Phone: 2-3474 .....Air Time: Full Time
News Service .....UP
Trans. Serv...Associated, SESAC, Lang-Worth
Reps.....Hollingberry, Bulmer & Johnson
General Mgr.....W. C. Bridges
Station Mgr. .....Leo Howard

WRFW—Eau Claire—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned...Chippewa Valley Radio & TV Corp.
Bus.-Studio-Transmitter Address....Eau Claire
Phone: 2-1629.....Air Time: Daytime
News Service .....AP
Transcription Service.....Capitol, Standard
President.....Thomas K. Werner
Gen., Sta. Mgr., Prog. Dir.....Jack Kelly
Comm., Sls. Prom. Mgr.....Richard Werner
Publicity Director.....Katherine B. Wahl
Chief Engineer.....Ralph Main

FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE COVERAGE . . .

AP

FOR RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

KFIZ—Fond Du Lac—1922
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KFIZ Bcstg. Co.
Bus.-Studio-Transmitter Address..18 W. First St.
Phone: 356 .....Air Time: Full Time
Newspaper .....Commonwealth Reporter
News Service .....UP
Representative ..... Holman
Exec. Vice Pres.....Emery W. Martin
General Manager.....Lynn N. Fairbanks
Program Director.....Lucille Fairbanks
Chief Engineer.....Wendell S. Meyers

WBAY—Green Bay—1922
CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Norbertine Fathers
Address .....115 South Jefferson
Phone: HE. 2-3331 .....Air Time: Full Time
News Service .....UP
Representative .....Weed
Managing Director .....Rev. M. J. Beemster
General Manager.....Haydn R. Evans
Comm. Mgr.....Joseph De Young
Prom. Manager.....Robert Meister
Sta. Mgr., Prog. Dir. .....Rodger Mueller
Publicity Dir. .....Marcie Hayden
Chief Engineer.....Wallace Stangel

WDUZ—Green Bay—1947
ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Green Bay Bcstg. Co.
Business-Studio Address.....225 N. Adams St.
Phone: HE 5-5331.....Air Time: Full Time
News Service .....UP
Pres., Gen. Mgr.....Ben A. Laird
Program Dir.....Allen H. Embury
Commercial Manager...Robert A. Vandersteen
Chief Engineer.....Leo Westerman

WJPG—Green Bay—1947
MBS

Freq.: 1440 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By....Green Bay Newspaper Co.
Business Address.....428 Cherry St.
Phone: Hemlock 5-7575...Air Time: Full Time
News Service .....AP
Trans. Ser. .....Standard
Representative ..... Burn-Smith
Membership .....NARTB
General Manager.....Joseph Horner, Jr.
Station Manager.....John M. Walter
Commercial Manager.....Glen R. Holznecht
Program Director.....Charles Gourlie
Chief Engineer.....Elmo Reed

WTKM—Hartford—1954
KBS

Frequency: 1540 Kc.....Power: 500 Watts d.
Owned-Operated By.Kettle Moraine Bcstg. Co.
Address .....Town of Erin, Hartford
Phone: 600 .....Air Time: Daytime
Transcription Service .....World
News Service .....UP
General Mgr. .....Walter Zastrow
Station Mgr. .....Don Zastrow
Program Dir. .....Bill Roberts
Regional Sls. Mgr.....T. Schmitz
Chief Engineer .....George Dodge

WCLO—Janesville—1930
MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Southern Wisconsin Radio, Inc.
Business-Studio Address..200 E. Milwaukee St.
Phone PLeasant 4-3311....Air Time: Full Time
News Service .....AP
Newspaper Affiliation....."Daily Gazette"
Representative .....Everett-McKinney
Membership .....NARTB
President.....Sidney H. Bliss
Gen., Sta. Mgr.....V. W. Williams
Commercial Manager.....Charles W. Bessire
Prom., Pgm., Pub. Dir.....Ralph Schroeder
Chief Engineer.....Wayne Clay

WLIP—Kenosha—1947

Frequency: 1050 Kc.....Power: 250 Watts
Owned-Oper. By.....W. L. Lipman
Address .....625 57th St.
Phone: OLympic 7-6162....Air Time: Daytime
Transcription Service .....Thesaurus
Representative .....Everett-McKinney
Membership .....RAB, NARTB
General Manager .....William L. Lipman
Sta., Comm. Manager.....Hugh Gately
Program Director.....Jerome Golden
Publicity Director.....Steve Kelley
Chief Engineer.....Casimir Lubinski

WKBH—La Crosse—1923
NBC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBH, Inc.
Business-Studio Address.....141 So. 6th St.
Phone: 2-4678 .....Air Time: Full Time
News Service.....AP
Transcription Service .....World
Representative .....H-R
Membership .....RAB, NARTB
President, Station Mgr.....Howard Dahl
Program Director.....Berneice Callaway
Sales Manager.....Robert Z. Morrison, Jr.
Chief Engineer.....Al Leeman

WKTY—La Crosse—1948
ABC

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lee & Associates, Inc.
Business-Studio Address.....112 N. 4th St.
Phone: 2-6042.....Air Time: Full Time
News Service .....UP
Rep. .....Everett-McKinney, Bulmer-Johnson
President .....Herbert H. Lee

Gen. Mgr. .....Don O'Brien
Comm. Mgr.....Milo Knutson
Prom. Dir. .....Charles R. Kearns

WLCX—La Crosse—1947
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Phillippe Bcstg. Corp.
Address .....Rivoli Theatre Bldg.
Phone: 4-4521.....Air Time: Full Time
News Service .....UP
Station Rep.....Sears & Ayer
President .....R. L. Phillippe
General Mgr.....Gene W. Phillippe
Commercial Mgr. .....R. A. Gaumer
Promotion Mgr. .....Ken Nyman
Promotion Mgr. .....Carol Phillipe
Program Mgr. .....Catherine Goillaume
Chief Engineer .....Bill Bruring

WLDY—Ladysmith—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Flambeau Bcstg. Co.
Phone: 584.....Air Time: Full Time
Representative .....Thomas Clark
President .....Ruth B. Nelson
Sec'y Treas., Gen. Mgr.....Chas. H. Nelson
V.P., Sta. Mgr.....W. J. Blake

WIBA—Madison—1925—NBC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By.....Badger Bcstg. Co.
Business-Studio Address.....3800 Regent St.
Phone: Cedar 3-5311.....Air Time: Full Time
News. Affil.....'Capital Times,' 'Wisc. State Journal'
Representative .....Avery-Knodel
Membership .....NARTB
President.....William T. Evjue
General Manager.....Kenneth F. Schmitt
Commercial Manager.....Howard A. Johnson
Chief Engineer.....Norman Hahn

WISC—Madison—1948
MBS-ABC

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By .....Radio Wisconsin, Inc.
Address .....Comm. State Bank Bldg.
Phone: ALpine 7-2588....Air Time: Full Time
News Service .....UP
Representative.....George P. Hollingbery
President.....Ralph M. Immell
General Manager .....Ralph O'Connor
Comm., Sls. Prom. Mgr....Richard S. Nickeson
Program Director.....Beverly White
Publicity Director.....Phebe Rogers
Chief Engineer .....W. M. Greely

WKOW—Madison—1948
CBS

Freq.: 1070 Kc...Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.....Monona Bcstg. Co.
Address.....215 W. Washington Ave.
Phone: ALpine 7-2261....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Headley Reed
Membership .....NARTB
President .....Stewart Watson
General Manager.....Ben Hovel
Station Manager.....P. M. Enright
Program Director.....Peter Thomas
Chief Engineer.....Bob Wickhem

WOMT—Manitowoc—1926
MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Francis M. Kadow
Business-Studio Address.....Radio Bldg.
Phone: 6015.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Holman
Membership .....NARTB
General Mgr. .....Francis M. Kadow
Program Director.....George H. Erdman

WWOC—Manitowoc—1952

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By....Manitowoc Bcstg. Co.
Address.....2500 N. 10th Ave.
Phone: 7763.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
Ptnr., Gen. Mgr.....Edward Allen, Jr.
Ptnr., Chief Engineer.....Edward Jacker

WMAM—Marinette—1939
NBC

Freq.: 570 Kc.....Power: 250 W. d., 100 W. n.
Owned-Oper. By.....M. & M. Bcstg. Co., Inc.
Bus.-Studio Address .....400 Wells St.
Phone: 2-6631.....Air Time: Unlimited
News Service .....UP
Representatives..Venard, Rintoul & McConnell
President.....William E. Walker
General Manager.....Joseph D. Mackin
Station, Comm. Mgr.....Howard L. Emich
Sls. Prom. Mgr.....Marjorie E. Simms
Program Director....Wallace M. MacBriar, Jr.
Publicity Director.....Lois Wilkowski
Chief Engineer.....Al Alexander

WDLB—Marshfield—1946

Frequency: 1450 Kc.....Power: 250 Watts
Own.-Oper. By Dairyland's Bdcstg. Serv., Inc.
Add. Trans. Loca. .....1710 N. Central Ave.
Phone: 1450 .....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus
Membership .....RAB
Representative .....Schmitz
President .....Lloyd L. Felker
Gen., Sta. Manager.....Robert W. Behling
Comm. Mgr.....Roger Thomsen
Sales Prom. Mgr.....Jack Thornton
Program Director.....Du Wayne Allen
Chief Engineer .....Jerry Boos

WIGM—Medford—1941

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Murphy-Nelson Bcstg. Co., Inc.
Address .....Hy. 13
Phone: 5147.....Air Time: Full Time
Representative ..... Clark
Pres., Gen. Mgr. .....Paul Allman
V.P., Sls. Mgr.....Joe Dalvig

WMNE—Menomonie—1951
KBS

Frequency: 1360 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Menomonie Bcstg. Co.
Address .....603½ Broadway
Phone: 1156 .....Air Time: Daytime
Representative .....Lawson
General Manager.....Dr. Wendell Hansen
Sta., Mgr.....Douglas Weikley

WEMP—Milwaukee—1935

Frequency: 1250 Kc.....Power: 5 Kw.
Owned-Oper. By.....Milwaukee Bcstg. Co.
Bus.-Address.....1701 W. Wisconsin Ave.
Phone: BR. 1-7722.....Air Time: Full Time
News Service .....UP
Representative .....Headley Reed
Membership .....NARTB, RAB
President.....A. M. Spheeris
Gen., Sta. Mgr.....Hugh K. Boice, Jr.
Sales Manager.....John C. Gagliano
Publicity Director.....Marylou Lenken
Program Director.....Tom Shanahan
Chief Engineer.....Rolland Paske

WFOX—Milwaukee—1946

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Business Mgt. Inc.
Address.....208 E. Wisconsin Ave.
Phone: Broadway 2-1272...Air Time: Daytime
News Service .....AP
Pres., Gen. Mgr.....Joseph A. Clark
Program Director.....Charles La Force
Chief Engineer.....George Dodge

WISN—Milwaukee—1922
ABC

Frequency: 1150 Kc.....Power: 5,000 Watts
Owned-Oper. By.....Hearst Corporation
Address .....540 N. Plankinton Ave.
Phone: B'way 1-4644.....Air Time: Full Time
Newspaper Affil. .....Sentinel
Representative ..... Petry
News Service .....AP, INS
Membership .....RAB
Vice-Pres. .....I. E. Showerman
Asst. Mgr. .....L. A. Larson
Sales Mgr.....J. G. Sandison
Program Mgr.....Patt Barnes
Business Mgr. .....Joseph Sergio

WMIL—Milwaukee—1947

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Cream City Bcstg. Co., Inc.
Bus.-Studio Address..2625 W. Wisconsin Ave.
Phone: WE. 3-1290.....Air Time: Day Time
News Service .....UP
Membership .....NARTB
Representative .....McKinney
President .....Gene Posner
General Manager.....Neil Searles
Program Director.....Gene Emerald
Chief Engineer.....Gino Monaco

WOKY—Milwaukee—1950

Frequency: 920 Kc.....Power: 1 Kw. d.
Owned.....Bartell Broadcasters, Inc.
Address .....522 W. Wisc. Ave.
Phone: BR. 1-8480.....Air Time: Full Time
News Service .....UP
Representative ..... Bolling
Membership ..... RAB
President .....Gerald A. Bartell
General Mgr.....Melvin Bartell
Exec. V.P., Sta. Mgr.....John Box, Jr.
Program Dir. .....J. A. Reddy
Publicity Dir. .....Mitzi Shio
Chief Engineer .....Ralph Evans

WRIT—Milwaukee—1955

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Foster & Assoc., Inc.
Address.....5407 W. Martin Dr.
Phone: Bluemound 8-9321..Air Time: Full Time
News Service.....AP, INS
Representatives .....H-R, Clarke-Brown
President.....Gordon B. McLendon
General Manager.....Bill Weaver
Commercial Manager.....Elmer Francke
Sales Prom. Manager.....Bebe Sue Toth
Program Director.....Gene Edwards
Publicity Director.....Anita May Poutin
Chief Engineer.....Ralph Ingraham

WTMJ—Milwaukee—1927
NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Journal Co.
Business Address.....720 E. Capitol Dr.
Phone: B'way 1-6000.....Air Time: Full Time
News Service .....AP
Newspaper Affil. .....Journal
Representative .....Christal
V.P., General Mgr.....Walter J. Damm
Asst. Gen. Mgr.....R. G. Winnie
Station Manager.....George Comte
Sales Manager.....Neale V. Bakke
Mgr., Engineering.....Philip B. Laeser
Mgr., Pub. Serv. & Prom.....Bruce Wallace

WEKZ—Monroe—1951

Frequency: 1260 Kc.....Power: 1 Kw. d.
Owned-Operated By..Green County Bcstg. Co.
Address .....Monroe
Phone: 1260 .....Air Time: Daytime
Gen., Sta., Comm. Mgr.....Grant A. Ritter
Program Director.....Stan Neuberger
Sales Prom. Manager.....Joseph Urban
Publicity Director.....Charles Booth
Chief Engineer.....Rex Eyler

WNAM—Neenah—Menasha 1947—KBS

Frequency: 1280 Kc.....Power: 1 Kw.
Owned .....Neenah-Menasha Bcstg. Co.
Phone: 2-6471.....Air Time: Full Time
News Service .....UP
Station Rep. .....Walker
V.P. & General Mgr.....Don C. Wirth
Station Mgr.....W. C. Porsow

WOSH—Oshkosh—1941 ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Oshkosh Bcstg. Co.
Transmitter Location.....1235 Bowen St.
Transcription Service .....World
Representative .....Pearson
News Service .....UP
General Manager.....Wm. L. McDonald

WPFP—Park Falls—1953

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Northland Bcstg. Co., Inc.
Address .....Park Falls
Phone: 369, 262.....Air Time: Full Time
Transcription .....Lang-Worth
News Service .....UP
Representative ..... Clark
President .....Gene Halker
Station Manager.....Gordon Schluter
Program Director.....Gordon Locke
Chief Engineer .....Robert Senne

WSWW—Platteville—1955

Frequency: 1590 Kc.....Power: 1 Kw. d.
Owned-Operated By.....Southwest Wisc. Co.
Address .....Radio Park
Phone: 2775.....Air Time: Daytime
News Service .....AP
Representative ..... Schmitz
Membership .....NARTB
President .....John F. Monroe
General, Comm. Mgr.....R. J. Bodden
Chief Engineer .....Raymond Skinner

WPLY—Plymouth—1954 KBS

Frequencies: 1420 Kc...Power: 500 Watts d.
Owned-Oper. By....Eastern Wisc. Bcstg. Co.
Address ..... Box 222
Phone: 3-3661.....Air Time: Daytime
News Service .....AP
Transcription .....Thesaurus
Membership .....RAB
President .....Art Gerber
Gen., Sta. Mgr., Prog. Dir.....John R. Saxe
Comm., Sls. Prom. Mgr., Pub. Dir..D. Harrington
Chief Eng. .....Eugene Capelle

WPDR—Portage—1952

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Portage Bcstg. Co.
Address .....Box 142
Phone: 1350 .....Air Time: Daytime
Newspaper Affil. .....Daily Register
Transcription Service.....Thesaurus
News Service .....UP
President.....W. T. Comstock
Gen. Mgr., Pub. Dir.....William Felton
Commercial Manager.....Les Peterson
Sales. Prom. Mgr.....Frank Haas
Program Director .....Berwyn Ableman
Chief Engineer.....Oliver Jones

WIBU—Poynette—1925 KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....William C. Forrest
Bus.-Transmitter Address.....Poynette
Phone: 98.....Air Time: Full Time
News Service .....UP
Pres., Gen., Sta. Mgr.....William C. Forrest
Program Dir.....Sarah A. Forrest
Chief Engineer .....Leonard Doese

WPRE—Prarie Du Chien—1952

Frequency: 1280 Kc.....Power: 500 Watts d.
Owned.....Prarie Bcstg. Co., Inc.
Address .....P. O. Box 36
Phone: 637, 638.....Air Time: Daytime
News Service .....UP
Transcription .....Capitol, World
Representative.....Holman Regional Radio
Gen., Sta. Mgr.....W. C. Schlaugat, Jr.
Comm., Sales Prom. Mgr.....Thomas Multerer
Program Director .....Jerry Key
Publicity Dir. .....Mickey Fanello
Chief Engineer .....Ervin Pvgh

WRAC—Racine—1949

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By.....WRAC, Inc.
Address .....Arcade Bldg.
Phone: 2-1627 .....Air Time: Daytime
News Service .....UP
Trans. Service .....World
Representative.....Sears & Ayer
Membership .....NARTB
Vice-Pres. .....William J. Priaulx

WRJN—Racine—1926—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Racine Bcstg. Corp.
Business Address.....441 Main St.
Phone: MElrose 4-3311....Air Time: Full Time
News Service .....AP
Representative .....Walker
Newspaper Affiliation .....'Journal-Times"
Membership .....NARTB, RAB
President.....J. D. McMurray
General Manager.....Harry R. LePoidevin
Station Manager .....Harold J. Newcomb
Commercial Manager .....Gerald D. Nelson
Sls. Prom. Mgr., Pub. Dir.....Amelia French
Program Director.....Lyman Merens
Chief Engineer.....Stanley D. Fischer

WRDB—Reedsburg—1953

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....William C. Forrest
Address .....Poynette
Phone: 98.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
President.....William C. Forrest
General Manager.....Mike Flaherty
Program Director.....Larry Durand
Chief Engineer.....Richard Ingwell

WOBT—Rhinelander—1947
MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Oneida Bcstg. Co.
Business Address.....RR #2
Phone: 1240.....Air Time: Full Time
News Service .....UP
Representative .....McGillvra
President .....James Cleary
General Manager.....George F. Thoma
Comm. Manager.....Howard Koenitzer
Program Director.....Wendell Porter
Chief Engineer.....William Anderson

WJMC—Rice Lake—1939
MBS

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Oper. By .....WJMC, Inc.
Address Trans. Loca.....Hy. 48
Phone: 550.....Air Time: Full Time
News Service .....UP
Transcription Service.....World, SESAC
Representative ...Hollingbery, Bulmer-Johnson
President .....W. C. Bridges
Station Manager.....Russell J. Brown

WRCO—Richland Center—1949
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Richland Bcstg. Co.
Address.....P. O. Box 192
Phone: 1000.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Membership ..... NARTB, RAB
Gen., Sta. Mgr. .....Hala D. Peebles
Comm. Manager.....Gerald W. Cook
Chief Engineer.....Pete Athanas

WTCH—Shawano—1948
ABC

Frequency: 960 Kc.....Power: 1,000 Watts d.
Owner.....Shawano County Leader Pub. Co.
Business-Studio Address..107 E. Green Bay St.
Phone: 666.....Air Time: Full Time
Representative .....Lawson
News Service .....UP
Transcription Service.....Capitol, World
General Manager.....Mrs. Jeanne Donald
Station Manager.....Ray Gruetzmacher

WHBL—Sheboygan—1926
ABC

Freq.: 1330 Kc.....Power: 1 Kw. d., 250 W. n.
Owned-Operated By.....WHBL, Inc.
Bus.-Studio Address.....Hotel Foeste
Phone: GLencourt 8-2107..Air Time: Full Time
News Service .....AP
Membership ..... NARTB
Transcription Service.....World
Sta. Rep....Venard, Rintoul & McConnell, Inc.
President.....C. E. Broughton
General Manager .....Paul F. Skinner
Comm. Manager.....Ed Hagen
Chief Engineer.....Christ Bauer

WSHE—Sheboygan—1955

Frequency: 950 Kc.....Power 500 Watts, d.
Owned-Oper. By.....Lake Shore Bcstg. Co.
Address.....1210 North 8th St.
Phone: 2-4671.....Air Time: Daytime
News Service .....UP
Pres., Gen. Manager.....David A. Bensman
Comm. Manager.....John H. Gardiner
Program Director.....Clifford C. Derby
Publicity Director.....Sue Rust
Chief Engineer.....Jack Brookbank

WKLJ—Sparta—1951

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sparta-Tomah Bcstg. Co.
Address.....124½ S. Water St.
Phone: 3307 .....Air Time: Daytime
News Service .....UP
Representative ..... Rambeau
Pres., Gen. Mgr.....John D. Rice
Sales Prom. Mgr.....Richard M. Hubbell
Vice-Pres. .....Victor Tedesco

WSPT—Stevens Point—1948

Frequency: 1010 Kc.....Power: 250 Watts d.;
Owned-Oper. By.....Stevens Pt. Bcstg. Co.
Business-Studio Address.....414 Main St.
Phone: 2734.....Air Time: Daytime
News Service .....UP
Transcription Service.....World
Membership .....NARTB, RAB
Representative .....Hal Holman
President.....W. F. Johns, Jr.
General Manager.....P. A. Barnard
Program Director.....Thomas Lund
Sales Prom. Mgr.....Dave Silverman
Chief Engineer.....Garth Bowker

WDOR—Sturgeon Bay—1947

Frequency: 910 Kc.....Power: 500 Watts d.
Owned-Oper. By...Door County Bcstg. Co. Inc.
Address.....P. O. Box 88
Phone: ST 593.....Air Time: Daytime
Transcription Service .....Thesaurus
Station Rep..... McGillvra
News Service .....AP
Pres., Gen., Sta. Mgr.....Edward Allen, Jr.
Commercial Manager....William O. Warnkey
Sls. Prom., Prog., Pub. Dir.....Dolores Allen
Chief Engineer.....Joseph Genovese

WOKW—Sturgeon Bay—1951

Frequency: 1260 Kc.....Power: 1 Kw. d.
Owned-Operated By...Door County Radio Co.
Address.....154 No. Third Ave.
Station Rep. .....Best
President.....Chandler F. Harris
General Mgr. .....H. R. Peters
Sales Prom. Mgr.....Frank K. Ullsperger
Prog. Director .....Jack Schaefer

WDSM—Superior—1937 ABC-MBS

Frequency: 710 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDSM, Inc.
Business Address.....921 Tower Ave.
Phone: EXport 4-4451.....Air Time: Full Time
News. Affil....."Herald & News Tribune"
Representative.Peters, Griffin, Woodward, Inc.
President .....Robert Ridder
General Manager.....Rodney A. Quick
Commercial Manager.....Carol Anneke
Program Director.....Tony Marta
Chief Engineer.....Gerry Baumann

WTRW—Two Rivers—1951

Frequency: 1590 Kc.....Power: 1000 W. d.
Owned-Operated By....Two Rivers Bcstg. Co.
Address .....1817 Washington
Transcription Service .....Standard
News Service .....UP
Membership ..... RAB
General Manager.....Howard Luebke
Commercial Mgr.....Stanley Greene

WTTN—Watertown—1950 KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Watertown Radio, Inc.
Address.....104 W. Main St.
Phone: 2215 .....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen., Sta. Mgr.....Carl V. Kolata
Chief Engineer.....Douglas Beaudoin

WAUX—Waukesha—1947

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By.....Waukesha Bcstg. Co.
Business-Studio Address.....319 W. Main St.
Phone: 6636.....Air Time: Daytime
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Holman
Membership .....NARTB, RAB
V.P., Gen. Mgr.....Mig Figi
V.P., Sls. Mgr.....Charles E. Williams

WHVF—Wausau—1953

Freq.: 1230 Kc.....Power: 250 Watts
Owned .....Lakeland Bcstg. Corp.
Address .....1110 Wausau Ave.
Air Time .....Full
News Service .....AP
Representative ..... Indie
Trans. Service .....World, Standard
President .....Hilding V. Forseen
General Mgr. .....R. Topinka

WOSA—Wausau—1948 MBS-ABC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Alvin E. O'Konski
Address.....4th & Scott Sts.
Phone: 2-2111.....Air Time: Full Time
Representative .....Rambeau
Trans. Ser.....Capitol, Standard, Cole, SESAC
Lang-Worth, Associated
News Service .....UP
General Manager.....Alvin O'Konski
Station Manager.....Art Linn
Comm. Manager.....Dan Turner
Sls. Prom. Manager.....Leon Gabriel
Program Director.....Carol Green
Publicity Director.....Miriam Mullen
Chief Engineer.....Werner Weiss

WSAU—Wausau—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Wisc. Valley TV Corp.
Business-Studio Address.....714 Fifth St.
Phone: 21021.....Air Time: Full Time
Newspaper Affil.....Record Herald
Representative ..... Meeker
President.....J. C. Sturtervant
General Manager.....George T. Frichette
Station Manager.....George Bunder
Comm. Mgr.....James W. Frey
Prog., Pub. Director.....Donald W. De Byle
Chief Engineer.....Roland W. Richardt

WBKV—West Bend—1950

Frequency: 1470 Kc.....Power: 500 Watts d.
Owned-Oper. By.....West Bend Bcstg. Co.
Address.....Box 59, Decorah Rd.
Representative .....Clark
Pres., Gen. Mgr.....August C. Berkholtz
Station Mgr.....Roy Ambrose
Commercial Mgr.....Paul J. Mueller
Program Director .....Ray Kessnich
Chief Engineer.....Paul J. Ripple

WFHR—Wisconsin Rapids 1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...William F. Huffman Radio
Business Address .....141 W. Grand Ave.
Phone: 1340.....Air Time: Full Time
Newspaper Affil.....Daily Tribune
Representative.....Devney & Son
President.....Louise F. Huffman
Gen., Sta., Sls. Prom. Mgr...Geo. T. Frechette
Commercial Manager.....L. J. Zurawski
Prog., Pub. Dir.....James Tighe
Chief Engineer .....Gordon Miller

KSPR—Casper—1930—CBS

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Donald L. Hathaway
Business Address.....Box 930
Phone: 3-5777.....Air Time: Full Time
News Service .....UP
Transcription Service...Thesaurus, Associated
Representative .....Walker, Moore
Membership .....NARTB, RAB
Owner, Pres., Mgr.....Donald L. Hathaway
Asst. Station Manager.....Marcus R. Nichols

KVOC—Casper—1946
ABC-MBS-IMN

Frequency: 1470 Kc.....Power: 250 Watts
Owned-Operated By.....KVOC Bcstg. Co.
Bus.-Studio-Transmitter Address.....Box 2090
Phone: 2-4512.....Air Time: Full Time
News Service .....AP
Representative .....McGillvra
Membership .....NARTB, RAB
News. Affil....Casper Trib.-Herald, Morn. Star
Pres. Co-Owner.....Duane Simons
Sta. Mgr., Co-Owner.....William F. Shutts
Comm. Mgr., Co-Owner.....I. E. Shahan
Program Director.....Jim Baker
Chief Eng. .....Duane Simons

KFBC—Cheyenne—1940
ABC-CBS-IMN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Frontier Bcstg. Co.
Bus.-Studio Address...2923 East Lincoln Way
Phone: 4-4461 .....Air Time: Full Time
News Service .....UP
Representative .....Avery Knodel
News, Affil.....Wyoming Eagle, State Tribune
President .....Robert S. McCraken
Gen., Sta. Mgr., Chief Eng...William C. Grove
Commercial Manager.....Charles Cahill
Sales Prom. Mgr.....Eddie Bogen
Program Director .....Betty Keyes
Publicity Director.....Margaret O'Brien

KVWO—Cheyenne—1952
MBS-KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Great West Co.
Address .....Box 926
Phone: 2-6433.....Air Time: Daytime
News Service .....AP
Membership ..... RAB
President.....Wm. T. Kemp
Gen. Mgr. .....Bill Anderson
Commercial Mgr.....Ruth Dorr Aubuchon
Sales Prom. Mgr.....Jack Duane
Program Director .....Millie Barnett
Pub. Dir. .....Miles Greenfield
Chief Engineer.....Harold M. Roberts

KODI—Cody—1947—IMN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Park Broadcasters
Address.....P. O. Box 762
Phone: 444.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....McGillvra
Membership ..... NARTB
President.....R. B. Croft
General Manager.....R. B. Beal
Station Manager.....W. E. Killmer
Program Director.....C. Owen Allen
Chief Engineer.....Hal Bowen

KLUK—Evanston—1953
MBS-KBS-IMN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....BHB Enterprises
Address.....P. O. Box 198
Phone: 700.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB
General Manager.....Al Pyatt
Chief Engineer.....Harry Albers

KOVE—Lander—1948
KBS-MBS-IMN

Frequency: 1330 Kc.....Power: 250 Watts
Owned-Operated By.....Edward J. Breece
Business Address.....P. O. Box 436
Phone: 488 .....Air Time: Full Time
News Service .....AP
News. Affil.....Wyoming State Journal
Representative .....Continental
Membership .....NARTB
Owner .....Edward J. Breece
Sta., Gen. Mgr.....Jack L. Breece
Comm. Manager.....Dorothy L. Reed
Publicity Director.....Louise York
Sls. Prom. Mgr.....James V. M. Fitzgerald
Prog. Dir. .....R. W. Allen
Chief Engineer.....Gary Fehlauer

KOWB—Laramie—1948
MBS-KBS-IMN

Frequency: 1340 Kc.....Power: 250 Watts d.
Own.-Oper. By Snowy Range Bdcstg. Co., Inc.
Address .....Box 972
Phone: 4888 .....Air Time: Full Time
News Service .....UP
Representative .....Avery-Knodel
Transcription .....World
Membership ..... NARTB
President .....John Alexander
General Manager.....Harry D. Peck
Comm. Manager.....Britt Davis
Chief Engr., Pgm. Dir.....L. O. Smith

KASL—Newcastle—1953
ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Newcastle Bcstg. Co.
Address .....Masonic Bldg.
Phone: SH 6-2721.....Air Time: Full Time

News Service ..... AP
Trans. Ser. ..... World
Representative ..... McGillvra
Membership ..... NARTB
General Manager ..... Floyd L. Sparks
Chief Engineer ..... Roy D. Schmidt

KPOW—Powell—1941
MBS-KBS-IMN

Freq... 1260 Kc..... Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By ..... A. J. Meyer
Phone: 222-100 ..... Air Time: Full Time
News Service ..... UP
Transcription ..... Thesaurus
Representative ..... Avery-Knodel
President, Sta. Manager ..... Al Meyer
Comm. Manager ..... K. Meyer
Program Director ..... Agnes Fields
Chief Engineer ..... J. S. Kilness

KRAL—Rawlins—1947
ABC-MBS-IMN

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Operated By ..... Rawlins Bcstg. Co.
Address ..... Box 385
Phone: 1003 ..... Air Time: Full Time
News Service ..... AP
Representative ..... Joseph Hershey McGillvra
Membership ..... NARTB
President ..... Tracy S. McCraken
Gen., Comm. Mgr. ..... Jack C. Vagner
Program Director ..... Newton Fenney
Chief Engineer ..... Robert S. Williams

KWRL—Riverton—1943—KBS

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By ..... Joseph P. Ernst
Air Time ..... Full Time

KVRS—Rock Springs—1938
MBS-IMN

Freq.: 1360 Kc... Power: 1 Kw. d., 500 Wts. n.
Owned-Oper. By ..... Wyoming Bcstg. Co.
Address ..... Box 1067
Phone: 93 ..... Air Time: Full Time
Representative ..... Avery-Knodel
General Manager ..... Dwight Fisher

KWYO—Sheridan—1934
MBS-KBS-IMN

Frequency: 1410 Kc..... Power: 1000 d., 500 n.
Owned-Operated By ..... Bighorn Bcstg. Co.
Business-Studio Address ..... 21 N. Main
Phone: 601 ..... Air Time: Full Time
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... Avery-Knodel
Membership ..... NARTB
Pres., Sta. Mgr. ..... Jim Carroll
Commercial Mgr. ..... Don Tannehill
Program Director ..... Bob Wilson
Chief Engineer ..... Bob Crosthwaite

KRTR—Thermopolis—1955

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By ..... Mildred V. Ernst
Address ..... 500 Broadway
Phone: 800 ..... Air Time: Full Time
News Service ..... AP
Gen. Mgr., Prog. Dir. ..... Mildred V. Ernst
Chief Engineer ..... Philip Ernst

KTHE—Thermopolis—1955

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Oper. By ..... Thermopolis Bcstg. Co.
Address ..... H. Scott Taylor, 228 Klink Bldg.

KGOS—Torrington—1950

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Oper. By ..... Joseph P. Ernst
Address ..... Box 271
Phone: 567 ..... Air Time: Full Time

KWOR—Worland—1946

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By ..... Joseph P. Ernst
Phone: 303 ..... Air Time: Full Time
Comm. Manager ..... Mildred V. Ernst

For World-Wide News . . .
For Clear, Comprehensive Coverage . . .

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TERRITORIES and POSSESSIONS

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ALASKA

KBYR—Anchorage—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper By.....Radio Anchorage, Inc.
Business-Studio Address.....P. O. Box 1960
Phone: 5-8201.....Air Time: Full Time
News Service.....AP, UP
Transcription Serv. .....Lang-Worth
General Manager.....E. Pournelle
Commercial Mgr.....Wesley Burton
Chief Engineer.....David L. Dodd

KENI—Anchorage—1948 MBS-ABC-NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midnight Sun Bcstg. Co.
Phone: 20301.....Air Time: Full Time
Representative.....James Fletcher, Del Day
President. .....Austin Cooley
Station Manager.....Claire O. Banks
General Manager.....Alvin Bramstedt

KFQD—Anchorage—1924 CBS

Frequency: 730 Kc.....Power: 10,000 Watts
Owned-Oper. By .....W. J. Wagner
Address .....830 Securities Bldg., Seattle
Phone: Seneca 6333.....Air Time: Full Time
News Service .....AP
Transcription Service..Lang-Worth, Thesaurus
Representative.....Alaska Radio-TV Sales
Pres., Gen. Mgr.....Wm. J. Wagner
Sta. Mgr. .....Ernest Spink
Prom. Mgr.....Edward L. Carter
Program Director.....Elmer Emery
Chief Engineer.....William E. Duck

KLAM—Cordova—1954

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Northern Light Bcstg. Corp.

KFAR—Fairbanks—1939 MBS-NBC-ABC-DON LEE

Frequency: 660 Kc.....Power: 10,000 Watts
Owned-Operated By..Midnight Sun Bcstg. Co.
Business-Studio Address.....Lathrop Bldg.
Air Time .....Full Time
Representative .....Fletcher, Del Day
President .....Austin G. Cooley
Manager .....Alvin O. Bramstedt

KFRB—Fairbanks—1948 CBS

Frequency: 900 Kc.....Power: 10,000 Watts
Owned-Oper. By .....W. J. Wagner
Address.....830 Securities Bldg., Seattle
Phone: Seneca 6333.....Air Time: Full Time
News Service .....AP
Transcription Service..Lang-Worth, Thesaurus
Representative .....Alaska Radio-TV Sales
Pres., Chief Eng., Gen. Mgr....Wm. J. Wagner
Station Manager.....Jack Hauser
Prog. Dir. .....Ruth Bagwell
Prom. Dir.....Lawrence M. Laby

KINY—Juneau—1935—CBS

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Oper. By .....W. J. Wagner
Address.....830 Securities Bldg., Seattle
Phone: Seneca 6333.....Air Time: Full Time
News Service .....AP
Trans. Ser.....Lang-Worth, Thesaurus
Representative .....Alaska Radio-TV Sales
Pres., Gen. Mgr.....Wm. J. Wagner
Program Director.....Richard Peter
Prom. Dir.....Joseph B. Mangan
Station Manager.....James B. Lawson
Chief Engineer.....Gordon Burnett

KJNO—Juneau—1952 ABC-MBS-NBC

Freq: 630 Kc. Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By....Midnight Sun Bcstg. Co.
Address .....Box 140
Phone: 508.....Air Time: Full Time
Representative .....Day, Fletcher
President .....Austin Cooley
Station Manager.....Robert A. Wells
Gen. Manager.....Alvin O. Bramstedt
Comm. Manager.....Wyn Lundberg
Program Director.....Jim Douglas
Promotion Manager.....Dorothy Wheeler
Chief Engineer.....Royal O'Reilly

KABI—Ketchikan—1952 ABC-MBS-NBC-DON LEE

Freq.: 580 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Oper. By.....Midnight Sun Bcstg. Co.
News Service .....AP
Representative .....Day, Fletcher
President.....Austin G. Cooley
Manager.....Donald G. Andon

KTKN—Ketchikan—1942 CBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....William J. Wagner
Address.....830 Securities Bldg., Seattle
Phone: Seneca 6333.....Air Time: Full Time
News Service .....AP
Transcription Service...Lang-Worth, Thesaurus
Representative .....Alaska Radio-TV Sales
Pres., Gen. Mgr.....Wm. J. Wagner
Station Manager.....Robert Mehan
Program Director.....Michael P. Quinn
Prom. Dir.....Roderick Falconer
Chief Engineer.....Alvin Lavanaway

KIBH—Seward—1949—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....William J. Wagner
Address.....830 Securities Bldg., Seattle
Phone: Seneca 6333.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
Representative.....Alaska Radio-TV Sales
Pres., Gen. Mgr.....Wm. J. Wagner
Station Manager.....Donald R. Hanlin
Chief Engineer.....William E. Duck

KIFW—Sitka—1949—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....William J. Wagner
Address.....830 Securities Bldg., Seattle
Phone: Seneca 6333.....Air Time: Full Time
News Service .....AP
Trans. Ser.....Lang-Worth, Thesaurus
Representative.....Alaska Radio-TV Sales
Pres., Gen. Mgr.....Wm. J. Wagner
Station Manager.....Harry Lanz
Chief Engineer.....DeWayne Sharp

KSEW—Sitka—1954

Frequency: 1400 Kc.....Power: 260 Watts
Owned-Oper....Voice of Sheldon Jackson, Inc.

GUAM

KUAM—Agana—1954
NBC-CBS-ABC-MBS

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Guam
Address....Post Office Box 68, Agana, Guam
Phone: 7-2365.....Air Time: Full Time
Representative .....Young
President.....Harry M. Engel, Jr.

HAWAII

KHBC—Hilo—1936—CBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.Hawaiian Bcstg. System, Ltd.
Address .....Piihonua, Hilo
Air Time .....Full
Newspaper Affiliation..Honolulu Star Bulletin
Representative.Peters, Griffin, Woodward, Inc.
President.....J. Howard Worrall
Vice-Pres., Gen. Mgr.....C. R. Evans
Gen. Sls. Mgr.....Ralph Davison
Promotion Dir. .....J. T. Quinlan

KILA—Hilo—1951
MBS-DON LEE

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Oper. By.....James E. Jaegar
Address .....Naniloa Hotel
Air Time .....Full
Representative .....Hollingbery
Network, Sls. Mgr.....Fin Hollinger
Station Mgr. .....James E. Jaeger

KIPA—Hilo—1947

Frequency: 1110 Kc.....Power: 1,000 Watts
Owned Operated By....Aloha Bcstg. Co., Ltd.
Business-Studio Address.....P. O. Box 1602
Phone Number: 2177.....Air Time: Full
News Service.....UP
Transcription .....BMI, SESAC
Membership .....NARTB
President .....Ira Mercer
Gen., Sta., Comm. Mgr.....J. L. Brandt
Program Dir. .....K. M. Brandt
Chief Engineer.....R. W. Jaderstrom

KGMB—Honolulu—1929—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned.....Hawaiian Bcstg. System, Ltd.
Address.....1534 Kapiolani Blvd.
Phone: 9-2011.....Air Time: Full Time
News Service .....UP
Transcription Service .....Capitol
Newspaper Affiliation .....“Star-Bulletin”
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NARTB
President.....J. Howard Worrall
V.P., Gen. Mgr.....C. R. Evans
Sls. Mgr.....Ralph Davison, Jr.
Program Director .....Robert Costa
Promotion Mgr.....John Quinlan
Chief Engineer.....Daniel Hunter

KGU—Honolulu—1922—NBC

Frequency: 760 Kc.....Power: 2500 Watts
Owned-Operated By..Advertiser Pub. Co., Ltd.
Address.....P. O. Box 3110
Phone: 5-2977.....Air Time: Full Time
Representative.....NBC Spot Sales
Newspaper Affil. .....Advertiser
President.....Lorrin P. Thurston
General Mgr.....William O. Paine
Comm. Mgr.....George C. Mansfield
Program Director.....Vincent Priore
Chief Engineer.....Sakae Kimata

KHON—Honolulu—1946

Frequency: 1380 Kc.....Power: 5,000 Watts
Owned-Operated By....Aloha Bcstg. Co., Ltd.
Business Address .....P. O. Box 1380
Representative .....Bolling
Pres., Gen. Mgr.....Ira G. Mercer
Sales Mgr. .....Drew Kay

KIKI—Honolulu—1951

Frequency: 860 Kc.....Power: 250 Watts
Owned-Oper. By.....KIKI, Ltd.
Address.....320 Ward Ave.
Phone: 6-3456.....Air Time: Full
Representative .....Grant
President .....Royal V. Howard
Exec. V.P. .....Angelo J. Rossi

KPOA—Honolulu—1946 MBS

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By.....Radio Hawaii, Inc.
Address .....420 Lexington Ave.
News Service .....UP
Representative.....George P. Hollingbery
President.....John M. Shaheen
Exec. V.P., Gen., Comm. Mgr.....Fin Hollinger
Program Director.....Carlos Rivas
Chief Engineer.....Bob Lang

KULA—Honolulu—1947 ABC

Frequency: 690 Kc. .....Power: 10,000 Watts
Owned-Oper. By....TV Corp. of America, Ltd.
Address.....1290 Ala Moana Blvd.
Phone: 63666.....Air Time: 18 hrs.
News Service .....UP
Representative .....Adam Young
Transcription....World, Associated, Standard
General Manager.....Jack A. Burnett
Comm. Manager.....M. F. Warren
Prom. Manager.....Paul Yamamoto
Chief Engineer.....Ronald Miyahira

KANI—Kaneohe, Oahu—1953

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By...Windward Bcstg. Co., Ltd.
Address.....P.O. Box 697, Oahu
Phone Number 242576
News Service .....INS
President .....Merril K. Riley
Manager .....Don Carter

KTOH—Lihue, Kauai—1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Garden Island Publ., Ltd.
Address .....Lihue
News Service .....UP
General Mgr.....Charles J. Fern
Station Mgr.....Martin H. Sebastian, Jr.

KMVI—Wailuku-Maui—1947 NBC

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Maui Publ. Co., Ltd.
Address Trans. Loca....Wailuku-Maui, Box 374
Phone: 33-981.....Air Time: Full Time
News Service .....UP
Newspaper Affil.....Madi News
Transcription Service.....Thesaurus
Representative.....NBC Spot Sales
Membership .....NARTB
President.....J. Walter Cameron
General Manager.....Ezra J. Crane
Sta., Asst. Gen. Mgr.....Richard E. Mawson
Commercial Manager .....Frank Kovacic
Promotion Manager.....Alan J. Delpech
Chief Engineer.....George Tam

KAHU—Waipahu—1950

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Rural Bcstg. Co., Ltd.
Address.....P. O. Box 1007
Phone Number.....Honolulu 27-3136
News Service .....AP
President.....Dr. Timothy I. Wee
Gen., Comm. Mgr.....Harry En Chu
Prog. Director.....Robert Miller
Prom. Manager.....Jackson McBride
Chief Engineer.....Robert Pearson

PUERTO RICO

WABA—Aguadilla—1951

Frequency: 850 Kc.....Power: 500 Watts
Owned-Operated By.....L. Hector Reichard
Address .....Box 188
Phone: 242.....Air Time: Full Time
President.....L. Hector Reichard
General Manager.....F. Bonnet Velez

WCMN—Arecibo—1947

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By .....Caribbean Bdcstg Corp.
Address .....Box 755
Air Time.....Full Time
Membership .....NARTB
President.....Artsides Santoni Ledesma
General Manager.....Nabal Barreto

WENA—Bayamon—1947

Frequency: 1580 Kc.....Power: 250 Watts
Owned-Operated By....Bayamon Bcstg. Corp.
Address .....Box 157
Air Time.....Full Time

WNEL—Caguas—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owner.....Inter-American Radio Corp.
Address .....Box 487
Phone: 678-579.....Air Time: Full Time
Pres., Gen. Mgr., C. E...Eduardo Biascoechea
Station Manager.....Agustina Valez
Comm. Manager.....Charles Miner
Sales Promotion Mgr.....J. Balseiro
Program Director.....John W. Rodriguez

WVJP—Caguas—1947

Frequency: 1110 Kc.....Power: 250 Watts
Owned-Oper. By .....Borinquen Bdcstg. Co.
Address.....P. O. Box 207
Phone: 789.....Air Time: Full Time
General Manager.....Hector Pereira
Station Manager.....Federico E. Virella
Commercial Manager.....Jorge L. Arzuaga
Program Director.....J. Colon Santiago
Chief Engineer.....Pedro L. Jimenez

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WMDD—Fajardo—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....WMDD, Inc.
Address .....Box 387
Air Time .....Full Time
General Manager .....Agustin B. Camunas

WXRF—Guayama—1948

Frequency: 1590 Kc.....Power: 1,000 Watts
Owned-Operated By.....Rafael Fuster
Business-Studio Address.....42 Hostos St.
Phone: 243.....Air Time: Full Time
President .....Rafael Fuster
General Mgr.....Charles L. Cordero

WAEL—Mayaguez—1948

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....Mario Acosta
Business Address.....12 Iglesia St.
Air Time.....Full Time
Owner, Manager.....Mario Acosta

WKJB—Mayaguez—1946

Frequency: 710 Kc.....Power: 1000 Watts
Owned-Operated By.....Jose A. Bechara, Jr.
Address .....54 Minerva St., Box 1293
Phone: 893.....Air Time: Full Time
Representative .....Inter-Amer. Pub., Inc.
Newspaper Affil. .....El Mundo
Pres., Gen. Mgr. .....Jose A. Bechara, Jr.
Manager .....Arturo Cortes

WORA—Mayaguez—1947

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Americas Corp.
Studio Address.....P. O. Box 43
Phone: 1150.....Air Time: Full Time
Representative.....Adam Young, Int'l., Ltd.
Pres., Gen. Mgr.....Alfredo R. DeArellano, Jr.
Sta., Comm. Mgr.....Reinaldo M. Dupont
Sales Prom. Mgr.....Mario Quintero, Jr.
Prog. Dir.....Rodolfo Hernandez Lopez
Publicity Dir.....German Velez
Chief Engineer.....Jesus Aviles Brunet

WPRA—Mayaguez—1937

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By.....WPRA, Inc.
Address.....Box 869
Air Time.....Full Time

WTIL—Mayaguez—1950

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By...Mayaguez Radio Corp.
Address.....Post & Palmer Sts.
Phone: 1290.....Air Time: Full Time
President.....William G. Mamary
Comm., Nat'l. Sales Mgr.....Gilbert Mamary
Station Mgr.....Patricio Fremaintt

WISO—Ponce—1953

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....South P. R. Bcstg. Corp.
Address .....Box 2023
Phone: 137.....Air Time: Full Time
President .....Andres Jrillasca
Gen. Comm. Mgr., Chief Eng....Luis E. Freyre
Program Dir.....Luis Felipe Rodriguez
Sta. Manager.....Nilda P. deFreyre
Sls. Prom. Mgr.....Manuel Pirallo

WPAB—Ponce—1940

Frequency: 550 Kc...Power: 5 kwd.; 1 Kw n.
Owned By....Portorican Am. Bcstg. Co., Inc.
Bus.-Studio Address.....164 Villa St.
Phone: 783.....Air Time: Full Time
Representative.....Inter-American Pub'l., Inc.
Pres., Gen. Mgr.....A. Gimenez-Aguayo
Program Director.....Eliseo Borrero
Chief Engineer.....Alfonso Santos

WPRP—Ponce—1936

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By....Voice of Puerto Rico, Inc.
Bus. Address..Salud St. Corner to Guadalupe
Phone: 1015.....Air Time: Full Time
Representative .....Adam Young
Gen. Mgr.....Alfredo Ramirez de Arellano
Asst., Sales Mgr.....Antonio Miro

WRIO—Rio Piedras—1949

Frequency: 1320 Kc...Power: 5 Kw. d. 1 Kw. n.
Owned-Oper. By ...The Master Bdcstg. Corp.
President.....Isidoro Quinones Vidal
Sta. Mgr., V.P.....Julio Morales Ortiz
Address.....Box 335, Hato Rey, Rio Piedras
Phone: 1096.....Air Time: Full Time

WWWW—Rio Piedras—1949

Frequency: 1520 Kc.....Power: 250 Watts
Owned-Oper. By.....Frank A. Gandia
Address.....P. O. Box 935
Air Time.....Full Time
Gen. Mgr. .....Frank A. Gandia

WAPA—San Juan—1947

Frequency: 680 Kc.....Power: 10,000 Watts
Owned-Oper. By.....José Ramón Quiñones
Bus. Address.....Box 4563
Phone: 3-3000.....Air Time: Full Time
Membership .....NARTB
Representative.....Caribbean Network, Inc.
Owner, Gen. Mgr.....Jose Ramon Quinones
Sta., Comm. Mgr.....Segismundo Quinones
Prom. Mgr., Prog. Dir.....Harold Zayes Torres
Pub. Dir.....Francisco Aranzamendi, Jr.
Chief Engineer .....Jose Arzuaga

WHOA—San Juan—1954

Frequency: 1400 Kc.....Power: 250 W.
Owned-Oper. By.....Continental Bcstg. Corp.
Address.....Box 4938
Phone: 2-3187.....Air Time: Full
News Service.....AP
Transcription .....Lang-Worth
Membership .....NARTB
Pres., Gen. Mgr.....W. R. Anthony
Program Director.....W. S. Priest

WIAC—San Juan—1947

Frequency: 740 Kc.....Power: 10 Kw.
Owned-Oper. By....Radio Station WIBS, Inc.
Address.....Box 4504
Air Time.....Full
General Manager.....Tomas Muniz
Asst. Mgr.....B. P. Rios

WITA—San Juan—1948

Frequency: 1140 Kc.....Power: 500 Watts
Owned-Oper. By...Electronic Enterprises, Inc.
Address.....Comercio St. 450
Phone: 3-4719.....Air Time: Full Time
Newspaper Affiliation.....El Imparcial
News Service .....INS
Rep.....International Newspapers Rep., Inc.
President.....Antonio Ayuso Valdivieso
General Manager.....Grimaldi Graw
Chief Engineer.....Luis Prado Martorell

WKAQ—San Juan—1922
CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....El Mundo Bcstg. Corp.
Business Address....Box 9007, Santurce, P. R.
Phone: 2-2023.....Full Time
Newspaper Affiliation....."El Mundo"
Transcription Service .....Associated
News Service .....UP
Representatives....Inter-American Pub'l., Inc.
Membership .....NARTB
President.....Angel Ramos
General Mgr.....V. Lamas, Jr.
Comm. Mgr.....Carlos Vizcarrondo
Program Director.....Esther Pales

WKVM—San Juan—1952

Frequency: 810 Kc.....Power: 5000 Watts
Owned-Oper...American Colonial Bcstg. Corp.
Address.....1000 Ponce de Leon Ave.
Phone: 3-0840.....Air Time: Full Time
Representative.....Pan American Bcstg. Co.
Pres., Gen. Mgr.....R. P. Perry

VIRGIN ISLANDS

WSTA—St. Thomas—1950

Frequency: 1340 Kc.....Power: 250 Kc.
Owned-Oper. By.....William N. Greer
Addr...Box 538, Charlotte Amalie, St. Thomas
Phone: 489.....Air Time: Full Time
Representative ..... Young
News Serivce .....AP
Owner, Manager.....William N. Greer
Commercial Mgr.....Nellie Greer
Program Director.....Ron de Lugo

WIVI—Christiansted—1952
ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper..Radio American West Indies, Inc.
Address.....Box 931
Phone: 28.....Air Time: Full Time
News Service .....AP
Transcription .....Associated
Representative.....Pan American Bcstg. Co.
Pres., Gen., Sta., Comm. Mgr..Hazel M. Vickers
Prom. Manager.....Raymond E. Higdon
Prog. Director.....James O'Neill
Pub. Director.....Ron de Lugo
Chief Engineer.....Raymond E. Higdon

FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE
COVERAGE . . .

AP

FOR
RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Canada

ALPHABETICAL INDEX
BY CALL LETTERS

NETWORKS

STATIONS

CARTB

CBC

CBC

NETWORKS

...a major selling force in **CANADA**

RADIO

CBC Radio Networks reach markets large and small in all parts of Canada, with a diversity of news, sports, entertainment and public service features.

To millions of listeners at home . . . and to countless thousands on Canadian highways . . . they bring top-flight program service, both in English and in French.

To advertisers, they provide mass coverage at unusually low cost.

TELEVISION

Through the CBC Television Network . . . now grown to 33 stations . . . the tremendous impact of TV is available to advertisers in 31 important market areas from Vancouver, B. C., to St. John's, Newfoundland.

Via Network Television, advertisers can reach a total audience in Canada of almost half the population . . . over 1,900,000 TV homes . . . at surprisingly low cost per home.

The Canadian Broadcasting Corportion extends to advertising agencies and their clients the fullest possible cooperation in the effective use of CBC Networks . . . Radio and Television . . . and in the creation and production of Canadian programs, in both French and English. For complete information, get in touch with CBC.

CANADIAN BROADCASTING CORPORATION

COMMERCIAL DIVISION

354 JARVIS STREET
TORONTO 5, ONTARIO

1425 DORCHESTER ST. W.
MONTREAL 25, P. Q.

CANADIAN BROADCASTING CORP.

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Phone: 6-7331

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Marcel Carter, Ass't Cont. of Admin.
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MARITIME REGION

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Regional Program Dir., S. R. Kennedy

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The grassroots grow dollars in Canada ... get in on the pickings now!

Looking for a spending customer? Then let your sales message be heard in the market where money *does* grow on trees! We're talking about Canada. Did you know that John Canuck pocketed over $2 billion from his tall timber alone in 1954? But wood, pulp and paper isn't all! He's cashing in on the black gold of his Alberta oil fields . . . his rich uranium developments . . . swelling grain elevators . . . and his iron ore deposits south of Ungava Bay. Even in Ontario and Quebec the dollars double as heavy industry gets heavier. Look to the north and you'll see 4,000 miles of bulging pocket book. This is *your* market!

Yes, here is a dollar market with cash customers . . . Canadians! Canadians that are approachable . . . they like the same things you like. Their wives follow the same fashion fads as your wives . . . their kids read the same comics as your kids. They *want* to buy more and they can afford it. All you have to do is tell them about your product and tell them through the voice they know and trust . . . their local radio station.

Local radio will carry your sales message into 95% of all the homes in Canada in a language familiar to each home, English and French. You'll be heard and welcomed as a friend in the company of big network shows *plus* the close-to-home intimacy of news, farm reports and mining broadcasts that only local radio can provide for a community.

What's more, in Canada local radio has a limitless advantage . . . "everywhereness"! This "everywhereness" will set your sales message down in the cities, towns and villages . . . and in the flourishing backwoods. Yes, the backwoods is important. Take Kitimat, for example. Here, locked in the forest, is the world's largest aluminum plant employing thousands of workers and their families . . . all dreaming of things to buy. Local radio is the answer when it comes to penetration, hard-sell and economy. Come into Canada over local radio.

and what about TV?

North of the border the impact of TV is still fresh, new and increasing in intensity. In 1954 the sale of TV sets almost doubled the 1953 sales record. In 1954 a total of 18 new independent TV stations brought a new, curious and enthusiastic audience to Canada's already eager TV viewers. We urge you to cash in on this unique sales opportunity NOW!

CANADIAN ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

108 Sparks St., Ottawa — 200 St. Clair West, Toronto, Ontario

CANADIAN ASSOCIATION OF RADIO-TELEVISION BROADCASTERS

☆ ☆ ☆

OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: 3-4036

Sales Office—200 St. Clair Ave. West, Toronto 7, Ont.
Phone: Walnut 2-3334

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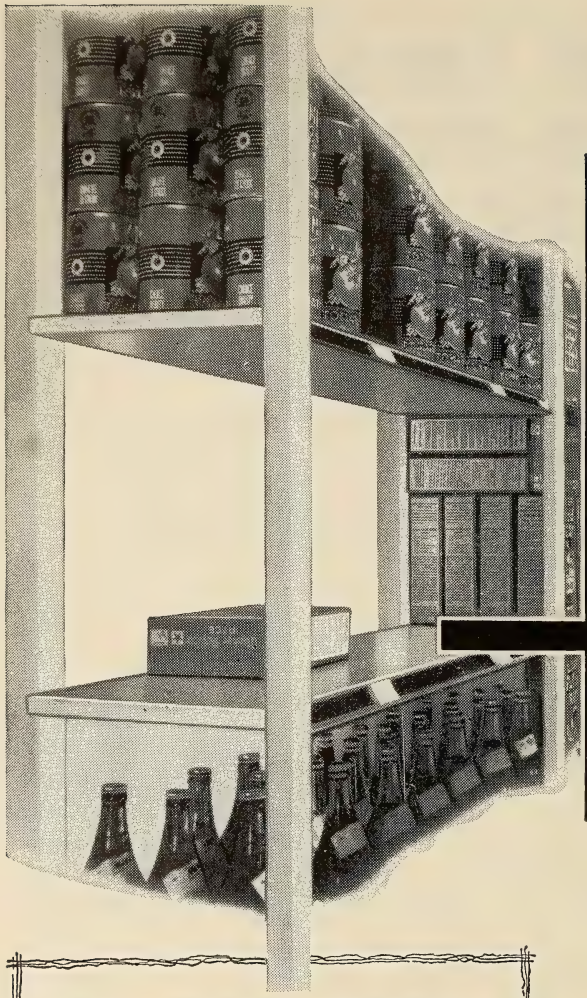
Functions

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organization of 137 privately owned (independent) radio broadcasting stations, and 25 television stations in Canada.



IN CANADA RADIO EMPTIED THIS SHELF!

In Ontario, Canada's richest market, $728,630,500* per year is spent on groceries. On CFRB in one month, 91 hours 20 minutes and 30 seconds** were sponsored by people selling grocery items.

Why do the grocery people in Canada buy so much time on CFRB? Because they get results on CFRB.

Other media bring results too. But radio selling messages have a unique persistence, an unescapable quality. Today you find radio selling messages emanating from everywhere, indoors and out, cars, homes, offices.

In Canada to have this "everywhereness" in Ontario—the market where ⅓ of the Canadian population lives, and where 40% of all retail sales are made, is everything!

Why not give the CFRB representatives a call and let them show you what CFRB can do for you in Canada?

**Based on Dominion Bureau of Statistics report for period from 1951 to 1952*

***Based on CFRB program schedule for January, 1955*

Canada's most powerful independent radio station, gives you:

1. complete coverage of over ½ million radio homes every week
2. your key to Canada's richest dollar market where five million people live—where 40% of Canada's total retail sales are made
3. complete coverage of 44 counties spending $66,283,699.00 every week
4. over twenty-seven years of skill, experience and success in radio showmanship and salesmanship

Call in a CFRB representative today. Let him show you without obligation, how you can augment your sales through the result-getting medium of radio.

CFRB

50,000 watts — **1010 on your dial**

TORONTO CANADA

REPRESENTATIVES

United States: Canadian Station Representatives Ltd.
Canada: All-Canada Radio Facilities Limited

STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

☆ ☆ ☆

Call Letters	City	See Page
CBA	Sackville, N. B.	690
CBAF	Moncton, N. B.	690
CBE	Windsor, Ont.	698
CBF	Montreal, Que.	699
CBG	Gander, Nfld.	691
CBH	Halifax, N. S.	691
CBI	Sydney, N. S.	692
CBJ	Chicoutimi, Que.	699
CBK	Watrous, Sask.	704
CBL	Toronto, Ont.	697
CBM	Montreal, Que.	700
CBN	St. John's Nfld.	691
CBO	Ottawa, Ont.	695
CBT	Grand Falls, Nfld.	691
CBV	Quebec City, Que.	700
CBY	Corner Brook, Nfld.	691
CBU	Vancouver, B. C.	688
CBW	Winnipeg, Man.	689
CBX	Edmonton, Alta.	685
CBXA	Edmonton, Alta.	685
CFAB	Windsor, N. S.	692
CFAC	Calgary, Alta.	685
CFAR	Flin Flon, Man.	689
CFBC	Saint John, N. B.	690
CFCF	Montreal, Que.	700
CFCH	North Bay, Ont.	695
CFCL	Timmins, Ont.	697
CFCN	Calgary, Alta.	685
CFCO	Chatham, Ont.	693
CFCW	Camrose, Alta.	685
CFCY	Charlottetown, P.E.I.	698
CFDA	Victoriaville, Que.	702
CFGP	Grande Prairie, Alta.	686
CFGT	Alma, Que.	699
CFJB	Brampton, Ont.	693
CFJC	Kamloops, B. C.	686
CFJR	Brockville, Ont.	693
CFNB	Fredericton, N. B.	690
CFNS	Saskatoon, Sask.	703
CFOB	Fort Frances, Ont.	693
CFOR	Orillia, Ont.	695
CFOS	Owen Sound, Ont.	695
CFPA	Port Arthur, Ont.	696
CFPL	London, Ont.	695
CFPR	Prince Rupert, B. C.	687
CFQC	Saskatoon, Sask.	704
CFRA	Ottawa, Ont.	695
CFRB	Toronto, Ont.	697
CFRG	Gravelbourg, Sask.	703
CFRN	Edmonton, Alta.	685
CFUN	Vancouver, B. C.	688
CHAB	Moose Jaw, Sask.	703
CHAD	Amos, Que.	699
CHAT	Medicine Hat, Alta.	686
CHED	Edmonton, Alta.	685
CHEF	Granby, Que.	699
CHEX	Peterborough, Ont.	696
CHFA	Edmonton, Alta.	685
CHGB	Ste. Anne de La Poc, Que.	701
CHLN	Three Rivers, Que.	702
CHLO	St. Thomas, Ont.	696
CHLP	Montreal, Que.	700
CHLT	Sherbrooke, Que.	701
CHML	Hamilton, Ont.	694
CHNC	New Carlisle, Que.	700
CHNO	Sudbury, Ont.	697
CHNS	Halifax, N. S.	692
CHRC	Quebec City, Que.	700
CHRD	Drummondville, Que.	699
CHRL	Roberval, Que.	701
CHOK	Sarnia, Ont.	696
CHOV	Pembroke, Ont.	696
CHSJ	Saint John, N. B.	690
CHUB	Nanaimo, B. C.	687
CHUM	Toronto, Ont.	697
CHVC	Niagara Falls, Ont.	695
CHWK	Chilliwack, B. C.	686
CJAD	Montreal, Que.	700
CJAT	Trail, B. C.	687
CJAV	Port Alberni, B. C.	687
CJBC	Toronto, Ont.	697
CJBR	Rimouski, Que.	701
CJBQ	Belleville, Ont.	693
CJCA	Edmonton, Alta.	685
CJCB	Sydney, N. S.	692
CJCH	Halifax, N. S.	692
CJCS	Stratford, Ont.	697
CJDC	Dawson Creek, B. C.	686
CJEM	Edmundston, N. B.	690
CJET	Smith Falls, Ont.	696
CJFP	Riviere-Du-Loup, Que.	701
CJFX	Antigonish, N. S.	691
CJGX	Yorkton, Sask.	704
CJIB	Vernon, B. C.	688
CJIC	Sault Ste. Marie, Ont.	696
CJKL	Kirkland Lake, Ont.	694
CJLS	Yarmouth, N. S.	692
CJMS	Montreal, Que.	700
CJMT	Chicoutimi, Que.	699
CJNB	North Battleford, Sask.	703
CJOB	Winnipeg, Man.	689
CJOC	Lethbridge, Alta.	686
CJON	St. John's, Nfld.	691
CJOR	Vancouver, B. C.	688
CJOY	Guelph, Ont.	694
CJQC	Quebec City, Que.	701
CJRL	Kenora, Ont.	694
CJRW	Summerside, P.E.I.	698
CJSO	Sorel, Que.	702
CJSP	Leamington, Ont.	695
CJVI	Victoria, B. C.	688
CKAC	Montreal, Que.	700
CKBB	Barrie, Ont.	693
CKBC	Bathurst, N. B.	690
CKBI	Prince Albert, Sask.	703
CKBL	Matane, Que.	699

Call Letters	City	See Page
CKBM	Montmagny, Que.	699
CKBW	Bridgewater, N. S.	691
CKCH	Hull, Que.	699
CKCK	Regina, Sask.	703
CKCL	Truro, N. S.	692
CKCR	Kitchener, Ont.	694
CKCV	Quebec City, Que.	701
CKCW	Moncton, N. B.	690
CKDA	Victoria, B. C.	688
CKDM	Dauphin, Man.	689
CKEC	New Glasgow, N. S.	692
CKEN	Kentville, N. S.	692
CKEY	Toronto, Ont.	697
CKFH	Toronto, Ont.	698
CKGB	Timmins, Ont.	697
CKGR	Galt, Ont.	694
CKLB	Oshawa, Ont.	695
CKLC	Kingston, Ont.	694
CKLD	Thetford Mines, Que.	702
CKLG	Vancouver, B. C.	688
CKLN	Nelson, B. C.	687
CKLS	LaSarre, Que.	699
CKLW	Windsor, Ont. (See Listing, Detroit, Mich.)	472
CKLY	Lindsay, Ont.	695
CKMR	New Castle, N. B.	690
CKNB	Campbellton, N. B.	690
CKNW	New Westminster, B. C.	687
CKNX	Wingham, Ont.	698
CKOC	Hamilton, Ont.	694
CKOK	Penticton, B. C.	687
CKOM	Saskatoon, Sask.	704
CKOT	Tillsonburg, Ont.	697
CKOV	Kelowna, B. C.	687
CKOX	Woodstock, Ont.	698
CKOY	Ottawa, Ont.	695
CKPC	Brantford, Ont.	693
CKPG	Prince George, B. C.	687
CKPR	Fort William, Ont.	693
CKRB	St. George De Beauce, Que.	701
CKRC	Winnipeg, Man.	689
CKRD	Red Deer, Alta.	686
CKRM	Regina, Sask.	703
CKRN	Rouyn, Que.	701
CKRS	Jonquiere, Que.	699
CKSB	St. Boniface, Man.	689
CKSF	Cornwall, Ont.	693
CKSM	Shawinigan Falls, Que.	701
CKSO	Sudbury, Ont.	697
CKTB	Ste. Catharines, Ont.	696
CKTR	Trois-Rivieres, Que.	702
CKTS	Sherbrooke, Que.	702
CKVD	Val D'Or	702
CKVL	Montreal, Que.	700
CKVM	Ville-Marie, Que.	702
CKWS	Kingston, Ont.	694
CKWX	Vancouver, B. C.	688
CKX	Brandon, Man.	689
CKXL	Calgary, Alta.	685
CKY	Winnipeg, Man.	689
CKYL	Peace River, Alta.	686
VOAR	St. John's, Nfld.	691
VOCM	St. John's, Nfld.	691

YOUR ALL-CANADA MAN SELLS ALL OF CANADA

29 radio and 17 All-Canada television stations from coast-to-coast, pinpoint your advertising message in all the key markets of Canada. All-Canada is also the largest Canadian distributor of packaged radio and television shows. Consult the All-Canada Man for complete Canadian radio and TV service.

ALL-CANADA TV TELEVISION

ALL-CANADA RADIO FACILITIES LIMITED

VANCOUVER • CALGARY • WINNIPEG • MONTREAL • TORONTO

CFAC—Calgary—1922—CBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Calgary Bcstg. Co., Ltd.
Bus.-Studio Address....1000 Greyhound Bldg.
Phone: 6-1036 .....Air Time: Full Time
News Service .....BN, PUB, CP
Newspaper Affil. .....Herald
Transcription....Thesaurus, World Associated
Representative .....All-Canada, Weed
Membership .....CARTB
President .....Basil Deane
Sta. Manager.....A. M. Cairns
Commercial Manager.....D. H. Hartford
Program Director.....G. A. Brown
Prom. Mgr., Pub. Dir.....R. J. Tregillus
Chief Engineer.....E. C. Connor

CFCN—Calgary—1922—CBC

Frequency: 1060 Kc.....Power: 10,000 Watts
Owned-Oper. By.The Voice of the Prairies, Ltd.
Bus.-Studio Address.....712 Twelfth Ave., E.
Phone: 2-1161.....Air Time: Full Time
News Service.....BUP, BN
Transcription .....SESAC, Lang-Worth
Representative.....Can. Sta. Rep., Oakes
Membership .....CARTB
President, Sta. Manager.....H. G. Love
V. P., Sls. Prom. Mgr.....James A. Love
Operations Mgr.....Gordon L. Carter
Prod. Manager.....Ned B. Corrigall
Dir., Special Events.....Don Thomas
Chief Engineer.....Robert W. Lamb

CKXL—Calgary—1950

Frequency: 1140 Kc.....Power: 1000 Watts
Owned-Oper. By .....CKXL Ltd.
Address.....210 9th Ave. W.
Phone: 63026 .....Air Time: Full Time
Representative.....H. C. Stovin, Forjoe
President, Mng. Dir.....F. R. Shaw
V.P., Gen. Mgr. .....A. R. Mackenzie
Gen. Sales Mgr.....Allan J. Barker
B'cast. Mgr.....Peter J. Edwards
Special Serv. Mgr.....Mrs. Pearl V. Borgal
Tech. Director.....Gordon Morrison

CFCW—Camrose—1954

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Camrose Bcstg. Co.
Address .....Smith Bldg.
Phone: 3044.....Air Time: Full Time
News Service.....Press News
Representative .....James Alexander
Gen. Prom. Mgr., Pub.....Tom Shandro
Commercial Manager.....Hal Yerxa
Program Director.....Allan Brooks
Chief Engineer.....Kenneth Anholt

CBX—Edmonton—1948—CBC

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address....713 MacDonald Hotel
General Manager.....J. Alphonse Ouimet
Commercial Manager.....W. E. Powell
Chief Engineer.....W. G. Richardson

CBXA—Edmonton—1953 CBC

Frequency: 740 Kc.....Power: 250 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....Macdonald Hotel
General Manager.....Alphonse Ouimet
Commercial Mgr.....W. E. Powell
Program Director.....D. Claringbull
Engineer.....W. G. Richardson

CFRN—Edmonton—1934 CBC

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By....Sunwapta Bcstg. Co., Ltd.
Business-Studio Address.....109 CPR Bldg.
Phone: 22101 .....Air Time: Full Time
News Service .....BUP, BN
Transcription Service .....Lang-Worth
Representative....R-R., Can. Sta. Reps., Oakes
Membership .....CARTB, WAB
Pres., Gen., Sta. Mgr.....G. R. A. Rice
Commercial Mgr.....A. J. Hopps
Program Director.....George A. Duffield
Publicity Director.....Isobel McDonald
Chief Engineer.....Frank G. Makepeace

CHED—Edmonton—1954 CBC

Frequency: 1080 Kc.....Power: 1,000 Watts.
Owned-Oper. By.....CHED, Ltd.
Address.....107th St. & 100th Ave.
Phone 4-2111
Representative.....Stovin, Forjoe, Canada
Manager .....Don McKay
Commercial Mgr.....Don MacLean
Production Manager.....Jerry Forbes
Chief Engineer.....Clint Nichols

CHFA—Edmonton—1949 CBC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Edmonton, Ltd.
Business Address.....10012 109th St.
Phone: 42157 .....Air Time: Full Time
Trans. Ser. .....SESAC
News Service .....UP
Rep.....Omer Renaud Co., Hunt, McGillvra
President .....Dr. L. O. Beauchemin
Gen., Sta. Mgr.....Leo Remillard
Comm., Sls. Prom. Mgr.....Jean Gautron
Prog., Pub. Dir.....Geralde Lachance
Chief Engineer.....Charles Ferland

CJCA—Edmonton—1922 CBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By....Edmonton Bcstg. Co., Ltd.
Bus.-Studio Address.....Birks Bldg.
Phone: 4-4131.....Air Time: Full Time
News Service.....PN, BUP, CP
Newspaper Affil. .....Journal
Trans. Serv. .....Standard, World
Representative .....All-Canada, Weed
Membership .....CARTB

General Manager .....Gerry Gaetz
Asst. Sta. Mgr.....Rolfe Barnes
Commercial Manager.....Cameron Perry
Program Director .....Dalt Elton
Promotion Manager.....Miss Win Sutton
Chief Engineer.....Frank Hollingworth

CFGP—Grande Prairie—1937 CBC

Frequency: 1050 Kc.....Power: 5000 Watts
Owned By.....Northern Bcstg. Corp., Ltd.
Address .....9901-99th St.
Phone: 2311 .....Air Time: Full Time
News Service .....BN
Transcription Service .....World
Representative .....All-Canada, Weed
Membership .....CARTB
President.....H. E. Pearson
Gen., Sta. Manager.....Arthur J. Balfour
Commercial Manager.....Jack E. Soars
Sls., Prom. Manager.....Gene Ross
Pub. Director.....June Morrison
Prog. Director.....Norman Hickey
Chief Engineer.....Jim de Roaldes

CJOC—Lethbridge—1926 CBC

Freq.: 1220 Kc...Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.....Lethbridge Bcstg., Ltd.
Address.....1015 Third Ave. S.
Phone: 3161 .....Air Time: Full Time
News Service.....Canadian Press
Trans. Service.....Assoc., Thesaurus, World
Representative .....Weed, All-Canada
Membership .....CAB, BBM, WAB
President.....H. R. Carson
Station Manager.....N. Botterill
Commercial Manager.....J. Budd
Program Director.....Ed Conville
Chief Engineer.....Bob Reagh

CHAT—Medicine Hat—1946 CBC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Monarch Bcstg. Co., Ltd.
Address .....520 First St., S.E.
Phone: 2821.....Air Time: Full
Representative .....Weed, All-Canada
News Service.....BN, BUP
Membership .....NARTB, CARTB
Transcription Library.....World, SESAC
President.....J. H. Yuill
Gen., Sta. Mgr.....R. J. Buss
Commercial Mgr. .....Orv Kope
Sls. Prom. Mgr.....Bill Bagshaw
Prog. Dir. .....Ian Carson
Chief Engineer.....Sid Gaffney

CKYL—Peace River—1954

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By.....Peace River Bcstg. Co.
Address .....Peace River
Phone: 2535.....Air Time: Full
News Service .....Broadcast News
Transcription ..... SESAC
President .....Henry Jerry
Sta. Mgr. .....W. C. Gliege
Sls. Prom. Mgr.....Dave Lilwall

CKRD—Red Deer—1949—CBC

Freq.: 850 Kc.....Power: 1 Kd. d., 1 Kw. n.
Owned-Oper. By....Central Alberta Bcstg. Co.
Business Address.....Foster Block
Phone: 2083.....Air Time: Full Time
News Service .....Canadian Press
Representative.....Radio Reps., Young
President .....Gordon S. Henry
Gen., Sta. Mgr.....G. A. Bartley
Comm. Mgr. .....Cam Harju
Program Director .....Stan Sterling
Chief Engineer.....Ken L. Martin

BRITISH COLUMBIA

CHWK—Chilliwack—1927 CBC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By....Fraser Valley Bcstrs., Ltd.
Address .....Box 50
Phone: 7511-21 .....Air Time: Full Time
News Service.....Broadcast News
Representative .....All-Canada, Weed
Gen. Mgr., Pres.....Jack Pilling
Commercial Manager.....W. G. Teetzel
Production Mgr.....J. M. Maclachlan
Pub. Director.....Betty Neads

CJDC—Dawson Creek—1947

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By..Radio Station CJDC, Ltd.
Business Address.....2nd Ave. & 9th St.
Phone: 216.....Air Time: Full Time
News Service .....Broadcast News
Transcription Service.....World, Associated
Representative.....Radio Representative
Membership .....CARTB, WAB, BCAB
President.....W. B. Michaud
Manager.....W. Mike Lavern Michaud
Asst. Manager.....Trevor C. Schofield
Comm. Manager.....Ethel Emes
Sls. Prom. Manager.....Leroy Tansem
Prog. Director.....Don Mann
Publicity Director.....Idella Large
Chief Engineer.....Murray Stevens

CFJC—Kamloops—1927 CBC

Frequency: 910 Kc.....Power: 1 Kw. d.
Owned .....Kamloops Sentinel, Ltd.
Address .....310 St. Paul St.
Phone: 1021 .....Air Time: Full Time
Newspaper Affil..... Sentinel
News Service ..... CP
Trans. Service .....World
Sta. Rep. .....All-Canada, Weed
Membership ..... CARTB
Gen. Mgr. .....Ian G. Clark

Pub. Dir., Comm. Mgr.....R. J. Innes
Sls. Prom. Mgr. .....W. Harwood
Program Dir. .....Tom Koch
Chief Engineer .....Fred Webber

CKOV—Kelowna—1931 CBC

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By.....Okanagan Bcstrs., Ltd.
Address.....Box 1431
Phone: 3331 .....Air Time: Full Time
News Service .....BN
Transcription Service .....World
Representative .....All-Canada, Weed
Membership .....CARTB
President.....Mrs. J. W. B. Browne
Gen. Mgr.....J. H. Browne
Station, Comm. Manager.....Dennis Reid
Promotion Manager.....Ed Boyd
Program Director.....Frank Bond
Chief Engineer.....J. Fred Weber

CHUB—Nanaimo—1949

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Operated By.....Standard Bcstg. Co.
Business Address.....Malaspina Hotel
Phone: 2630.....Air Time: Full Time
Newspaper Affil.....Vancouver Sun
News Service .....UP
Transcription Service.....World, Standard
Rep.....Stephens & Towndrow, Hunt, Stovin
Sta. Mgr., Prog. Dir.....C. J. Rudd
Comm., Prom. Mgr.....Sheila Hassell
Publicity Director.....Reid McLeod
Chief Engineer.....Ross MacIntyre

CKLN—Nelson—1939—CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..News Publishing Co., Ltd.
Address.....266 Baker St.
Phone: 19 .....Air Time: Full Time
Newspaper Affiliation.....Nelson Daily News
News Service .....BN
Representative.....Stovin, Can. Sta. Reps.
Membership..CARTB, WARTB, BCARTB, BBM
President.....Maj. R. H. Green
Station Mgr., Chief Engineer....A. R. Ramsden

CKNW—New Westminster 1944

Frequency: 1320 Kc.....Power: 5000 Watts
Owned By.....Intl. Bcstg. Co., Ltd.
Business-Studio Address.....227 Columbia St.
Phone: N.W. 3000 .....Air Time: Full Time
News Service.....BNP, BUP
Transcription.....Associated, Standard, Cole
Representative..Forjoe, R-Reps., B'cast. Reps.
Membership .....CARTB
President.....William Rea, Jr.
Assistant Manager.....Hugh Wallace
Prog. Dir. .....Hal Davis
Gen., Station Mgr.....W. J. Hughes
Merchandising Dir.....Mel Cooper
Sls. Prom. Mgr.....Stan Buchanan
Chief Engineer.....Leo Haydamack

CKOK—Penticton—1948

Freq.: 800 Kc.....Power: 1 Kw. d., 500 Wts. n.
Owned-Operated By.....CKOK, Ltd.
Business-Studio Address...125 Nanaimo Ave.
Phone Number.....2800, 2850
Transcription Service .....Standard
Representative .....Mulvihill, Cooke
Membership .....BCARTB, WAB, CARTB
Managing Director.....Maurice P. Finnerty
Station Manager.....Roy G. Chapman
Comm. Mgr.....Warren Johnstone
Program Director.....Russ Richardson
Chief Engr.....George Cameron

CJAV—Port Alberni—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....CJAV, Ltd.
Address.....735 Third Ave., N.
Phone: 604 .....Air Time: Full Time
News Service .....PN, Reuters
Transcription .....Lang-Worth, Cole, Capitol, Standard, World
Membership ..... CARTB
President .....Harold E. Warren
Managing Dir.....Kenneth Hutcheson
Comm. Mgr.....J. Geoffrey Holmes
Program Dir.....Thomas A. Rannie
Publicity Dir. .....James A. Halldorson
Chief Engineer.....Ross McIntyre

CKPG—Prince George—1945 CBC

Frequency: 550 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station CKPG, Ltd.
Address.....1220 Sixth Ave.
Phone: 140.....Air Time: Full Time
News Service.....Can. Press
Representative .....All-Canada, Weed
Membership .....CARTB, BBM
President.....Frank H. Elphicke
General Manager.....Cecil G. Elphicke
Station Manager.....Charles Cawdell
Comm. Manager.....R. T. Harkins
Sls. Prom. Manager.....R. A. East
Prog. Director.....J. D. Bridges
Pub. Director.....Lois Wilson
Chief Engineer.....G. K. Rolston

CFPR—Prince Rupert—1938 CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Canadian Broadcasting Corp.
Address .....336 Second Ave., W.
Representative .....Stovin
General Manager (CBC).....J. A. Ouimet

CJAT—Trail—1931—CBC

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Kootenay Bcstg. Co., Ltd.
Business-Studio Address.....815 Victoria St.
Phone Number 1840
News Service .....AP
Rep.....Weed, All-Canada Radio Facilities
President.....A. S. Mawdsley

General Manager.....John W. Loader
Commercial Manager.....Lorne V. McLeod
Program Director.....J. P. Kobluk
Chief Engineer.....John D. Hepburn

CBU—Vancouver—1936—CBC

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....701 Hornby St.
Phone Number .....Marine 6121
News Service.....BUP
General Manager (CBC)...J. Alphonse Ouimet
Commercial Mgr. (CBC).....Walter E. Powell
Regional Representative.....Kenneth Caple
Regional Prog. Dir.....Doug Nixon
Press Info. .....Ron C. Fraser
C. Engineer.....W. G. Richardson

CJOR—Vancouver—1926 CBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....CJOR, Ltd.
Business-Studio Address.....846 Howe St.
Phone: MArine 6464.....Air Time: Full Time
News Service.....BUP, Press News
Transcription Service.....Thesaurus
Representative.....Stovin, Adam J. Young, Jr.
Membership .....CARTB
Pres., Sta. Mgr.....George C. Chandler
Sales Manager.....Bus Ryan
Prom. Mgr., Pub. Dir.....Dorwin Baird
Prog. Director.....Vic Waters
Chief Engineer.....Art Chandler
Commercial Mgr.....Don Laws

CKLG—Vancouver—1955

Frequency: 1070 Kc.....Power: 1000 Watts
Owned-Oper. By....Lions Gate B'casting., Ltd.
Address.....143 E. 11th, North Vancouver
Phone: York 1101.....Air Time: Full Time
News Service .....C.P.
Transcription Service .....SESAC
Sta. Reps.....Don Cooke, James Alexander
Membership .....CARTB
Gen., Sta. Manager.....Robert T. Bowman
Comm. Manager.....John N. Hunt
Sls. Prom. Manager.....James Thom
Prog. Director.....Rudy Hartman
Pub. Director.....C. Baxter
Chief Engineer.....T. Payne

CFUN—Vancouver

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By....Broadcast Operations, Ltd.
Address.....812 Robson St.
Phone: MArine 1271.....Air Time: Full Time
News Service .....BUP
Representative .....Nat. Broadcast Sales
Membership .....CARTB
President .....R. R. Keay
Mng. Dir., Gen., Sta. Mgr.....Patt McDonald
Comm. Manager.....Fin Anthony
Sls. Prom. Mgr.....Warren Johnstone
Prog. Director.....Stan Lettner
Pub. Director.....Norm Williams
Chief Engineer.....Dave Rogers

CKWX—Vancouver—1923 MBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....CKWX Radio, Ltd.
Business-Studio Address.....543 Seymour St.
Phone: TA. 5131.....Air Time: Full Time
News Service.....CP, BUP
Transcription Service ..... World
Representative .....All-Canada, Weed
President .....Arthur Holstead
General Manager.....Frank H. Elphicke
Gen. Sls. Manager.....John L. Sayers
Program Manager.....John Ansell
Plng., Res. Director.....MacIntosh MacDonald
Assistant Manager.....Sam G. Ross
Prom. Manager.....Phil J. Baldwin
Prod. Manager.....Laurie Irving
Chief Engineer.....Charles Smith

CJIB—Vernon—1947 CBC-DOMINION

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Operated By.....Interior Bcstrs., Ltd.
Business Address.....3330 Barnard Ave. W.
Phone: 3900.....Air Time: Full Time
News Service .....PN
Rep.....Radio Representatives, Cooke
General Manager.....A. G. Seabrook
Commercial Mgr.....Larry Scott
Program Director.....Don Warner
Publicity Dir.....Dave Lilwall
Chief Engineer.....Loren Merriman

CJVI—Victoria—1941—CBC

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By.....Island Bcstg. Co., Ltd.
Business-Studio Address.....817 Fort Street
Phone: 2-8221.....Air Time: Full Time
News Service .....BN
Transcription Service.....Associated, World
Representative .....Weed, All-Canada
Membership ..... CARTB
President.....J. M. Taylor
Sta., Comm. Mgr.....W. M. Guild
Sls. Prom., Pub. Mgr.....Hugh Curtis
Program Director.....Fred G. Usher
Chief Engineer.....Joe Sommers

CKDA—Victoria—1950—CBC

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Oper. By.....Capital Bcstg. System
Address.....1450 Douglas St.
Phone: 4-9311 .....Air Time: Full Time
News Service .....BUP, CP
Transcription Service.....Standard, SESAC
Representative....Farjoe Nat. B'acst. Sls., Hunt
Pres., Gen. Mgr.....David M. Armstrong
Sta., Comm. Manager.....Gordon M. Reid
Prog. Director.....David G. Hill
Publicity Director .....Philip J. Baldwin
Chief Eng. .....Norman E. Bergquist

CKX—Brandon—1928—CBC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By....Western Manitoba Bcstrs.
Address.....2940 Victoria Ave.
Phone: 5393.....Air Time: Full Time
Transcription Service .....Thesaurus, SESAC
Representative..Radio Representatives, Young
News Service .....BUP, BN
Pres., Gen. Manager.....J. B. Craig
Commercial Manager.....E. D. Holland
Asst. Sta. Manager.....Eric Davies
Sls. Prom. Manager.....Betty Murphy
Chief Engineer.....E. Humphrey Davies

CKDM—Dauphin—1950

Frequency: 1050 Kc.....Power: 1000 d.; 250 n.
Owned.....Dauphin Bcstg. Co., Ltd.
Address .....3rd Ave., N. E.
Phone: 3230, 3270 .....Air Time: Full Time
News Service .....CP
Trans. Service .....SESAC
Representative .....Radio-Rep., Young
Membership .....CARTB
President.....A. T. Warnock
Mng. Director.....Mrs. G. Peebles
Asst. Manager.....J. M. Henderson
Comm. Manager.....Jack Henderson
Sls. Prom. Mgr., Prog. Dir.....Bob Wood
Pub. Director.....Ted Meseyton
Chief Engineer.....R. D. Hughes

CFAR—Flin Flon—1937—CBC

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Arctic Radio Corp., Ltd.
Address .....436 Main St.
Phone: 4422 .....Air Time: Daytime
News Service .....BN
Trans. Service...SESAC, Lang-Worth, ASCAP
Representative .....Stovin, Young
Membership ..... CARTB
President .....J. Mundie
Station Manager.....C. H. Witney
Commercial Manager.....T. Ashmore
Program Director.....E. Smallwood

CKSB—St. Boniface—1946 CBC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned.....Radio-St. Boniface Ltd.
Address .....607 Langevin St.
Phone: 20-4865 .....Air Time: Daytime
News Service .....BUP
Trans. Service .....SESAC
Representative.....Renaud, McGillvra, Hunt
President.....Dr. P. E. LaFleche
Gen. Mgr., Pub. Dir.....Roland Couture
Commercial Mgr.....Raoul Normandeau
Program Dir.....Denis Belair
Chief Engineer .....Yves Savignac

CBW—Winnipeg—1948—CBC

Frequency: 990 Kc.....Power: 50,000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business Address.....541 Portage Ave.
Phone: 742541.....Air Time: Full Time
News Service.....Canadian Press; BUP
Reg. Director.....J. R. Finlay
Reg. Prog. Director.....D. E. Cameron
Reg. Engineer.....R. D. Cahoon
Comm. Sls. Rep.....R. L. Horley
Publicity .....C. E. L'Ami

CJOB—Winnipeg—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Blick Bcstg., Ltd.
Business-Studio Address.....Lindsay Bldg.
Phone: 926, 374.....Air Time: Full Time
Transcription Service.....World, Thesaurus, Associated, Standard, Lang-Worth
Membership .....CARTB
News Service.....CP; BUP
Representative .....R-Reps., Adam Young
President.....J. O. Blick
Commercial Manager.....A. J. Messner
Office Manager.....Frances Sprague
Sales Prom. Mgr.....Jim Gibson
Prog. Director.....George C. Davies
Chief Engineer.....R. V. Durie

CKRC—Winnipeg—1934 CBC

Frequency: 630 Kc.....Power: 5000 Watts
Owned....Transcanada Communications, Ltd.
Bus.-Studio Address.....300 Carlton St.
Phone: 922-266.....Air Time: Full Time
News Service.....BUP, Press News, CP
Transcription Service...Lang-Worth, Standard
Membership ..... CARTB, BBM
Representative .....Weed, All-Canada
President .....Clifford Sifton
Gen., Sta. Mgr.....William A. Speers
Commercial Manager.....B. M. Pirie
Prom. Manager.....Wm. H. Edge
Program Director.....J. M. Hill
Publicity Dir.....F. M. Desourdy
Chief Engineer.....A. W. Hooper

CKY—Winnipeg—1950

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....Station CKY, Ltd.
Business Address.....432 Main St., N.
Phone: 93-1531.....Air Time: Full Time
Transcription.....Capital, SESAC, Associated
Representitive .....Stovin, Forjoe
Membership .....RAB, CARTB, WAB
President.....Lloyd E. Moffatt
Sta. Manager.....W. E. Collier
Comm. Manager.....C. F. Hawkins
Sales Prom. Mgr.....Harry O. Watts
Program Director.....Jack R. Stewart
Chief Engineer.....Andy Malowanchak

CKBC—Bathurst—1955

Frequency: 1400 Kc.....Power: 250 W.
Owned-Operated By..Bathurst Bcstg. Co., Ltd.
Address .....Goff St.
Representative ..... Alexander
President.....J. Leo Hachey
Gen. Mgr.....W. J. Davis
Commercial Manager.....G. Royal

CKNB—Campbellton—1939 CBC

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By..Restigouche Bcstg. Co., Ltd.
Business Address.....110 Water St.
Phone: PLaza 3-2009.....Air Time: Full Time
Representative .....Hardy, Weed
Transcription.....All-Canada; Caldwell
Membership .....CARTB, BBM
President.....J. Wesley MacDonald
Mgn. Director.....Dr. Charles H. Houde
Sls. Prom. Mgr.....Connie Richardson
Station Manager.....Stan Chapman
Program Director.....Bob Richards
Chief Engineer.....L. P. Paquet

CJEM—Edmundston—1944 CBC

Frequency: 570 Kc.....Power: 1000 Watts
Owned-Oper. By.....Edmundston Radio, Ltd.
Address.....91 Canada Rd.
Phone: 880.....Air Time: Full Time
Transcription Service .....SESAC
News Service .....BN
Representative .....Stovin, Young
President .....Georges Michaud
Gen. Mgr.....Jack Brilliant
Station, Comm. Mgr.....Georges Guerrette
National Prog. Dir.....Harry Wilsie
Program Director.....Hermel Dumont
Pub. Dir., Asst. Mgr.....Bob Beaulieu
Chief Engineer.....Adrien Garceau

CFNB—Fredericton—1923 CBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By...James S. Neill & Sons, Ltd.
Phone: 5501.....Air Time: Full Time
News Service .....UP, R.P.
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
Membership .....CARTB
President .....J. Stewart Neill
General Manager.....D. Malcolm Neill
Prog. Director.....H. L. McFee
Retail Sls. Manager.....George W. Brown
Sta., Comm. Manager.....J. T. H. Fenety
Chief Engineer.....Glenn D. Love

CBAF—Moncton—1954—CBC

Frequency: 1300 Kc.....Power: 5000 Watts
Address.....Georges & Archibald Sts.
Phone: 4-3366.....Air Time: Daytime
Owned-Oper. By.....Canadian Bcstg. Corp.
Address .....232 St. Georges St.
General Manager.....Alphonse Ouimet
Commercial Mgr.....M. Valiquette
Acting Sta. Mgr.....Reynald Teasdale
Publicity Director.....Lyal D. Brown
Engineer .....H. M. Smith

CKCW—Moncton—1934—CBC

Frequency: 1220 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Moncton Bcstg., Ltd.
Address .....K of P Bldg.
Phone: 4-9111, 2, 3, 4.....Air Time: Full Time
News Service .....BUP, CP, Radio Press
Transcription Service .....Lang-Worth
Representative .....Young, Stovin
Pres., Gen. Mgr.....F. A. Lynds
Sta., Comm., Prom. Manager.....T. Tonner
Program Director .....Robert Reid
Publicity Director.....Thomas H. Tonner
Chief Engineer.....Arnold Brewster

CKMR—New Castle—1949 BC

Frequency: 790 Kc.....Power: 1000 Watts
Owned.....Miramichi Bcstg. Co., Ltd.
Phone: 690 .....Air Time: Full Time
Representative ..... Renaud
President .....L. W. Flett
Sta. Mgr., Chief Engr.....R. J. Wallace
Publicity Director.....Fred Haining

CBA—Sackville—1939—CBC

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address .....100 Sackville St., Halifax, N. S.
Phone: 28311.....Air Time: Full Time
Regional Director.....W. E. S. Briggs
Regional Prog. Dir.....S. R. Kennedy
Comm. Rep.....Don LeBlanc
Press & Info. Rep.....A. W. Wilson
Reg. Engineer.....H. M. Smith

CFBC—Saint John—1946 CBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By....Fundy Bcstg. Co., Ltd.
Address .....68 Carleton St.
Phone: 2-3301 .....Air Time: Full Time
Representative..Young, Hunt, Nat'l Bcst. Sales
President.....A. M. A. McLean
General Manager .....Hugh T. Trueman
Sales Manager.....C. F. Bedford
Program Supervisor.....D. H. Armstrong
Prom. Mgr., Publ. Dir.....R. J. Gallagher
Chief Engineer.....H. M. Stout

CHSJ—Saint John—1934 CBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By...New Brunswick Bcstg. Co.
Business-Studio Address.....14 Church St.
Phone: 3-3304 .....Air Time: Full Time
Newspaper Affil. .....Journal, Globe
Representative.....All Canada, Weed & Co.
President.....T. F. Drummie
General Manager.....George A. Cromwell
Program Director.....Cleve G. Stillwell
Station Manager.....Earl McCarron
Sls. Prom. Mgr.....Frank Doody
Pub. Director.....Alfred E. Murphy
Chief Engineer .....J. G. Bishop

NEWFOUNDLAND

CBY—Corner Brook—1942 CBC

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Air Time.....Full Time
Representative.....C. V. Hierlihy
Gen. Mgr. (CBC).....J. Alphonse Ouimet

CBG—Gander—1949—CBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address.....P. O. Drawer 32
Phone Number 349
News Service.....CP, BUP, Reuters, PN
General Manager.....J. A. Ouimet

CBT—Grand Falls—1949 CBC

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address .....High Street
Phone: 2102.....Air Time: Full Time
News Service.....AP, INS, UP
Gen. Mgr. .....J. Alphonse Ouimet
Station Manager.....John J. Grace
Press & Info. Dept., Prom. Mgr...Ron C. Fraser
Comm. Manager.....G. D. Halley
Prog. Director.....R. G. O'Brien
Area Engineer.....E. D. Witherstone

CBN—St. John's—1949—CBC

Frequency: 640 Kc.....Power: 10,000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address .....St. John's
News Service.....CP, Reuters
Representative .....CBC
General Manager (CBC)...J. Alphonse Ouimet
Commercial Mgr. (CBC).....W. E. Powell
Prog. Director.....Charles Jennings
Publ. Director (CBC).....Ron C. Fraser
Dir. of Engrg.....W. G. Richardson

CJON—St. John's—1951

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By.....Nfld. Bcstg. Co., Ltd.
Address .....Radio-TV Bldg.
Phone: 7105.....Air Time: Full Time
News Service .....AP, CP, Press News
Transcription Service....Lang-Worth, SESAC
Reps.....All-Canada Radio, Weed
Membership .....CARTB
Pres., Gen. Mgr.....Geoffrey W. Stirling
Station Manager.....Don Jamieson
Commercial Manager.....Mrs. J. LeClair
Sales Prom. Mgr.....Jack Baird
Program Director.....Art Harnett
Publicity Director .....C. Yuill
Chief Engineer.....Oscar Hierlihy

VOAR—St. John's—1929

Frequency: 1230 Kc.....Power: 100 Watts d.
Owned-Oper. By.....Nfld. Mission Conf.
Address.....P. O. Box 574
Phone 6760
Pres., Gen. Mgr.....Philip Moores

VOCM—St. John's—1936

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By....Colonial Bcstg. System
Business Address....Water at McBride's Hill
Phone 3148-9
News Service.....CP, PN, BUP
Transcription Service.....Thesaurus, World
Membership .....CARTB, AAB
Representative.....Stovin, Canada, Young
Managing Director.....H. N. Butler
Commercial Manager.....M. Shulman
Program Director.....J. Regan
Chief Engineer.....W. B. Williams

NOVA SCOTIA

CJFX—Antigonish—1943 CBC

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Atlantic Bcstrs., Ltd.
Address .....St. Ninian St.
Phone: 580 .....Air Time: Full Time
News Service .....BUP
Transcription Service .....SESAC
Representative .....Mulvihill, Young
President.....Rev. D. MacCormick
Sta. Mgr., Chief Eng.....Gordon MacDougall
Comm. Manager.....Omar Blondahl
Program Dir.....Bruce Rafuse
Traffic .....Ann Forbes

CKBW—Bridgewater—1947

Frequency: 1000 Kc.....Power: 1000 Watts
Owned-Oper. By.....Acadia Bcstg. Co., Ltd.
Address.....399 King St.
Phone: LIberty 3-2401....Air Time: Full Time
Representative.....Radio Reps., Don Cooke
News Service .....Can. Press
Membership .....CARTB
President.....C. J. Morrow
General Manager.....John F. Hirtle
Station Manager.....James A. MacLeod
Comm. Mgr.....J. C. Newell
Sales Prom. Mgr.....Lester L. Rogers
Program Director.....A. Maxwell Ramey
Publicity Director .....R. A. MacLaren
Chief Engineer.....Douglas B. Hirtle

CBH—Halifax—1947—CBC

Frequency: 1330 Kc.....Power: 250 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....100 Sackville St.
Phone: 2-8311.....Air Time: Full Time
News Service .....CP, BUP
Regional Director.....W. E. S. Briggs
Reg. Prog. Dir.....S. R. Kennedy
Comm. Rep.....Don LeBlanc
Press & Infor. Rep.....A. W. Wilson
Regional Engineer.....H. M. Smith

CHNS—Halifax—1926—CBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By...Maritime Bcstg. Corp., Ltd.
Bus.-Studio Address.....10 Tobin St.
Phone: 3-8318.....Air Time: Full Time
News Service.....CP, BUP
Newspaper Affil...Chronicle-Herald, Mail-Star
Transcription Service..Thesaurus, Lang-Worth
Representative .....All-Canada, Weed
Membership ..... CARTB
President.....Graham W. Dennis
Gen., Station Manager.....Gerald Redmond
Commercial Manager.....Douglas Grant
Sales Prom. Mgr.....John Holden
Program Manager.....John A. Funston
Chief Engineer.....Arthur H. Greig

CJCH—Halifax—1944

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....Chronicle Co., Ltd.
Bus.-Studio Address.....741 Robie St.
Phone: 5-5443 .....Air Time: Full Time
News Service.....AP, Can. Press
Transcription Service.....World, SESAC
Representative.....Mulvihill, Adam Young
President.....B. Pearson McCurdy
Station Manager.....E. Finlay MacDonald
Comm. Manager.....Howard E. Gerard
Sls. Prom. Manager.....Clair Chambers
Program Director.....Al Foster
Chief Engineer.....A. Reginald MacWilliams

CKEN—Kentville—1947

Frequency: 1350 Kc.....Power 1000 Watts
Owned-Oper. By..Evangeline Bcstg. Co., Ltd.
Business-Studio Address.....Radio Center
Phone: Kentville 2111.....Air Time: Full Time
News Service .....CP
Transcription Service .....World
Representative .....Alexander
Membership .....CARTB, BBM
President.....George Wilson
General Manager.....J. A. C. Lewis
Commercial Mgr.....Mrs. E. J. Macmillan
Sales Prom. Mgr.....B. M. Butler-Gray
Program Director.....W. A. Bishop
Publicity Director.....Graham Galloway
Chief Engineer.....A. M. Bishop

CKEC—New Glasgow

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Hector Bcstg. Co.
General Manager.....James M. Cameron
Asst. Gen., Comm. Mgr.....Howard MacLean
Promotion Manager.....Ross Ingram
Chief Engineer.....Charles Gogen

CBI—Sydney—1948—CBC

Freq.: 1140 Kc.....Power: 5000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....247 Charlotte St.
Station Manager.....F. G. Cooke
Chief Eng.....G. R. Oulton

CJCB—Sydney—1929—CBC

Freq.: 1270 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Cape Breton Bcstrs., Ltd.
Business-Studio Address.....Radio Bldg.
Phone Number 5598-7
Air Time.....Full Time
News Service .....PN
Transcription Service..Thesaurus, Lang-Worth
Representative .....All-Canada, Weed
General Manager.....J. Marven Nathanson
Commercial Manager..... R. M. Burchell
Sales Prom. Mgr.....M. C. MacQuarrie
Program Director.....T. C. Robertson
Chief Engineer.....A. E. Vernon

CKCL—Truro—1947

Frequency: 600 Kc.....Power: 1,000 Watts
Owned-Operated By.Colchester Bcstg. Co. Ltd.
Business Address.....7 Pleasant St.
Phone: 4491 .....Air Time: Full Time
News Service .....BUP
Transcription Service .....World
Representative .....Radio Time Sales
Membership .....CARTB
President, General Mgr.....J. Arthur Manning
Comm. Mgr. .....George B. Moore
Program Director.....Lloyd Cavanagh
Chief Engineer.....Sidney Bernasconi

CFAB—Windsor—1944

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Evangeline Bcstg. Co., Ltd.
Address .....Radio Centre
Phone: 2111.....Air Time: Full Time
News Service .....CP
Transcription Service .....World
Representative .....Alexander
Membership .....CARTB, BBM
President .....George Wilson
General Manager.....J. A. C. Lewis
Comm. Mgr.....Mrs. E. J. MacMillan
Promotion Mgr.....Bernard Butler-Gray
Program Director.....Willard A. Bishop
Publicity Director.....Graham Galloway
Chief Engineer.....A. M. Bishop

CJLS—Yarmouth—1934 CBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Gateway Bcstg. Co., Ltd.
Address.....222 Main St.
Phone: 500 .....Air Time: Full Time
News Service .....CP
Transcription Service .....All-Canada
Representative .....All-Canada, Weed
Pres., Gen., Comm. Mgr., Chf. Eng...D. L. Smith
Publicity Dir. .....William Singer

CKBB—Barrie—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Barrie Bcstg. Co. Ltd.
Address .....Box 69
Phone: 5585.....Air Time: Full Time
News Service .....BN
Transcription Service.....SESAC
Membership .....CARTB, BBM
Representative .....Young, Mulvihill
Pres., Gen. Mgr.....Ralph T. Snelgrove
Sta. Mgr., Comm. Mgr.....Robert Hunter
Program Director.....Robert McLean
Chief Engr.....Jack Mattenley

CJBQ—Belleville—1946—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Quinte Bcstg. Co., Ltd.
Address .....P. O. Box 399
Phone: WOodland 8-5555..Air Time: Full Time
News Service.....Broadcast News
Transcription Service .....World
Representative.....Can. Sta. Rep.
Membership ..... CARTB
President.....A. MacLean Haig
Station Manager.....W. H. Stovin
Commercial Manager.....J. H. MacDonald
Program Director.....P. F. Flagler
Sls. Prom. Manager.....F. C. Murray
Chief Engineer.....J. B. Buchanan

CFJB—Brampton—1953

Frequency: 1090 Kc.....Power: 250 W. d.
Owned-Oper. By.....CFJB, Ltd.
Address.....2 Ellen St.
Phone: 2321.....Air Time: Daytime
News Service .....BN, BUP
Trans. Service....World, Lang-Worth, SESAC
Membership .....CARTB
Rep.....Radio & TV Sales, Cooke
President .....William Martin
Gen., Sta. Mgr., Prog. Dir., Eng....Fenwick Job
Commercial Manager.....Russell Waters
Sls. Prom. Manager.....Stan Larke
Publicity Director.....John Fox

CKPC—Brantford—1923—CBC

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By....Telephone City Bcst., Ltd.
Address.....525 Colborne St.
Phone: 3-2664.....Air Time: Full Time
Transcription Service .....World
News Service .....BUP
Transcription Service.....World, Capitol
Representative.....J. L. Alexander
Pres., Gen. Mgr.....Mrs. F. M. Buchanan
Station Manager.....R. Buchanan
Comm. Manager.....Wally Shubat
Sales Prom., Pub. Director.....A. J. Kelly
Chief Engineer.....J. Featherston

CFJR—Brockville—1943 CBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned By....Eastern Ontario Bcstg. Co., Ltd.
Business-Studio Address.....17 King St. West
Phone: 4628.....Air Time: Full Time
News Service .....BUP
Representative .....Stovin, Young
Pres., Gen. Sta., Comm. Mgr...Jack R. Radford
Asst. Sta. Mgr.....Thomas Statham
Program Director.....Jim Chapman
Chief Engineer.....Sid Penstone

CFCO—Chatham—1926 CBC—DOMINION

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....John Beardall
Business Address.....P. O. Box 277
Phone: 2626.....Air Time: Full Time
News Service .....BUP
Membership .....CARTB
Transcription Service .....Lang-Worth
Pres., Gen., Sta. Mgr., Pub. Dir...John Beardall
Comm. Director.....Arch Ferrie
Program Director.....Ed Nachaj
Chief Engineer.....Gordon Brooks

CKSF—Cornwall—1945—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Standard-Freeholder, Ltd.
Business-Studio Address.....36 Pitt St.
Phone Number 4800-01
Air Time.....6:45 a.m.-11:45 p.m.
News Service .....CBN
Transcription Service .....Thesaurus
Representative .....Stovin, McGillvra
Membership .....CARTB
Station Manager.....Fred H. Pemberton
Publicity Director.....Alma Larocque
Program Director.....Carl Fisher
Chief Engineer.....Mahlon Clark

CFOB—Fort Frances—1944 CBC-KBS

Frequency: 800 Kc...Power: 1 Kw. d., 1 Kw. n.
Owned By.....N. Border Bcstg., Ltd.
Business-Studio Address.....242 Scott St.
Phone: 200 .....Air Time: Full Time
News Service .....BN
Transcription Service ...Keystone, Lang-Worth
Representative ..... Cooke
Vice-pres., Comm. Mgr.....Frank Hall
Station Manager.....Gordon McBride
Commercial Mgr.....Ted Ashton
Chief Engineer.....Dick Endseth

CKPR—Fort William—1931 CBC

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Oper. By.....H. F. Dougall Co., Ltd.
Bus.-Studio Address..Radio Hall, Victoria Ave.
Phone: 33477.....Air Time: Full Time
News Service .....CP, Press News
Trans. Ser. .....Thesaurus,
Rep.....Radio Representative, Young, Stovin
Membership ..... CARTB
Pres., Gen. Mgr.....H. F. Dougall
Sta., Comm., Sls. Prom. Mgr.....George Jeffrey
Program Director.....J. P. Friesen
Publicity Director.....Jack Masters
Chief Engineer.....W. T. Ross

CKGR—Galt—1954

Frequency: 1110 Kc.....Power: 250 Watts
Owned-Oper. By.....Galt B'casting Co., Ltd.
Address .....3 Amslie St.
Phone: 4318.....Air Time: Daytime
News Service.....Broadcast News
Transcription Service.....Lang-Worth
Representative.....Radio Time Sales
President .....Mrs. Margaret Spohn
Gen., Sta. Manager.....Gerald Lee
Comm., Prom. Mgr.....Donald Carter
Program Director.....John Meadows
Pub. Dir., Chief Eng.....Gerald W. Lee

CJOY—Guelph—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....CJOY, Ltd.
Business Address.....Bond Bldg.
Phone: 5500 .....Air Time: Full Time
Representative .....Radio Reps., Cooke
Membership ..... CARTB
Pres., Sta. Mgr.....Wallace Slatter
General Mgr. .....Frederick T. Metcalf
Program Director.....J. D. LeBlanc
Commercial Mgr. .....J. Jackson
Publicity Dir. .....Norman Jary
Chief Engineer.....J. Milligan

CHML—Hamilton—1926

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By...Maple Leaf Bcstg. Co., Ltd.
Business-Studio Address.....848 Main St., E.
Phone: LIberty 9-2411....Air Time: Full Time
News Service.....Press News, Ltd.
Rep.....Stephens & Towndrow, Young, Nat. B'cast Sales
Membership .....CARTB, RAB
President.....Kenneth D. Soble
General Manager.....Tom Darling
Commercial Manager.....W. D. Whitaker
Sales Prom. Mgr.....W. R. Beecroft
Program Director .....Agnes M. Anderson
Pub. Director.....Bill Hall
Chief Engineer.....Hugh Potter

CKOC—Hamilton—1922—CBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned.....Wentworth Radio Bcstg. Co., Ltd.
Business-Studio Address.....32 John St., N.
Phone: JAckson 7-4483....Air Time: Full Time
News Service.....BUP, BN, Can. Press
Transcription Service.....Thesaurus, World
Representative .....All-Canada, Weed
Membership .....CARTB, BBM
President.....H. R. Carson
V. P., General Manager.....W. T. Cranston
Asst. Manager.....J. Lyman Potts
Comm. Manager.....J. N. Inkster
Promotion Mgr.....Frank Fogwell
Program Director.....T. J. Garner
Chief Engineer.....Leslie Horton

CJRL—Kenora—1938—CBC

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Oper. By....Lake of Woods B'cast, Ltd.
Address .....Johnson Block
Phone: 6212.....Air Time: Full Time
News Service .....CP
Representative .....Stovin, Cooke
Membership.....BBM, RAB, CARTB
President.....L. E. Moffat
Station Manager.....Bill Whittingham
Prog. Dir., Chief Eng.....Don MacTavish

CKLC—Kingston—1953—CBC

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By..St. Lawrence Bcstg. Co., Ltd.
Address.....99 Brock St.
Phone: 24927.....Air Time: Full Time
News Service.....BN, BUP
Transcription Service .....World
Representative .....Stovin, Forjoe
President.....R. S. Grant
Sta., Gen. Manager.....T. D. French
Comm. Manager.....J. F. French
Prog. Director.....C. J. Bermingham
Chief Engineer.....Barry M. Ogden

CKWS—Kingston—1942—CBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By....Frontenac Bcstg. Co., Ltd.
Address .....Radio-Television Centre
Phone: 2-4977.....Air Time: Full Time
News Service .....BN
Newspaper Affil.....Kingston Whig Standard
Rep.....Natl. Bcst. Sales, Weed
Membership .....CARTB
President.....Senator W. R. Davies
Vice-President.....Roy H. Thomson
Gen. Manager.....J. M. Davidson
Station Manager.....P. D. Scanlon
Comm. Manager.....Weldon Wilson
Prog. Director.....W. Williamson
Pub. Director.....Bette Colger
Chief Engineer.....A. E. Cobb

CJKL—Kirkland Lake—1934 CBC

Frequency: 560 Kc.....Power: 5000 Watts
Owned.....Kirkland Lake Bestg., Ltd.
Address.....22 Govt. Rd. West
Phone: 27 .....Air Time: Full Time
News Service .....BN
Representative.....Natl. Bcst. Sales, Weed
Membership ..... CARTB
President.....Roy H. Thomson
General Manager.....J. M. Davidson
Station Manager.....Gord Burnett
Commercial Manager.....Ken Billings
Sales Prom. Manager.....Barbara Johnston
Program Director.....Jesse French
Publicity Director.....B. Johnston
Chief Engineer.....C. L. Spence

CKCR—Kitchener—1929 CBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Opr. By.....K.-W. Bcstg. Co., Ltd.
Business-Studio Address.....135 King St. W.
Phone: SHerwood 3-3628..Air Time: Full Time

News Service .....AP
Transcription Service.....SESAC, Associated
Rep.....Renaul, Hunt, Young, McGillvra
Membership ..... CARTB
Pres., Gen. Mgr.....James C. Mitchell
Sls. Prom., Comm. Mgr.....Jack G. Liddle
Sta. Mgr., Prog. Dir.....Ken W. Mackinnon
Publicity Dir.....Bob Tschantz
Chief Engineer .....Ion Hartman

CJSP—Leamington—1954

Frequency: 710 Kc.....Power: 250 W., d.
Owned-Operated By....Sun Parlor Bcstg., Ltd.
Address.....23 Erie St., N.
Phone: 2780.....Air Time: Day
Representative ..... Best
Pres., Comm. Mgr.....A. A. Brunder
Sales Manager.....J. L. Moore

CKLY—Lindsay—1955

Frequency: 910 Kc.....Power: 1 Kw.
Owned-Operated By....Greg-May Bcstg. Ltd.
General Manager.....Herb May
Commercial Manager.....E. Neill Gregory

CFPL—London—1933—CBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper....London Free Press Printing Co.
Address.....442 Richmond St.
Phone: 2-5201 .....Air Time: Full Time
Newspaper Affil.....London Free Press
Transcription .....Lang-Worth, World
Representative .....Weed, All-Canada
Membership .....CARTB, RAB
President.....Walter J. Blackburn
Gen. Mgr. .....Murray T. Brown
Comm., Station Mgr.....Douglas C. Trowell
Prog. Dir.....J. N. Illman
Sls. Prom. Mgr., Pub. Dir.....Harvey M. Clarke
Chief Engineer.....Glen A. Robitaille

CHVC—Niagara Falls-Welland 1947

Frequency: 1600 Kc.....Power: 5,000 Watts
Owned-Oper. By.....Radio Station CHVC, Ltd.
Business Address...Rainbow Bridge, Niagara Falls—76 Division St., Welland
Phone: EL 8-7151, RE 4-7269 . Air Time: Full Time
Representative .....Cooke, Alexander
President.....B. Howard Bedford
Prog. Director.....A. W. Blakely
Commercial Manager.....Sam Carpenter
Chief Engineer.....L. H. Rook

CFCH—North Bay—1932 CBC

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Thompson Enterprises
Address...Bank of Nova Scotia Bldg., Toronto
Phone: 2400 .....Air Time: Full Time
Transcription Service..Lang-Worth, Thesaurus
Representative .....Natl. Bcst. Sales Weed
President ..... Ken Thompson
General Manager.....H. Freeman
Station Manager.....Keith Packer
Commercial Manager.....Bill King
Program Director .....Clarence Houston
Chief Engineer.....Jack Barnaby

CFOR—Orillia—1945—CBC

Frequency: 1570 Kc...Power: 5 Kw. d; 1 Kw. n.
Owned-Oper. By.....Gordon E. Smith
Bus.-Studio Address.....241 West St., N.
Phone: 3511.....Air Time: Full Time
News Service .....Can. Press
Transcription Service .....World
Representative .....Stephens & Towndrow
Membership .....CARTB
Pres., Gen., Sta. Mgr.....Gordon E. Smith
Comm. Manager.....William Pratt
Prom. Mgr., Pub. Dir.....Stuart C. Brandy
Program Director.....Pete McGarvey
Chief Engineer.....George Slinn

CKLB—Oshawa—1949

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Oper. By...Lakeland Bcstg. Co., Ltd.
Business-Studio Address.....16 Centre St.
Phone: 3-3415.....Air Time: Full Time
Transcription Service .....World
News Service .....BN
Representative .....Alexander, McGillvra
Membership ..... CARTB
Pres., Gen. Mgr.....Alfred H. Collins
Comm., Sta. Mgr.....Gordon G. Garrison
Program Director .....Ken Phillips
Chief Engineer.....W. C. Marchand

CBO—Ottawa—1924—CBC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address....Chateau Laurier Hotel
Phone Number 2-1151
Station Manager.....Charles P. Wright

CFRA—Ottawa—1947

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Station CFRA
Business Address.....Ryan Auditorium
Transcription Service...Standard, Lang-Worth, Capitol
Representative....Stephens-Towndrow, Weed
President, General Mgr.....Frank Ryan

CKOY—Ottawa—1949—CBC

Freq.: 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....CKOY, Ltd.
Address .....635 Richmond Rd.
Phone: PA. 2-6501 .....Air Time: Full Time
News Service .....AP, UP
Transcription Service.....Capitol, Thesaurus, World, Lang-Worth
Representative.....Cooke, Natl. Bcst. Sales
President.....Duncan K. MacTavish
Station Mgr. .....Jack Daly
Commercial Manager.....Keith Kearney
Program Director.....Keith Sterling
Pub. Dir., Sales Prom. Mgr.....Lew Hill
Chief Engineer.....Ken Puttock

CFOS—Owen Sound—1940 CBC

Frequency: 1470 Kc.....Power: 1000 Watts
Owned.....Grey & Bruce Bcstg. Co., Ltd.

Address.....270 9th St. E.
Phone: 1940.....Air Time: Full Time
News Service .....BN
Transcription Service .....World
Newspaper Affil. .....Sun-Times
Membership .....CARTB
President .....Howard Fleming
General Manager.....William N. Hawkins
Commercial Manager.....R. Tomlinson
Program Director .....Stew Blancher
Publicity Director .....L. Phillips
Chief Engineer .....Garritt Stoffer

CHOV—Pembroke—1942 CBC

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By....Ottawa Valley Bcstg. Co.
Address .....319 Pembroke St.
Phone: RE. 2-3657 .....Air Time: Full Time
News Service .....BUP
Transcription Service.....Thesaurus, SESAC
Representative .....Stovin, Young
Pres., Gen. Mgr.....E. G. Archibald
Program Director .....Gregory Poupore
Comm., Prom. Manager....Ramsay F. Garrow
Chief Engineer.....W. E. Schmidt

CHEX—Peterborough—1942 CBC

Frequency: 1430 Kc.....Power: 1000 Watts
Owned.....Kawartha Bcstg. Co., Ltd.
Business-Studio Address.....Box 657
Phone: 2-0451 .....Air Time: Full Time
News Service .....BN
News. Affil.....The Examiner
Representative .....Natl. Bcst. Sales, Weed
Membership .....CARTB, RAB
President.....W. R. Davies
General Manager.....J. Davidson
Station Manager.....N. J. Weatherwax
Commercial Manager.....R. Redmond
Sales Prom. Manager.....G. F. Grady
Program Director.....Dave Clark
Publicity Director.....Hartley Hubbs
Chief Engineer .....Bert Crump

CFPA—Port Arthur—1944 CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph H. Parker
Address .....87 N. Hill St.
Phone: 4-2404 .....Air Time: Full Time
News Service .....BN
Trans. Service..Standard, SESAC, Lang-Worth
Representative .....Broadcast Reps.
Alexander, Weed, Hunt
Membership .....CARTB
President, Gen. Mgr.....Ralph H. Parker
Station Manager.....R. P. MacGowan
Program Director.....Jim Haldorsen

CKTB—Ste. Catharines—1930 CBC

Frequency: 620 Kc.....Power: 1000 Watts
Owned.....Niagara District Bcstg. Co., Ltd.
Business-Studio Address.....12 Yates St.
Phone: MU. 4-1174 .....Air Time: Full Time
News Service .....Broadcast News
Transcription Service .....Standard, World
Representative.....McGillvra, P. Mulvihill
Membership .....CARTB, BBM
President.....W. B. C. Burgoyne
Managing Director.....Mary C. Burgoyne
Comm., Prom. Manager.....V. A. Lococo
Prog., Pub. Director.....Jack Dawson
Chief Engineer.....W. H. Allen

CHLO—St. Thomas-London 1948—CBC

Frequency: 680 Kc.....Power: 1000 Watts
Owner.....Station CHLO, Ltd.
Address.....133 Curtis St., St. Thomas;
171 Dundas St., London
Phone: St. Thomas 3696; London 2-2284.....
Air Time: Full Time
News Service .....BUP
Trans. Service.....Lang-Worth
Reps...Stephens & Towndrow, Can. Sta. Reps.
Membership .....CARTB, CCBA
President.....G. C. Nichols
General Manager.....E. M. Smith
Ass't Mgr., Prom. Mgr.....P. K. Dickens
Program Director.....W. G. Moyer
Chief Engineer.....W. R. Onn

CHOK—Sarnia—1946—CBC

Freq.: 1070 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Sarnia Bcstg., Ltd.
Address.....148½ Front St. N.
Phone: Digby 4-1121....Air Time: Full Time
News Service .....BN
Transcription Service .....Lang-Worth
Representative.....Cooke, Mulvihill
Membership .....CARTB, CCBA
Pres., Gen. Mgr.....Claude R. Irvine
Station Manager.....Karl E. Monk
Commercial Manager....Arthur H. J. O'Hagan
Program Director.....Phil Clayton
Chief Engineer.....Robert F. Cooke

CJIC—Sault Ste. Marie—1934 CBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Hyland Radio-TV Ltd.
Address.....119 East St.
Phone: 31121.....Air Time: Full Time
News Service .....BN
Representative.....J. L. Alexander, McGillvra
Membership ..... CARTB
Pres., Gen. Mgr.....J. G. Hyland
Commercial Manager.....E. Vance
Program Director.....Babs Corbett
Chief Engineer.....D. N. Irwin

CJET—Smith Falls—1955

Frequency: 1070 Kc.....Power: 250 W.
Owner.....J. W. Pollie

CJCS—Stratford—1927
CBC-DOMINION

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....CJCS, Ltd.
Address.....125 Ontario St.
Phone: 1675.....Air Time: Full Time
News Service .....BUP
Representative.....All Canada, Weed
Pres., Gen. Manager.....Frank M. Squires
Sta., Comm. Mgr.....S. E. Tapley
Prog., Pub. Director.....William Inkol
Chief Engineer.....John Grigg

CHNO—Sudbury—1947—CBC

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sudbury Bcstg. Co., Ltd.
Business Address.....166 Elm St., W.
Phone: OS. 5-6416.....Air Time: Full Time
News Service .....BN
Trans. Service .....SESAC
Rep.....Renaud, Hunt, Can. Sta. Reps.
President, General Mgr.....F. B. Ricard
Station Commercial Manager.....R. Riel
Prog., Pub. Director.....Will Davidson
Chief Engineer.....Len Stone

CKSO—Sudbury
CBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....CKSO, Radio, Ltd.
Bus.-Studio Address.....Regent at Ash Sts.
Phone: OS 4-0711.....Air Time: Full Time
News Service .....AP
Representative .....All-Canada, Weed
President.....G. M. Miller, Q.C.
General Manager.....W. J. Woodill
Comm. Manager.....K. Dobson
Program Director.....R. D. Alexander
Chief Engineer.....J. McRae

CKOT—Tillsonburg—1955

Frequency: 1510 Kc.....Power: 250 W.
Owned-Oper. By..Tillsonburg Bcstg. Co., Ltd.
Address.....20 Baldwin St.
Phone 1500
Representative .....Radio Reps.
General Manager.....John Lamers
Publicity Director.....L. Evans
Chief Engineer.....A. Ken Orton

CFCL—Timmins—1951—CBC

Frequency: 580 Kc.....Power: 1 Kw. d n.
Owned.....J. Conrad Lavigne
Address .....175 Third Ave.
Phone: 576, 7 .....Air Time: Daytime
News Service .....BUP
Trans. Service .....SESAC
Representative ..... Renaud
Membership ..... NARTB
President .....J. Conrad Lavigne
Sta., Sales Prom. Mgr.....Rene Barrette
Commercial Mgr.....Laurent Smith
Program Dir.....Jean De Villiers
Chief Engineer .....Roch Demers

CKGB—Timmins—1933—CBC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Oper. By .....Timmins Bcstg. Ltd.
Bus.-Studio Address .....P. O. Box 560
Phone: 1-500 .....Air Time: Full Time
News Service .....BN
News. Affil.....Daily Press
Transcription Service .....Lang-Worth
Representative.....Natl. Bcst. Sales, Weed
Membership .....CARTB
President.....R. H. Thomson
General Manager.....J. M. Davidson
Station Manager.....J. W. Pollie
Commercial Manager.....Wally Rewegan
Sales Prom. Mgr.....Gerry Hall
Program Director.....Bill Nadeau
Publicity Director.....Gino Cicci
Chief Engineer.....Ernie Mott

CBL—Toronto—1927—CBC

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
News Service.....BUP, Reuters, CP
Transcription Service .....Lang-Worth
Representative .....CBC
General Manager (CBC)...J. Alphonse Ouimet
Commercial Manager (CBC).....W. E. Powell
Program Director (CBC).....Charles Jennings

CFRB—Toronto—1927—CBS

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.Rogers Radio Bcstg. Co., Ltd.
Address .....37 Bloor St. W.
Phone: WA. 4-5711 .....Air Time: Full Time
News Service .....CP, BUP
Transcription Service.....Thesaurus, World
Representative....Can. Sta. Reps., All-Canada
President .....Harry Sedgwick
Station Manager.....Lloyd Moore
Commercial Manager.....Waldo Holden
Program Director.....Wes McKnight
Sls. Prom. Mgr., Pub. Dir.....Ken Marsden
Chief Engineer.....Clive Eastwood

CHUM—Toronto—1945

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....York Bcstrs., Ltd.
Address .....250 Adelaide St. W.
Phone: EMpire 4-4271.....Air Time: Daytime
News Service.....Canadian Press
Representative.....McGillvra, R. & TV Sales
Membership .....RAB
President .....Allan F. Waters
Program, Publicity Director.....Phil Stone
Chief Engineer.....George Jones

CJBC—Toronto—1936—CBC

Frequency: 860 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
Phone Number.....WAlnut 3-5481
Air Time.....17 hrs.
News Service.....BUP, Reuters, CP
Director of Radio.....J. M. Kannawin

CKEY—Toronto—1944

Frequency: 580 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned By.....Toronto Bcstg. Co., Ltd.

Bus.-Studio Address.....444 University Ave.
Phone: EM 8-3881.....Air Time: Full Time
News Service.....CP, BUP, AP
Transcription Service.....World, Lang-Worth, Standard, Associated, Capitol, Thesaurus
Representative.....Nat'l. Bcst. Sales, Cooke
President, Gen. Mgr.....Jack K. Cooke
Station Manager.....Hal Cooke
Commercial Manager.....Jack Turrall
Program Director.....Don Insley
Publicity Director.....Eddie Guest
Chief Engineer.....Allan Taylor

CKFH—Toronto—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Foster Hewitt Bcstg., Ltd.
Address.....1 Grenville St.
Phone: Walnut 3-0921....Air Time: Full Time
News Service .....BUP, BN
Transcription Service.....Associated, SESAC
Representative...Stephens & Towndrow, Weed
Membership .....CARTB
President .....Foster Hewitt
Station Manager.....Howard C. Caine
Sales Manager.....Keith Davey
Program Director.....Bill Hewitt
Publicity Director.....Frank Somerville
Chief Engineer.....Gerald Wilson

CHVC—Welland—1947

(See Listing Niagara Falls, Ont.)

CBE—Windsor—1950—CBC

Frequency: 1550 Kc....Power: 10,000 Watts d.
Owned-Oper. By.....Canadian Bcstg. Corp.
Address .....Security Bldg.
News Service.....CP, BUP, R.
General Mgr. (CBC).....J. Alphonse Ouimet
Station Manager.....M. L. Poole
Promotion Manager.....Ron C. Fraser
Commercial Manager (CBC).....W. E. Powell
Chief Engineer (CBC).....G. W. Olive

CKLW—Windsor—CBC

(See U. S. Listing, Detroit, Mich.)

CKNX—Wingham—1926 CBC

Frequency: 920 Kc.....Power: 1000 Watts
Owned .....CKNX, Ltd.
Address .....Josephine St.
Phone: 158.....Air Time: Full Time
News Service .....BUP, BN
Transcription Service.....Thesaurus
Representative .....Alexander, Young
Membership .....CARTB
President, General Mgr.....W. T. Cruickshank
Sta., Comm. Manager.....J. J. Cruikshank
Promotion Manager .....John Langridge
Program Dir. .....John Brent
Publicity Director.....Clint Godwin
Chief Engineer.....S. C. Reid

CKOX—Woodstock—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oxford Bcstg. Co.
Business Address.....P. O. Box 100
Phone: Lennox 7-3414.....Air Time: Full Time
News Service .....BUP
Transcription Service.....Lang-Worth
Representative .....Hunt, Renaud
Membership .....CAB
President, Gen.-Station Mgr.....Monty J. Werry
Comm. Manager.....Rex Brooks
Program Director.....William Tonner
Chief Engineer.....Robert Watmough

PRINCE EDWARD ISLAND

CFCY—Charlottetown—1924 CBC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By.....Island Radio Bcstg. Co.
Business-Studio Address.....85 Kent St.
Phone: 7347.....Air Time: Full Time
News Service .....Broadcast News
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
Membership .....CARTB
President.....Mrs. K. S. Rogers
Station Manager.....R. F. Large
Promotion Manager.....M. E. Large
Prog. Traffic Mgr.....W. A. McMillan
Technical Supervisor.....A. L. Finley

CJRW—Summerside—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Gulf Bcstg. Co., Ltd.
Business-Studio Address.....218 Water St.
Phone: 2201-2.....Air Time: Full Time
Representative .....Radio Reps.
Transcription Service .....World
Membership .....CARTB
President.....J. K. Curran
General Manager.....R. C. Schurman
Comm. Manager.....H. D. Mitchell
Program Director.....L. E. Huestis
Chief Engineer.....J. Huestis

QUEBEC

CFGT—Alma—1953—CBC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By....Radio Lac. St. Jean, Ltee.
Address.....112 St. Joseph St.
Phone .....NO 2-3461
Representative ..... Renaud
News Service .....CP
Transcription .....SESAC
General Manager.....Jean Jacques Fortin
Commercial Mgr.....Eric Gagnon
Program Dir.....France Fortin
Chief Engineer .....Marius Girard

CHAD—Amos—1942—CBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Radio Inc.
Business Address....70 Gamble St. W., Rouyn
Phone: 1400.....Air Time: Daytime
News Service .....BUP
Pres., Gen. Mgr.....David A. Gourd
Chief Eng., Asst. Mgr.....Jean Senecal

CBJ—Chicoutimi—1933—CBC

Frequency: 1580 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....315 Racine St. E.
Phone: 4-7747.....Air Time: Full Time
President.....A. D. Dunton
General Manager.....J. A. Ouimet
Station Manager.....V. Fortin
Commercial Mgr.....M. Valiquette
Program Director.....R. Rolland
Chief Engineer.....J. Roberts

CJMT—Chicoutimi—1953 CBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Chicoutimi Enrg.
Address.....Tremblay Bldg., 365 Racine St.
Representatives .....Renaud, Davis
Station Manager.....Jean Bender

CHRD—Drummondville—1955

Owned-Operated By...Radio Drummond Ltee.
Representative ..... Renaud
President .....Maurice Sigouin
General Manager.....Benoit Vanier
Publicity Director.....Claude Bedard
Chief Engineer.....Gerard Paul

CHEF—Granby—1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Granby Bcstg. Co., Ltd.
Address.....Hains Bldg., 13 Centre
Phone: FR 2-6611.....Air Time: Daytime
News Service .....BUP
Newspaper Affil. .....La Revue
Representative .....Omer Renaud
Membership .....CARTB
President .....R. Chaput
Gen., Sta. Mgr.....J. Oliva Hains
Sales Manager.....F. Normandin
Program Director.....R. M. Dube
Chief Engineer.....Bruce McDonald

CKCH—Hull—1933—CBC

Frequency: 970 Kc.....Power: 1000 Watts
Owned .....CKCH De Hull Limitee
Business Studio Address...121 Notre-Dame St.
Phone Number.....Pr 7-2771
Air Time ....Unlimited
News Service .....BUP
News. Affil.....Le Droit
Transcription .....SESAC
Membership .....CARTB
Representative .....Renaud, McGillvra
President.....L. J. Billy
General Manager.....J. P. Lemire
Comm. Manager.....Henry Allard
Program Director.....Rheal Gaudet
Publicity Dir.....S. Lanctot
Chief Engineer.....J. L. Guerette

CKRS—Jonquiere—1947

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Saguenay, Ltd.
Address.....735 St. Hubert St.
News Service .....BUP
Representative..Trans-Quebec, Hardy, Young
Station Manager.....Tom Burham
Chief Engineer.....Gerard Lemieux

CKLS—La Sarre—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owner.....Radio La Sarre, Inc.
Operated By..Northern Radio-Radio Nord, Inc.
Representative .....Renaud, Weed
Pres., Gen. Mgr.....David Armand Gourd

CKBL—Matane—1948

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By....Le Cie De Radio Diffusion
Address..... .....144 Ave. St. Jerome
Phone: 355.....Air Time: Full Time
Newspaper Affil.....La Voix
Representative.....Hardy, Young
Pres., Gen., Sta. Mgr.....Rene Lapointe
Vice President.....Octave Lapointe
Pub. Dir., Prom. Mgr.....Jean Daigle
Pgm., Prod. Dir.....Marcelle Carrier
Pub. Director.....Jean Berger
Chief Engineer.....Yvan Fortier

CKBM—Montmagny—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Alleghanys, Inc.
Address.....8, Rue St. Thomas
News Service .....BN
Membership .....CARTB
Representative.....Radio & TV Sales
President ..... Henri Deschenes
Gen., Comm., Sls. Prom. Mgr...Andre Mercier
Chief Engineer.....Marcel Coulombe

CBF—Montreal—1937 CBC-ABC-MBS-NBC

Frequency: 690 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....P. O. Box 6000

Phone: UN 6-2571.....Air Time: Full Time
News Service.....BUP, CP, AP, AFP
President.....A. D. Dunton
General Mgr.....J. A. Ouimet
Station Mgr.....Benoit Lafleur
Commercial Mgr.....Maurice Valiquette
Program Dir.....Marc Thibault
Publicity Dir.....Robert Elie
Operations Mgr.....Jos. Marcotte

CBM—Montreal—1933—CBC

Frequency: 940 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....1425 Dorchester St.
Phone Number.....University 62571
News Service.....CP, BUP, Reuters
Program Dir. .....D. E. McGill

CFCF—Montreal—1919 ABC-CBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Marconi Co.
Bus.-Studio Address.4824 Cote des Neiges Rd.
Phone: RE 1-1101.....Air Time: Full Time
News Service .....BUP, CP
Transcription Service .....Standard
Representative .....Weed, All-Canada
Membership .....CARTB
General Manager.....J. Allan Hammond
Station Manager.....R. E. Misener
Program Director.....Michael Wood
Chief Engineer.....J. Creighton Douglas

CHLP—Montreal—1933

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper...."La Patrie" Publishing Co. Ltd.
Address.....Sun Life Bldg.
Phone: University 6-6611..Air Time: Full Time
News Service.....BUP, CP
Transcription Service .....Associated
Rep. .....Renaud, McGillvra
Pres., Gen. Mgr.....Sen. P. R. DuTremblay
Sales. Sta., Comm. Mar.....Flavius M. Daniel
Prog. Director.....Fernard E. Bergevin
Chief Engr.....Alphonse Cloutier

CJAD—Montreal—1945—CBS

Frequency: 800 Kc.....Power: 10,000 Watts
Owned-Operated By.....CJAD, Ltd.
Business-Studio Address....1191 Mountain St.
Phone: University 6-6821..Air Time: Full Time
News Service.....BUP, CP
Transcription Service .....Lang-Worth, World, Associated, Thesaurus, Capitol
Rep.....Can. Sta. Reps., Radio Time Sales
Membership .....CARTB, RAB
Pres., Gen. Mgr.....J. Art Dupont
Sales Prom. Manager.....R. L. Laurion
Program Director.....H. T. McCurdy
Chief Engineer.....Aurele Boisvert

CJMS—Montreal—1954

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Oper. By.....La Bonne Chanson, Inc.
Address .....Windsor Hotel
Phone .....UNiversity 1-3456
Rep.....Radio Time Sales, Forjoe

CKAC—Montreal—1921—CBC

Freq.: 730 Kc.....Power: 10 Kw. n., 5 Kw. d.
Owned-Oper. By.....La Cie De Publication
Phone Number.....UNiversity 6-7301
Studio Address.....980 St. Catherine St., W.
Transcription Service..Associated, Lang-Worth
Representative .....Young, Renaud
Pres., Gen. Mgr...Hon. Sen. P. R. Du Tremblay
General Manager.....Phil Lalonde
Program Director.....Ferdinand Bionde
Chief Engineer.....Leonard Spencer

CKVL—Montreal—1946

Frequency: 850 Kc.....Power: 10,000 Watts
Owned-Oper. By.....CKVL, Ltd.
Address.....211 Gordon Ave.
Phone: POntiac 6-2311.....Air Time: Full Time
Newspaper Affil.....Radiomonde Ltd.
Rep.....Canada Radio & TV Sls., Inc., Cooke
President .....Jack Tietolman
Station Manager .....Corey Thomson
Commercial Manager.....Judah Tietolman
Program Director.....Marcel Provost
Publicity Director.....G. Desmarais
Chief Engineer.....Maurice Rousseau

CHNC—New Carlisle—1933 CBC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By...Gaspesia Radio Bcstg. Co.
Phone: 63.....Air Time: Full Time
Representative .....Hardy, Young
President.....Dr. Charles A. Dumont
General Mgr.....Dr. Charles Houde
Sta., Comm. Manager.....Viateur Bernard
Program Director.....Guy Tremblay
Chief Engineer.....Gordon S. Coleman

CBV—Quebec City—1934 ABC-CBS-CBC

Frequency: 980 Kc.....Power: 5,000 Watts
Owned.....Canadian Bcstg. Corp.
Address.....Palais Montcalm, St. John St.
Phone: 5-8155.....Air Time: Full Time
President.....A. D. Dunton
General Manager.....J. Alphonse Ouimet
Station Mgr.....Roger Daveluy
Commercial Mgr.....Maurice Valiquette
Publicity Dir.....Robert Elie
Chief Engineer.....Rene Frenette

CHRC—Quebec City—1926

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHRC, Limitée
Business-Studio Address.....39 St. John St.
Phone: 2-8177.....Air Time: Full Time
News Service .....UP, BN
Transcription Service .....Standard
Representative .....Young, Hardy
Membership .....CARTB
President .....Herve Baribeau
General Manager.....Henri Lepage
Commercial Manager.....Aurele Pelletier
Program Director.....Mr. Magella Alain
Chief Engineer.....Arsene Nadeau

CJQC—Quebec City—1949 CBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Goodwill Bcstrs. of Quebec, Inc.
Address.....405 Hamel Blvd.
Phone Number.....MU 3-4931
Transcription Service.....SESAC, Lang-Worth
Representative.....Radio Time Sales, Young
President.....G. Howard Wert
Vice President.....Peter Nesbitt Thomson

CKCV—Quebec City—1926 CBC

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....CKCV, Ltd.
Business-Studio Address.....142 St. John St.
Phone: 2-1585.....Air Time: Full Time
Representative .....Renaud, Weed
President .....Gaston Pratte
Gen., Sta., Comm. Mgr.....Paul Lepage
Sales Prom. Mgr.....J. G. Bernier
Prog. Dir. .....Marcel Leboeuf
Chief Engineer.....Lucien Gobeil

CJBR—Rimouski—1937 CBC

Frequency: 900 Kc.....Power: 10,000 Watts
Owned.....Cen. Pub. Service Corp., Ltd.
Address .....6 St. John St.
Phone: 2217.....Air Time: Full Time
News Service .....BN
Transcription Service .....SESAC
Membership .....CARTB
Newspaper Affil.....Le Progrcs Du Golfe
President.....Hon. Jacques Brillant
Station Manager.....André Lecomte
Commercial Manager.....Rosario Levesque
Program Director.....Francois Raymond
Sls. Prom., Pub. Dir.....S. Burgess
Chief Engineer.....Real Therrien

CJFP—Riviere-Du-Loup 1947—CBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio-Temiscouata Ltee
Address.....322 rue Lafontaine
Phone: 2727.....Air Time: Full Time
Transmitter Location.....La Pointe
News Service .....BUP
Newspaper Affiliation.....Le St. Laurent
Representative .....Renaud
Pres., Gen. Mgr.....Armand Belle
Sta. Mgr., Pub. Dir.....Henri Bourdeau
Commercial Manager.....Yves Marchand
Sales Prom. Mgr.....Luc Simard
Program Director.....Raoul Savard
Chief Engineer.....Raymond Lavoie

CHRL—Roberval—1949

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Roberval Inc.
Address.....Hotel Maison Blanche
News Service .....UP
Representative .....Renaud
Membership .....CAB
President .....Georges Gagnon
Station Mgr.....J. Wilfrid Mondoux

CKRN—Rouyn—1937—CBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Northern Radio Nord, Inc.
Address.....P. O. Box 70
Phone: 1400.....Air Time: Daytime
Representative .....Renaud, Weed
Pres., Gen. Mgr.....Dav'd A. Gourd
Station Mgr.....Yvon Martel
Comm. Mgr.....G. Chartrand
Prog. Dir.....C. Rousseau
Chief Engineer.....Guy Langevin

CHGB—Ste. Anne de La Poc 1938—CBC

Frequency: 1350 Kc.....Power: 1 Kw. d.
Owned.....G. Thomas Desjardins
Phone: 101, 20.....Air Time: Full Time
News Service .....UP
Transcription Service .....SESAC
Representative .....Renaud, McGillvra
Membership .....CAB, BBM
General Mgr.....G. Thomas Desjardins
Station Mgr.....P. E. Hudon
Commercial Mgr.....L. G. Chamard
Sales Prom. Mgr.....A. Freve
Program Dir.....R. Gagne
Publicity Dir.....R. Plante
Chief Engineer.....G. T. Desjardins

CKRB—St. George De Beauce 1953—CBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio-Beauce, Inc.
Representative ..... Renaud
General Manager.....George Roberge

CKSM—Shawinigan Falls 1950—CBC

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Operated By.....Shawinigan Falls Broadcasting Co.
Address.....City Hall Bldg.
Phone Number 4494
Transcription Service .....Thesaurus
News Service .....BUP
Representative ..... Hardy
Membership .....CARTB
General Manager.....Allen Rogerson
Program Director.....Gaston Tessier
Chief Engineer.....Ernest Brunelle

CHLT—Sherbrooke—1937 CBC

Frequency: 900 Kc.....Power: 1000 Watts

Owned-Oper. By.....La Tribune Ltee.
Business-Studio Address.....221 Dufferin St.
Phone: 9-2525.....Air Time: Full Time
Trans. Ser....Thesaurus, SESAC, Lang-Worth
News Service .....PN
Representative .....Hardy, Young
President.....Sen. Jacob Nicol
General Manager.....A. Gauthier
Station Manager.....Jean Louis Gauthier
Program Director.....Rene Caron
Chief Engineer.....Romeo Paquette

CKTS—Sherbrooke—1946 CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper.....Telegram Printing & Pub. Co.
Business-Studio Address.....221 Dufferin St.
Phone: 9-2525.....Air Time: Full Time
Trans. Ser....Thesaurus, SESAC, Lang-Worth
Membership .....BAB, NRB
Representative .....Hardy, Young
President.....Hon. C. B. Howard
General Manager.....A. Gauthier
Commercial Mgr.....J. L. Gautlier
Sales Prom. Mgr.....Ward Buzzell
Program Dir.....G. Breen
Chief Engineer.....R. Paquette

CJSO—Sorel—1945—FRA

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Richelieu, Ltee
Business Studio Address.....70 du Roi St.
Phone: 3318.....Air Time: Full Time
News Service .....BUP
Representative.....J. A. Hardy Co. Ltd.
President.....J. Arthur Villeneuve
General Manager.....Maurice Boulianne
Comm. Manager.....Maurice Berube
Program Director.....Claude Rochon
Sls. Prom. Manager.....L. Brouillard
Chief Engineer.....Joseph Cardin

CKLD—Thetford Mines—1950 CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Thetford Ltee.
Address.....327 Boulevard Labbe
Representative ..... Hardy
Pres., Sta. Manager.....Henri Lagueux
Comm. Manager.....Will Dugre
Sls. Prom. Manager.....J. Landry
Prog. Director.....R. Buri
Pub. Director.....R. Perrault
Prog. Dir., Chief Eng.....Gaston Bilocq

CHLN—Three Rivers—1937

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By....Radio Trois-Rivieres, Inc.
Bus.-Studio Address.....522 Bonaventure St.
Phone Number 4-3556
Air Time.....6:50 a.m.-M.
News Service .....PN
Transcription Service .....SESAC
Representative .....Renaud, Young
Owner .....Honoré Dansereau
Station Manager.....Léon Trépanier
Commercial Manager.....Maurice Dansereau
Program Director.....Antoine Desroches
Chief Engineer.....Oric Lefebvre

CKTR—Trois-Rivieres—1954

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By.....CKTR, Ltd.
Address ..... 543 Gervais St.
Phone: FR 5-4855.....Air Time: Full
News Service .....CP
Representatives ..... Cooke
Pres., Gen., Sta. Mgr.....J. Fernand Rufiange
Program Dir. .....Louis DoFresne
Commercial Manager.....Charles Couture
Chief Engineer.....Herve Lapointe

CKVD—Val D'Or—1937—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Northern Radio-Radio Nord, Inc.
Address.....P. O. Box 70
Phone: 4-3643-44.....Air Time: Daytime
News Service .....BUP
Representative .....Renaud, Weed
President.....David A. Gourd
Station Manager.....A. St. Arnaud
Sls. Prom. Manager.....G. Chartrand
Program Director.....C. Rousseau
Chief Engineer.....Jean Guy Langevin

CFDA—Victoriaville—1951

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By...Radio Victoriaville Limitee
Address .....150-A Notre-Dame East
Phone: 3545.....Air Time: Daytime
Representative.....Radio & TV Sales
News Service .....BN
Membership .....CARTB
President .....Dr. C. A. Gilbert
General Manager.....Roger Gilbert
Chief Engineer.....Roger Paul

CKVM—Ville-Marie—1950 CBC

Frequency: 710 Kc.....Power: 1000 Watts
Owned-Oper. By...Radio-Temiscaminque, Inc.
Address .....Ste. Anne St.
Representative .....Canadian Station, Hardy
Transcription .....SESAC
President.....Herve LeBlanc
Comm. Manager.....Guy Burelle
Chief Engineer.....G. Tasset
Station Mgr.....Louis Bilodeau

SASKATCHEWAN

CFRG—Gravelbourg—1952
CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Gravelbourg, Ltd.
Phone 155
News Service .....BUP
Representative .....Renaud
President.....Dr. R. Morin
Gen., Sta., Comm. Mgr.....Dumont LePage
Sales Prom. Mgr.....Joseph E. DeGagne
Chief Engineer.....Marc Riou

CHAB—Moose Jaw—1922
CBC

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHAB, Ltd.
Bus.-Studio Address.....127 Main N.
Phone: 6464.....Air Time: Full Time
News Service .....BUP
Representative.....Stovin, Weed, Radio Time Sales, Stephens & Towndrow
Membership .....CARTB
President.....Mrs. L. A. Davis
General Manager.....Sid Boyling
Comm. Manager.....Jack Johnson
Prom. Dir.....Martha Fidlep
Asst. Mgr., Sls. Mgr.....Nev Skingle
Chief Engineer.....M. Pickford

CJNB—North Battleford
1946

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By.Northwestern Bcstg. Co., Ltd.
Address .....Box 484
Phone: 2477-8.....Air Time: Full Time
News Service .....BN
Transcription Service.....Standard
Representative .....Stovin
Membership .....CARTB
President .....Harry S. Hay
Gen., Sta. Mgr.....Harry Dekker
Comm., Sales Prom. Mgr.....Bob Barr
Program Dir. .....John McKitrick
Publicity Dir. .....Eileen Risling
Chief Engineer.....Al Ruddell

CKBI—Prince Albert—1932
CBC

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By.....Central Bcstg. Co., Ltd.
Address .....10th St. West
Phone: 7421.....Air Time: Full Time
News Service .....BN
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
General Manager.....E. A. Rawlinson
Commercial Manager.....Gerald Prest
Sales Prom. Mgr.....J. J. Cennon
Chief Engineer.....Tom Van Nes

CKCK—Regina—1922—CBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned....Trans Canada Communications Ltd.
Phone: LA 2-8525.....Air Time: Full Time
News Service .....BUP, BN
Transcription Service .....World
Representative .....Weed, All-Canadian
Membership .....CARTB, RAB
Representative .....All-Canada, Weed
President .....Clifford Sifton
General Manager.....Harold A. Crittenden
Station Mgr.....Don Dawson
Commercial Manager.....Roy Malone
Sls. Prom. Mgr.....Allan Edwardson
Program Dir.....Jim Grisenthwaite
Chief Engineer.....E. A. Strong

CKRM—Regina—1926—CBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.Western Communications Ltd.
Business-Studio Address.....2060 Halifax St.
Phone: 3-5661.....Air Time: Unlimited
Membership .....CARTB
News Service .....BUP, CP
Representative.....Radio Reps. Ltd.
Membership .....CARTB
President.....Dr. E. A. McCusker
Business Manager.....A. Smith
Station Manager.....D. J. Oaks
Commercial Manager.....H. C. Dane
Sales Prom. Mgr.....Mrs. E. W. Thompson
Program Director.....B. R. Hill
Chief Engs.....L. Cozine, K. Baker, E. Brown

CFNS—Saskatoon—1952
CBC

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio-Prairies-Nord, Ltd.
Address .....1902 Broadway
Phone 93015
President.....Father J. A. Beaulac
Gen., Comm. Mgr.....Theodore Prefontaine
Program Director.....F. Ippersiel
Chief Engineer .....J. Lacroix

CFQC—Saskatoon—1923 CBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By....A. A. Murphy & Sons, Ltd.
Bus.-Studio Address.....216 1st Ave., N.
Phone: 26611.....Air Time: Full Time
Trans. Service...Standard, Lang-Worth, World
News Service .....BN, BUP
Membership .....CARTB
President, Gen. Mgr.....A. A. Murphy
Station Manager.....Vernon Dallin
Program Director.....Roy Currie
Chief Engineer.....Lyn Hoskins

CKOM—Saskatoon—1951

Frequency 1420 Kc.....Power: 5000 Watts
Owned..Saskatoon Community Bcstg. Co., Ltd.
Address .....Empire Hotel
Phone: 2-1271.....Air Time: Full Time
Transcription Service.....Thesaurus, Capitol
Representative .....Stovin, Weed
Membership .....CARTB
News Service.....Broadcast News, CP
Pres., Gen. Mgr.....R. A. Hosie
Commercial Mgr.....G. D. Tunnicliffe
Sls. Prom. Manager.....Joan Flynn
Program Director.....G. E. Walburn
Publicity Director.....Dan Worden
Chief Engineer.....William Forst

CBK—Watrous—1939—CBC

Frequency: 540 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....1840 McIntyre St.
Phone 36641
General Manager.....A. Ouimet
Commercial Mgr.....W. E. Powell

CJGX—Yorkton—1927—CBC

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yorkton Bcstg. Co., Ltd.
Address .....Smith-MacKay Bldg.
Phone: 2258-9.....Air Time: Full Time
News Service .....CP
Transcription Service .....Lang-Worth
Representative.....Stovin, Can.-Sta. Rep.
Membership .....CARTB
President .....Dawson Richardson
Gen., Sta. Mgr.....J. M. Shortreed
Program Dir.....J. C. Goodman
Commercial Mgr.....Geo. Gallagher
Chief Engineer.....M. McRae

FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE
COVERAGE . . .

AP

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RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

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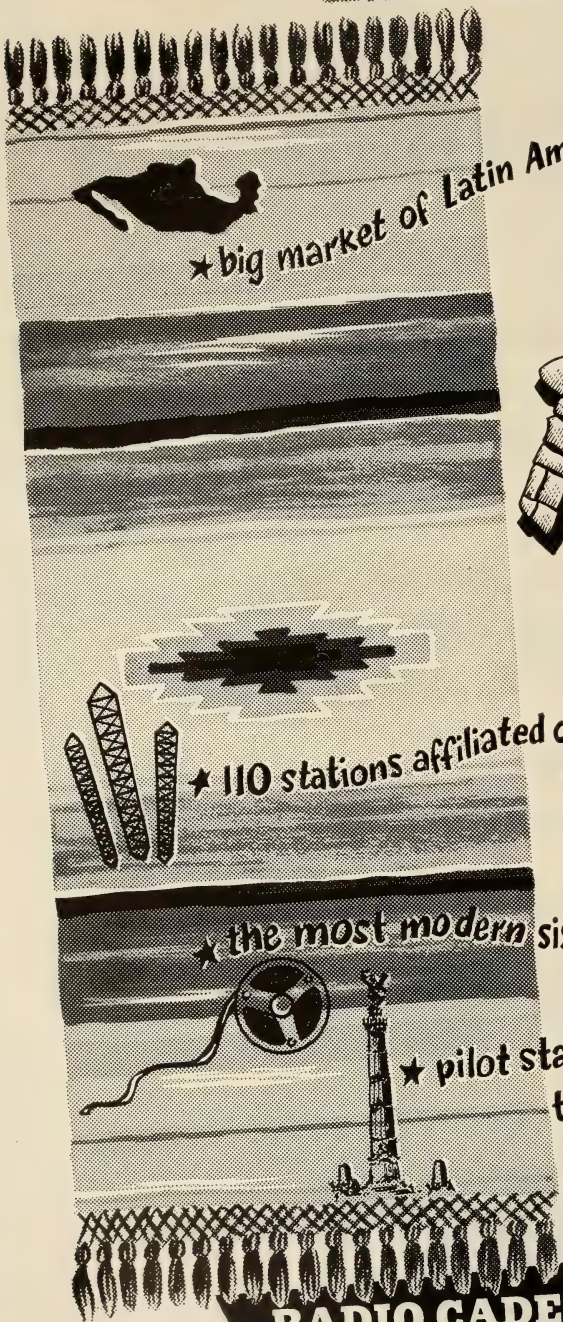
INTERNATIONAL BROADCAST STATIONS OF U. S. AND CANADA

RADIO PROGRAMAS de MEXICO, S.A.

RADIO CADENA NACIONAL, S.A. MEMBER STATIONS

in MEXICO



RADIO CADENA NACIONAL, S.A.

VALLARTA 1 - 6o. PISO - MEXICO, D. F. - TEL. 10-39-09

STATIONS OF MEXICO

☆ ☆ ☆

Location	Call Letters	Frequency	Owner
Acambaro, Gto.	XEGW	1270	
Acapulco, Gro.	XEBB	600	
Acapulco, Gro.	XECI	1340	
Acapulco, Gro.	XEDO	1600	Heriberto Guizar Castro
Acapulco, Gro.	XEKJ	1400	Ramon Ortego Escobedo
Agua Prieta, Son.	XEAQ	1490	Manuel Rodriguez
Agua Prieta, Son.	XEFH	1310	Jesus Rodriguez Verdugo
Aguascalientes, Ags.	XEBI	790	Pedro C. Rivas
Aguascalientes, Ags.	XEDC	1560	
Aguascalientes, Ags.	XEIY	1170	
Aguascalientes, Ags.	XERO	1490	Radio Hidrotermopolitana
Aguascalientes, Ags.	XEYZ	1450	Luis Chavez Calvillo
Apatzingan, Mich.	XECJ	1340	
Apatzingan, Mich.	XEGV	1240	
Boca del Rio, Ver	XEOD	1090	
Campeche, Camp.	XEA	1370	Casanoba Brito
Cananea, Son.	XEFQ	980	Pedro L. Diaz
Celaya, Gto.	XENC	1540	El Heraldo del Bajio
Celaya, Gto.	XEY	1360	
Chetumal, Q.R.	XEOS	960	
Chihuahua, Chih.	XEBU	620	Roberto O. Stevenson
Chihuahua, Chih.	XEBW	1280	Radioemisora del Norte
Chihuahua, Chih.	XEFI	1440	Pregon, Del Est. de Chih.
Chihuahua, Chih.	XEM	1390	Pedro Meneses, Jr.
Chihuahua, Chih.	XERA	1490	Red Nacional Radiomisora, S.A.
Ciudad Acuma, Coah	XEKD	1010	
Ciudad Camargo, Chih.	XEHA	570	Hugo Pinera Limas
Ciudad Camargo, Chih.	XEOH	1270	
Ciudad Cuauhtemoc, Chih.	XEQZ	1560	
Ciudad Cuauhtemoc, Chih.	XEPL	560	
Ciudad Cuauhtemoc, Chih.	XEER	990	
Ciudad del Carmen, Cam	XEUJ	1460	
Ciudad Delicia, Chih.	XEAY	660	
Ciudad Delicias, Chih.	XEBN	1240	
Ciudad Delicias	XEJK	1340	Amador Ronquillo Reza
Ciudad Guzman	XEBC	1430	Roberto Chavez Gonzalez
Ciudad Jimenez, Chih.	XEJZ	1320	
Ciudad Juarez, Chih.	XEFV	1240	Dario Cordo Rocha
Ciudad Juarez, Chih.	XEF	1420	Jose Carlos Amaya
Ciudad Juarez, Chih.	XEJ	970	Pedro Meneses, Jr,
Ciudad Juarez, Chih.	XELO	800	Cia Radio de Piedras Negras
Ciudad Juarez, Chih.	XEWG	1490	Carlos Mendez
Ciudad Juarez, Chih.	XEYC	1460	Ysela Fern. Caball. de Yanez
Ciudad Juarez, Chih.	XEP	1300	
Ciudad Ixtepec, Oax	XECA	1480	
Ciudad, Lerdo	XENQ	960	
Ciudad Lerdo, Dur.	XEGZ	670	
Ciudad Mante, Tam.	XECM	1450	
Ciudad Miguel Aleman, Tam.	XEHD	1430	
Ciudad Miguel Aleman, Tam.	XEHI	1470	
Ciudad Obregon, Son	XESO	1150	
Ciudad Obregon, Son.	XEAP	1290	Emillo Manzanilla
Ciudad Obregon, Son.	XEHX	1460	
Ciudad Obregon, Son.	XEOX	1430	Felipe G. de Leon
Ciudad Reynosa, Tam	XERU	810	
Ciudad Valles, S.L.P.	XETR	1120	Tomas Oliva Banuelos

Location	Call Letters	Frequency	Owner
Ciudad Victoria, Tam.	XECP	1450	
Ciudad Victoria, Tam.	XEBJ	1340	Fernando Elizalde
Coatzacoalcos, Ver.	XEGB	840	
Coatzacoalcos, Ver.	XEOM	1340	Daniel Schact Perez
Colima, Col.	XERL	1280	J. Roberto Levy
Cordoba, Ver.	XEAG	1280	Luz Maria Zuniga de Miguel
Cordoba, Ver.	XEDZ	570	
Cordoba, Ver.	XEJD	820	J. Jac. Vda. de Zuniga
Cosamaloapan, Ver.	XEFU	630	
Guassave, Sin.	XEGS	1490	Radio Guassave S.A.
Cuautla, Mor.	XEWF	1400	Fernando Diaz Enriquez
Cuernavaca, Mor.	XEFS	1420	
Cuernavaca, Mor.	XEJC	980	Ed. Jimenez de la Cuesta
Culiacan, Sin.	XEBL	1260	Enrique Maxim Gomez Blanco
Culiacan, Sin.	XECQ	1300	Radio Culiacan, S.A.
Culiacan, Sin.	XEGF	1450	
Culiacan, Sin.	XESA	1360	Pablos y Elizalde
Durango, Dgo.	XECK	1340	
Durango, Dgo.	XEDU	1400	Carlos C. Armas
Durango, Dgo.	XEE	1280	Jose Valenzuela
El Sauzal, B.C.	XEDX	1010	
Ensendada, B.C.	XEFY	1450	
Ensenada, B.C.	XEPF	1400	Luis Enrique Encisco
Empalme, Son.	XEBQ	1240	Roberto Gonzalex Mata.
Fresnillo, Zac	XEMA	1340	Jose Miguel Acevedo Moya
Gomez Palacio, Dur.	XEMD	920	
Gomez Palacio, Dur.	XERS	1400	
Gomez Palacio, Dur.	XEPA	790	
Guadalajara, Jal.	XEAD	1150	Alejandro Diaz
Guadalajara, Jal.	XEAV	570	Manuel Lopez Diaz
Guadalajara, Jal.	XEBA	840	Jesus D. Gonzales
Guadalajara, Jal.	XEDG	1370	
Guadalajara, Jal.	XEDK	1250	Manuel Lopez Diaz
Guadalajara, Jal.	XEGJ	1280	Quirino Francisco Gonzalez
Guadalajara, Jal.	XEHK	960	Franciso E. Fregoso
Guadalajara, Jal.	XEHL	1010	Radiodif de Occidente, S.A.
Guadalajara, Jal.	XEJB	630	State Government
Guadalajara, Jal.	XEJE	1310	Difusoras de Occidente, S.A.
Guadalajara, Jal.	XELT	970	Eduardo Reynoso Gonzalez
Guadalajara, Jal.	XELW	1340	Salvador Galindo de la Torre
Guadalajara, Jal.	XERP	1190	
Guanajuato, Gto.	XEWZ	610	Gonzalo Sanchez Gomez
Guasave, Sin.	XECV	1490	
Guasave, Sin.	XEGS	610	
Guaymas, Son.	XEDR	1490	Sucrs. de Modesto Ortega
Hermosillo, Son.	XEBH	920	Carlos Balderrama
Hermosillo, Son.	XEDL	1250	Eufemia Esquer de Vidal
Hermosillo, Son.	XEDM	1580	Radio Pacifico
Hermosillo, Son.	XEHQ	590	Radio Hermosillo
Hermosillo, Son.	XEOP	960	
Hermosillo, Son.	XEQN	1540	
Hidalgo del Parral, Chih.	XEAT	1250	Sucrs. de Jorge Perez
Hidalgo del Parral, Chih.	XEGD	1520	
Hidalgo, del Parral, Chih.	XEJR	1490	
Hidalgo del Parral, Chih.	XEJS	1150	Olfonso Perez Porras
Huamantla, Tlax.	XEHT	1520	Alf. Macias y Mario Pardo S.
Huauchinango, Puebla	XEGU	1490	

Location	Call Letters	Frequency	Owner
Iguala, Gro.	XEKF	1360	Rafael Campos Marquina
Irapuato, Gto.	XEBO	1330	Alfonso Martinez
Irapuato, Gto.	XEHE	970	
Irapuato, Gto.	XEWE	1420	Felipe Gallardo
Jalapa, Ver.	XEFA	1340	Adolfo Alvarez
Jalapa, Ver.	XEJA	1400	Adolfo Alvarez
Jalapa, Ver.	XEJW	1130	Mariano Caraza
Jalapa, Ver.	XEXB	1400	
Jalapa, Ver.	XEKL	550	Carlos Ferraez Matos.
Jiquilpan, Mich.	XEIX	1290	
La Barca, Jal.	XELB	1090	Ramon Alvarez Lopez
La Paz, B.C.	XEAL	1310	
La Paz, B.C.	XENT	790	
La Paz, B.C.	XEPX	550	
Leon, Gto.	XEFM	1270	
Leon, Gto.	XELG	680	Radio Impuls. del Centro S.A.
Leon, Gto.	XERW	1390	Augustin Obregon Padilla
Leon, Gto.	XERZ	1240	Carlos Obregon Padilla
Linares, N.L.	XER	1260	Radio Linares, S.A.
Los Mochis, Sin.	XECF	1410	Francisco Perez H.
Los Mochis, Sin.	XECU	1470	Luis Perez Gomez
Magdalena, Son.	XEDJ	1450	Jesus L. Rochin
Magdalena, Son.	XESY	1320	
Manzanillo, Col.	XECS	1400	
Matamoros, Tam.	XEAM	1450	Manuel L. Salinas
Matamoros, Tam.	XEMS	1420	
Matamoros, Tam.	XEMT	1340	Severo Garza Saenz
Matamoros, Tam.	XEO	970	Can. Maria Gonzalez
Matehuala, S.L.P.	XEFF	1490	
Mazatlan, Sin.	XEDS	1420	Alexjandro A. Schober
Mazatlan, Sin.	XERJ	1320	Oscar Perez E.
Mazatlan, Sin.	XETK	1390	Radio Emisors de Occidente
Mazatlan, Sin.	XEEC	1270	
Merida, Yuc.	XERY	1150	
Merida, Yuc.	XEDY	1450	
Merida, Yuc.	XEFC	1330	Rafael Rivas Franco
Merida, Yuc.	XEME	1270	
Merida, Yuc.	XEMH	1490	Alvaro Barquet Y
Merida, Yuc.	XEMQ	1240	Lazaro Achurra Suarez
Merida, Yuc.	XEQW	550	
Merida, Yuc.	XEZ	600	Jorge L. Palomeque
Mexicali, B.C.	XECL	990	Alfonso A. Lacarra
Mexicali, B.C.	XEAA	1340	Consuelo Tonnela King
Mexicali, B.C.	XEAO	910	Juan C. Chavez
Mexicali, B.C.	XEBF	940	
Mexicali, B.C.	XED	1050	Carlos Blando
Mexicali, B.C.	XEGE	1570	
Mexicali, B.C.	XESU	790	
Mexico, D.F.	XENP	760	
Mexico, D.F.	XEB	1220	El Buen Tono S.A.
Mexico, D.F.	XEAI	1320	G.N. Medina y Loc. Ag. Ramos
Mexico, D.F.	XEBS	1410	Hispano Mexicano S.A.
Mexico, D.F.	XEBZ	660	Vocero Mexicano S.A.
Mexico, D.F.	XEDA	1290	Publ. Com. de Mexico, S.A.
Mexico, D.F.	XEDP	1060	Radio Gobernacion
Mexico, D.F.	XEFR	1180	
Mexico, D.F.	XEJP	1150	Radio America, S.A.
Mexico, D.F.	XEK	970	Arturo Martinez
Mexico, D.F.	XEL	1260	Herdez S.A.
Mexico, D.F.	XELA	830	Radio Metropolitan S.A.

Location	Call Letters	Frequency	Owner
Mexico, D.F.	XELZ	1440	Maria Cardena de Zetina
Mexico, D.F.	XEMC	1590	Dol. G. Estrada de Ferreiro
Mexico, D.F.	XEML	1550	Roberto Valeggi Esparza
Mexico, D.F.	XEMX	1380	Publ. Com. de Mexico S.A.
Mexico, D.F.	XEN	690	Guillermina P. de Del Conde
Mexico, D.F.	XENK	620	Gral. Brig. P.A.F. Proal Pardo
Mexico, D.F.	XEOF	560	
Mexico, D.F.	XEOY	1000	Fomento de Radio, S.A.
Mexico, D.F.	XEPH	590	Cia. Mexico de Radiodif. S.A.
Mexico, D.F.	XEQK	1350	Guillermo Morales B.
Mexico, D.F.	XEQR	1030	Corp. Mexicana de Radio, S.A.
Mexico, D.F.	XESM	1470	Salvador San Martin
Mexico, D.F.	XEQ	940	Radio Panamericana, S.A.
Mexico, D.F.	XEQB	1110	Radio Central de Mexico
Mexico, D.F.	XERC	790	Radio Popular de Mexico
Mexico, D.F.	XERH	1500	"A.R.S.E." S.A.
Mexico, D.F.	XESM	1490	Salvador San Martin
Mexico, D.F.	XEUN	860	Universidad National de Mexico
Mexico, D.F.	XEW	900	Cadena Radiodifusora, S.A.
Mexico, D.F.	XEX	730	Radio de Mexico, S.A. de C.V.
Minatitlan, Ver.	XEDW	1260	Oucrs de Hector Silva Canto
Monclova, Coah.	XEKN	1390	
Monclova, Coah.	XEMF	1260	Alfonso L. Bres.
Monclova, Coah.	XEMW	910	
Monterrey, N.L.	XEAR	1480	Alfonso Flores Lopez
Monterrey, N.L.	XEAW	1280	Jesus D. Gonzalez
Monterrey, N.L.	XEDD	1560	
Monterrey, N.L.	XEFB	630	Emis. Inc. de Monterrey, S.A.
Monterrey, N.L.	XEFZ	1140	
Monterrey, N.L.	XEG	1050	La Voz de Norte-America, S.A.
Monterrey, N.L.	XEGQ	1590	
Monterrey, N.L.	XEH	1420	Radio Taranava, S. de R.L.
Monterrey, N.L.	XERR	570	
Monterrey, N.L.	XEJM	1450	
Monterrey, N.L.	XEMR	1370	Enrique Serna Martinez
Monterrey, N.L.	XENL	860	
Monterrey, N.L.	XEOK	920	Carlos Roa Montes De Oca
Monterrey, N.L.	XET	990	El Pregonere del Norte
Morelia, Mich.	XECR	1340	
Morelia, Mich.	XELQ	570	Francisco Laris Iturbide
Morelia, Mich.	XEGP	1580	
Morelia, Mich.	XESF	1300	Jose Martinez Ramirez
Morelia, Mich.	XEI	1400	Tiburcio Ponce
N. Casas Grandes, Chih.	XETX	1400	Laureano Molinar Contreras
Naco, Son.	XETM	1350	Jesus Manuel Franco
Navajoa, Son.	XEAJ	1400	
Navajoa, Son.	XEGL	1270	Fausto M. Gomez
Navajoa, Son.	XEHG	980	
Nogales, Son.	XECG	1240	
Nogales, Son.	XEHF	1370	Gaston Mascarenas
Nogales, Son.	XENS	1590	
Nuevo Laredo, Tam.	XEAS	1410	Jose Maria Villarreal
Nuevo Laredo, Tam.	XEFE	790	Ruberto Villarreal
Nuevo Laredo, Tam.	XERG	1090	Reynoldo Garza Alvarez
Nuevo Laredo, Tam.	XEBK	1340	Juan Manuel Cortes
Neuvo Laredo, Tam.	XEDF	960	Rafael Tijerina Carranza
Nuevo Laredo, Tam.	XEXO	1140	Julio Santo Coy
Nuevo Laredo, Tam	XENU	1370	
Nuevo Rosita, Coah.	XEJF	1400	
Nueva Rosita, Coah.	XELF	1380	
Nueva Rosita, Coah.	XERN	1430	

Location	Call Letters	Frequency	Owner
Oaxaca, Oax.	XEAX	1270	Delia Rodriguez de Marquez
Oaxaca, Oax.	XECE	1240	
Ocotlan, Jal.	XEAN	800	Radio Ocotlan S. de R.L.
Ojinaga, Chih.	XECT	1450	
Orizaba, Ver.	XEPP	1450	Radio Impulsora de Orizaba
Orizaba, Ver.	XETQ	1370	Sucrs de Francisco Campos H.
Pachuca, Hgo.	XETK	1420	
Pachuca, Hgo.	XEPK	1180	Radio Publ. de Pachuca
Papantla, Ver.	XEGK	920	
Piedras Negras, Coah.	XEMJ	920	Jesus L. Elizondo
Piedras Negras, Coah.	XEMU	570	Alfonso L. Bres.
Poza Rica, Ver.	XEFO	1480	
Progresso, Yuc.	XEGO	620	
Progreso, Yuc	XECN	1400	
Puebla, Pue.	XECD	1170	Roberto Canedo
Pueblo, Pue.	XEHR	1090	Manuel R. Canale
Queretaro, Qro.	XEJX	1450	Radio Emisora Queretaro
Queretaro, Qro.	XENA	1520	Ramon Rodriquez Familiar
Quertaro, Que.	XEDI	1570	
Reynosa, Tam.	XEFP	1240	
Reynosa, Tam.	XEGH	620	
Reynosa, Tam.	XEOR	1390	Cond. S. Vda. de Gonzalez
Reynosa, Tam.	XERT	590	Ignacio Magallon
Rio Bravo, Tam.	XEFD	1170	
Rio Bravo, Tam.	XEFL	1110	
Rosarito, B.C.	XERB	1090	Interamericana de Radio, S.A.
Sabinas, Coah.	XEBX	610	Radiodif. Coahuila, S.A.
Sabinas, Coah.	XESH	1460	
Saguayo, Mich.	XEGC	1450	Alberto Barragan Degollado
Salamanca, Gto.	XENP	1430	
Salamanca, Gto.	XERX	1560	Ernesto Bravo Vargas
Salina Cruz, Oax.	XEEA	1330	
Saltillo, Coah.	XEDE	1400	Enrique Martinez y Martinez
Saltillo, Coah.	XESJ	1250	Froylan Mier Narro
Saltillo, Coah.	XEXU	1490	
San Andres Tuxtla, Ver.	XEPA	980	
San Andres Tuxtla, Ver.	XERM	1370	
San Andres Tuxtla, Ver.	XELN	1510	
San Andres Tuxtla, Ver.	XEDQ	1400	
San Andres Tuxtla, Ver.	XEGA	1300	
San Miguel Allende, Gto.	XESQ	1280	
San Luis Potosi, S.L.P.	XEBM	920	Benjamin Briones
San Luis Potosi, S.L.P.	XECZ	1430	Radiodif, Mexicano
San Luis Potosi, S.L.P.	XEPO	1260	Alejandro Espinosa Pitman
San Luis Potosi	XEWA	540	Cadena Radiodif. Mex. S.A.
San Luis Potosi, S.L.P.	XEXQ	1460	
San Luis Potosi, S.L.P.	XESL	1340	Guadalupe Delgado Ramirez
San Luis Rio Colorado, Son.	XECB	1450	Carlos Flando
San Pedro Tlaquepaque, Jal.	XESP	1400	Herminio Macias Alonso
Santa Ana, Son.	XEAB	1400	Alfredo Marin Castro
San Francisco del Oro, Chih.	XEHB	770	
Santa Barbara, Chih.	XESB	1400	Domingo Salayandia Najera
Santa Rosalia, B.C.	XEAH	560	
Santa Rosalia, B.C.	XESR	1320	
Santiago Ixcuintla, Hay.	XEEF	620	
Tala, Jal.	XEAF	550	
Tampico, Tam.	XECA	1460	Difusora Portena S. de R.L.
Tampico, Tam.	XEFW	810	Flores y Martinez

Location	Call Letters	Frequency	Owner
Tampico, Tam.	XES	1240	Radio Televisora de Tampico
Tampico, Tam.	XETO	1400	Radio Tiempo S. de R.L. de C.V.
Tampico, Tam.	XETU	980	Impuls. Moderna Del Radio, S.A.
Tampico, Tam.	XELE	1300	
Teapa, Tab.	XEUI	1320	
Tapachula, Chis.	XETS	630	Napolean Correa
Tecate, B.C.	XEAK	560	
Tecate, B.C.	XEKT	1590	
Tecuala, Nay.	XEFG	1450	
Tehuacan, Pue.	XEDB	1520	
Tehuacan, Pue.	XEWJ	1420	Jaime Retif Del Morel
Tehuacan, Pue.	XEGY	1080	
Tepic, Nay.	XERK	1450	Dario Mondragon
Tepic, Nay.	XEXT	980	State Government
Teziutlan, Pue.	XEFJ	680	
Tijuana, B.C.	XEAC	690	Jorge I. Rivera
Tijuana, B.C.	XEAU	1470	Manuel Acuna Varela
Tijuana, B.C.	XEAZ	1270	Fernando Sanchez Mayans
Tijuana, B.C.	XEBE	800	
Tijuana, B.C.	XEBG	1550	Octavio B. Lelevier
Tijuana, B.C.	XEC	1310	Luis Enrique Encisco
Tijuana, B.C.	XEGM	950	Gustavo Faist Fernandez
Tijuana, B.C.	XEMO	860	Fernando Frederico Ferreira
Tijuana, B.C.	XEXX	1420	Jose J. Clark, Fern. Fed. Ferrei
Toluca, Mex.	XECH	1490	Rodolfo Llamas
Torreon, Coah.	XEBP	1310	La Voz de la Laguna, S.A.
Torreon, Coah.	XEDN	600	Difusora del Norte, S.A.
Torreon, Coah.	XETB	1350	Radio Laguna, S.A.
Torreon, Leon	XEOB	1490	
Torreon, Coah.	XETC	1240	
Tuxpan, Nay.	XEUX	1340	Salvador Hrena Benitez
Tuxpan, Ver.	XETL	1390	Calixte Almazan
Tuxtla Gutierrez	XEON	710	Enrique Balero Arambula
Tuxtla Gutierrez, Chi.	XEUE	1360	
Uruapan, Mich.	XEFN	1130	
Uruapan, Mich.	XEUF	550	Ignacio Navarro
Valle Hermosa, Tam.	XEVH	1310	
Veracruz, Ver.	XECW	1490	
Veracruz, Ver.	XEHV	1310	Sucrs. de Juan A. Palavicini
Veracruz, Ver.	XELL	1430	Carlos Ferraez Matos
Veracruz, Ver.	XELR	610	
Veracruz, Ver.	XETF	1250	Sucr. de Jose Rodr. Lopez
Veracruz, Ver.	XEU	960	Fernado Pazos SOSA
Villa Acuna, Coah.	XEAE	1600	
Villa Acuna, Coah.	XEDH	1340	Oscar Gonzalez Galindo
Villa Acuna, Coah.	XERF	1570	Cia Radio-Dif. de Coahuila, S.A
Villahermosa, Tab	XEUS	1080	
Villahermosa, Tab.	XETZ	1380	
Villahermosa, Tab.	XEUH	1500	
Villahermosa, Tab.	XEVV	970	
Zacapu, Mich.	XEZU	1270	Guillermo Calzada Cervantes
Zacatecas, Zac.	XELK	1280	Macia y Acevedo
Zacatecas, Zac.	XEXZ	1450	Manuel Llamas Felix
Zamora, Mich.	XEGT	1490	Radio Zamora S. de R.L.
Zamora, Mich.	XEZM	650	La Voz del Comercio de Zamora
Zapopan, Jal.	XECO	760	
Zapopan, Jal.	XEDV	700	
Zihuatanejo, Gro.	XESZ	1450	
Zitacuaro, Mich.	XELX	1460	
Zitacuaro, Mich.	XETA	810	Gabriel Saenz Gutierrez

STATIONS OF CUBA

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Location	Call Letters	Frequency	Owner
Artemisa	CMAD	1240	Manuel Domingues Motolongo
Artemisa	CMAR	1170	Manuel Diaz Autran
Bayamo	CMKX	1390	Aistides Gervet Villafane
Cabaiguan	CMHP	1250	Borgos Enriquez
Camaguey	CMJE	680	Satellite CMBC Havana
Camaguey	CMJF	1340	Radio Camaguey
Camaguey	CMJC	1270	Cadena Camagueyana de Radio
Camaguey	CMJL	920	Circuito CMQ S.A.
Camaguey	CMJW	1440	Andres Moran Cisneros
Camaguey	CMJA	1060	Rafael Valdes Jiminez
Camaguey	CMJR	1030	Org. Insular de Radio, S.A.
Camajuani	CMHF	1020	Jose Fernandez Aleman
Camaguey	CMJG	1000	Cadena Oriental de Radio, S.A.
Camaguey	CMJB	880	Union Radio S.A.
Camaguey	CMJK	1160	Jones, Castrillon y Cia
Cardenas	CMGE	1470	Genaro Sabater Fox
Ciego de Avila	CMJH	1370	Luis Marauri Mendoza
Ciego de Avila	CMJD	1190	Union Radio S.A.
Ciego de Avila	CMJY	760	Cadena Oriental de Radio S.A.
Ciego de Avila	CMJP	580	
Ciego de Avila	CMJS	1580	
Ciego de Avila	CMJO	1470	Bonifacio Idelfonso Morales
Cienfuegos	CMHU	720	Modesto Vasquez Gonzales
Cienfuegos	CMHJ	1350	Union Radio S.A.
Cienfuegos	CMHX	1480	Eugenio Perez Mena
Colon	CMGM	1440	
Cruces	CMHK	1220	Virgilio Villanueva Bravo
Encrucijada	CMHE	1090	Virgilio R. Diaz Quintanilla
Florida	CMJI	1400	Dr. Osvaldo Moran Artega
Guantanamo	CMKA	1250	Cadena Oriental de Radio S.A.
Guantanamo	CMKH	1140	Cadena Oriental de Radio S.A.
Guantanamo	CMKH	1130	Luis Coronado Estrada
Guantanamo	CMKI	1110	Union Radio S.A.
Guantanamo	CMKS	900	Candido S. von Suarez
Guanabacoa	CMBC	690	Radiodif Progesso S.A.
Havana	CMOA	1590	Juan Fernandez Duran
Havana	CMZ	1560	Ministry of Education
Havana	CMOX	1360	
Havana	CMCM	1460	Cia. Transradio Columbia S.A.
Havana	CMCQ	1420	Andres Martinez
Havana	CMBX	1390	Alberto Alvarez Ferrera
Havana	CMBG	1490	
Havana	CMCB	1330	Radio Reloj S.A.
Havana	CMCO	1230	Edelberto Perez Rubio
Havana	CMK	1190	Faust Montiel
Havana	CMCA	1150	Radio Publicidad Tropico S.A.
Havana	CMBY	1120	Pages y Cia.
Havana	CMBS	1090	Enrique Artalejo Fernandez
Havana	CMCI	1260	Cadena Oriental de Radio S.A.
Havana	CMCX	1060	Circuito Occidental de Radio S.A.
Havana	CMBQ	1010	Radio Continental CMBQ S.A.
Havana	CMCK	980	Cia. Radiodif. COCO y CMCK S.A
Havana	CMBF	950	Radio Universal S.A.
Havana	CMCF	910	J. Ulloa y Cia.
Havana	CMHD	890	Union Radio S.A.

Location	Call Letters	Frequency	Owner
Havana	CMBL	860	Radio Cadena Suaritos
Havana	CMBZ	830	Manuel y Guillermo Salas
Havana	CMCH	790	Radio Cadena Habana S.A.
Havana	CMHB	780	Union Radio S.A.
Havana	CMCD	740	La Voz del Aire
Havana	CMCA	730	Radio Publicidad Tropico S.A.
Havana	CMW	550	A. Gil y M. Troncoso
Havana	CMQ	630	Cirquito CMQ S.A.
Havana	CMCW	1290	Gilb. y Mario Lavin Dominguez
Havana	CMCU	660	Radio Garcia Serra S.A.
Havana	CMJM	840	
Holguin	CMDL	1150	
Holguin	CMKT	1400	
Holguin	CMDC	1290	Cadena Oriental de Radio S.A.
Holguin	CMKO	1220	Manuel Angulo Ferran
Holguin	CMKF	1050	Manuel J. de Gongova
Holguin	CMKD	970	Cadena Oriental de Radio
Holguin	CMKJ	730	Circuito CMQ S.A.
Holguin	CMKP	670	Satellite CMBC Havana
Holguin	CMKM	560	Union Radio S.A.
Mantanzas	CMGF	930	Manuel Domingues Motolongo
Manzanillo	CMDF	1590	
Marianao	CMBD	1520	Luis Perez Garcia
Matanzas	CMGW	1100	Ramon A. de Zayas Lopez
Matanzas	CMGU	1340	Cadena Oriental de Radio S.A.
Matanzas	CMGL	1400	Cadena Oriental de Radio S.A.
Moron	CMJX	1230	Dr. Pable Castellanos Caballero
Nuevitas	CMJQ	1300	Juan Filiguieras Cabaleiro
Palma Soriano	CMKZ	1430	Maria Dominguez Dousseu
Pinar del Rio	CMAB	1070	Simeon Ferro Martinez
Pinar del Rio	CMAL	1340	Radioccidenta S.A.
Pinar Del Rio	CMAQ	920	Circuito CMQ S.A.
Pinar del Rio	CMAW	990	Pedro Redondo Fernandez
Puerto Padre	CMKY	1350	Pedro Zacca Cheda
Sagua La Grande	CMHR	1560	
Sancti Spiritus	CMHT	990	Juan B. Santana Padron
Sancti Spiritus	CMHB	1050	Union Radio S.A.
San Luis	CMKQ	1400	Raul de Arms Trompeta
Santiago de Cuba	CMDB	680	Synchronized with CMBC Camaguey
Santiago de Cuba	CMKC	770	Radio Orientale S.A.
Santiago de Cuba	CMKL	800	Cadena Oriental de Radio S.A.
Santiago de Cuba	CMKU	900	Circuito CMQ S.A.
Santiago de Cuba	CMKW	1000	Reloj Del Aire S.A.
Santiago de Cuba	CMKR	1090	Jaime Nadal
Santiago de Cuba	CMKB	1170	Union Radio S.A.
Santiago de Cuba	CMKC	1290	Radio Oriente S.A.
Sagua la Grande	CMHA	1280	Justiniano Valdes Aguado
Santiago de Cuba	CMDA	1320	
Santiago de Cuba	CMDC	1360	Cadena Oriental de Radio S.A.
Santa Clara	CMHO	1310	Org. Insular de Radio
Santa Clara	CMHQ	640	Circuito CMQ S. A.
Santa Clara	CMHG	680	Synchronized with Camaguey
Santa Clara	CMHD	780	Union Radio S.A.
Santa Clara	CMHF	1040	Jose Fernandez Aleman
Santa Clara	CMHC	1480	
San Cristobal	CMAC	1030	Guillermo Garcia Ovies
Sancti Spiritus	CMHL	1450	
Victoria de las Tunas	CMKG	1490	Ramon Espinosa Perez
Victoria de las Tunas	CMDQ	540	
Victoria de las Tunas	CMGW	1240	Humberto Anteres Pena
Victoria de Las Tunas	CMKT	1520	Alfr. O. Sanchez Moregon

STATIONS OF HAITI

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Location	Call Letters	Frequency	Owner
Port-au-Prince	4VW	1300	Ricardo Widmaier
Port-au-Prince	4VGM	1470	Frank C. Magloire

STATIONS OF DOMINICAN REPUBLIC

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Location	Call Letters	Frequency	Owner
Bani	H13V	1310	Manuel Bello Hijo
Barahona	H15K	1360	
Ciudad Trujillo	H1T	1400	Francisco A. Sanabia
Ciudad Trujillo	H1Z	1350	Frank Hatton
Cuidad Trujillo	H12H	1490	Raf. E. Tavarez L.
Cuidad Trujillo	H1N	1220	Partido Dominicano
Ciudad Trujillo	H1G	950	Andres Cordero Puello
Ciudad Trujillo	H1L	790	Joaquin C. Pellicer
Ciudad Trujillo	H13T	620	J. Arismendi Trujillo
Puerto Plata	H19U	1240	Luis A. Pelegrin
San Cristobal	H12R	1440	Luis Alberti
San Francisco de Macoris	H14F	1440	
San Francisco de Macoris	H14C	1250	Manuel R. Peralta
San Pedro de Macoris	H13J	610	
Santiago	H14B	1330	Abraham Vanderhorst
Santiago	H13A	1400	Expedi Pou
Santiago	H16T	1380	
Santiago	H18B	1050	
Santiago	H19Z	820	Luis F. Moscoso C.
Santiago	H11L	1230	Joacquin C. Pellicer

STATIONS OF BAHAMAS & JAMAICA

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Location	Call Letters	Frequency	Owner
BAHAMAS			
Nassau	ZNS	1540	Bahamas Government
JAMAICA			
Kingston	ZQI	880	Jamaica Bcstg. Co.
Montego Bay		1180	

RADIO CADENA NACIONAL, S. A.

Head Office: Vallarta #1
General Offices: Vallarta #1
Agency in Monterrey, N. L.: Edif. Alanis-Tamez-502
Padre Mier y Cap. E. Carranza
Phones:
Head Office: 21-01-78—36-84-68
General Offices: 10-39-09—21-38-62
P. O. Box 7892
Mexico City, Mexico

☆ ☆ ☆

—PERSONNEL—

President and General Manager.....Rafael Cutberto Navarro
Commercial Manager.....José Horacio Septién
General Controller.....Eduardo Martinez Celis
Control Manager.....Enrique Bernal Servin
Sales Promotion Manager.....Manuel Guillemot Soler
Accounting.....Raquel Burgos Romero
Public Relations.....Hector Manuel Romero

RADIO PROGRAMAS DE MEXICO, S. A.

Institucion Mexicana de Radio
General Offices: Bucareli 109
Phones:
General Offices: 36-29-01—12-65-44—13-91-14
P. O. Box 1324
Mexico City, Mexico

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—PERSONNEL—

President & General Manager.....Clemente Serna Martinez
Vice President.....Antonio Eufracio Ontiveros
Vice President.....Horacio Niño Medina
Vice President.....Dr. Luis de la Rosa
Sales Manager.....Javier Salcido
Sales Executive.....Lic. Jose Sanchez Navarro
Audio and Recording Supervisor.....Ing. Enrique Dorsh Garcie
Chief Engineer.....Ing. Fernando de las Penas
Advertising Department.....Homero Rios D.

RADIO CADENA NACIONAL, S. A. MEMBER STATIONS

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Location	Call Letters	Frequency Kcs.
Acapulco, Gro.	XEBB	600
Aguscalientes, Ags.	XERO	1490
Agua Prieta, Son.	XEFH	1310
Agua Prieta, Son.	XEAQ	1490
Apatzingan, Mich.	XECJ	770
Boca del Rio, Ver.	XEOD	1090
Cd. Acuna, Coah.	XERF	1570
Cd. Acuna, Coah.	XEKD	1010
Cd. Camargo, Chih.	XEHA	1440
Cd. Cuauhtemoc, Chih.	XEER	990
Cd. Delicias, Chih.	XEBN	1240
Cd. Juarez, Chih.	XEJ	970
Cd. Juarez, Chih.	XEWG	1490
Cd. Juarez, Chih.	XEF	1420
Cd. Juarez, Chih.	XEFV	1240
Cd. Mante, Tamps.	XECM	1450
Cd. Miguel Aleman, Tamps.	XEHI	1470
Cd. Obregon, Son.	XEDB	1340
Cd. Obregon, Son.	XEAP	1290
Cd. Valles, S.L.P.	XECV	1290
Cd. Victoria, Tamps.	XEHP	580
Coatepec, Ver.	XERE	1160
Coatzacoalcos, Ver.	XEGB	840
Cordoba, Ver.	XEDZ	580
Culiacan, Sin.	XECQ	1300
Chihuahua, Chih.	XEBU	620
Chihuahua, Chih.	XEBW	1280
Chihuahua, Chih.	XEM	1390
Durango, Dgo.	XEDU	860
Durango, Dgo.	XEND	1470
Durango, Dgo.	XECK	1340
El Sauzal, BC	XEDX	1010
Empalme, Son.	XEBQ	1240
Ensenada, B. C.	XESS	1450
Guadalajara, Jal.	XEHL	1010
Guadalajara, Jal.	XESP	1400
Guadalajara, Jal.	XEBA	840
Guadalajara, Jal.	XEJE	1310
Guadalajara, Jal.	XEAD	1150
Guaymas, Son.	XEFX	880
Hermosillo, Son.	XEDL	1250
Hermosillo, Son.	XEDM	1580
Iguala, Gro.	XEKF	1360
Irapuato, Gto.	XEBO	1330
Jalapa, Ver.	XEJW	1270
Jimenez, Chih.	XEJZ	1320
Leon, Gto.	XELG	680
Leon, Gto.	XERZ	1240
Los Mochis, Sin.	XECU	1470
Magdalena, Son.	XEDJ	1450
Manzanillo, Col.	XECS	1400
Matamoros, Tamps.	XEO	970
Matamoros, Tamps.	XEMT	1340
Matehuala, S.L.P.	XEFF	1490
Mazatlan, Sin.	XERJ	1320
Merida, Yuc.	XEMH	1490
Merida, Yuc.	XEZ	600
Merida, Yuc.	XEMQ	1240
Mexicali, B.C.	XECL	990
Mexicali, B. C.	XED	1050
Mexico, D. F.	XERCN	1110
Monterrey, N. L.	XET	990
Monterrey, N. L.	XEH	1420
Monterrey, N. L.	XEAR	1480
Monterrey, N. L.	XEG	1050
Morelia, Mich.	XESF	1300
Morelia, Mich.	XECR	1340
Navojoa, Son.	XEKE	980
Nogales, Son.	XECG	1240
Nogales, Ariz.	KNOG	1340
Nvo. Laredo, Tamps.	XEDF	960
Nvo. Laredo, Tamps.	XERG	1090
Nva. Rosita, Coah.	XENR	980
Oaxaca, Oax.	KEOA	570
Pachuca, Hgo.	XEPK	760
Parral, Chih.	XEJS	1150
Parral, Chih.	XEGD	1520
Piedras Negras, Coah.	XEMU	580
Puebla, Pue.	XECD	1170
Queretaro, Qro.	XEJX	1250
Reynosa, Tamps.	XEOR	1390
Sahuayo, Mich.	XEGC	1450
Salamanca, Gto.	XERX	1560
Saltillo, Coah.	XEDE	1400
Saltillo, Coah.	XEKS	1330
San Luis Potosi, S.L.P.	XEPO	1310
San Luis Rio Colorado, Son	XECB	1450
Sta. Ana, Son.	XEAB	1400
Tampico, Tamps.	XEFW	810
Tampico, Tamps.	XETO	1370
Tecate, B. C.	XEKT	1380
Tecuala, Nay.	XETD	1450
Tepic, Nay.	XEXT	980
Tijuana, B. C.	XEBG	1550
Tijuana, B. C.	XEXX	1420
Toluca, Mex.	XECH	1490
Tonala, Jal.	XEHJ	760
Torreon, Coah.	XETB	1350
Torreon, Coah.	XEBP	1310
Torreon, Coah.	XETJ	760
Tuxpan, Nay.	XEUX	1340
Uruapan, Mich.	XEUF	610
Veracruz, Ver.	XETF	1250
Veracruz, Ver.	XEHV	1310
Villahermosa, Tab.	XEVT	970
Zacatecas, Zac.	XEXZ	1150
Zacapu, Mich.	XEZU	1270
Zamora, Mich.	XEZM	650
Zamora, Mich.	XEGT	1490
Zapopan, Jal.	XEDV	700
Zihuatanejo, Gro.	XESZ	1450
Ciudad Juarez, Chih.	XEJ-TV	

INTERNATIONAL STATIONS
In The United States and Canada

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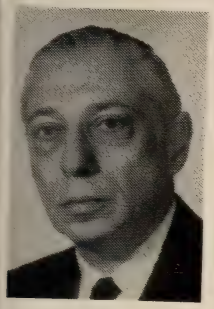
Licensee and Location	*Call Letters*	*Power*
Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.	WDSI-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	10 kw.
Columbia Broadcasting System, Inc., Wayne, N. J.	WDSI-5	50 kw.
	-6	50 kw.
Columbia Broadcasting System, Inc., Delano, Calif.	KCBR-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
The Crosley Corporation, Bethany, Ohio	WLWO-3	200 kw.
	-4	200 kw.
	-5	200 kw.
	-6	200 kw.
	-7	200 kw.
	-8	200 kw.
General Electric Company, Schenectady, N. Y.	WGEO-1	100 kw.
	-2	50 kw.
	-3	25 kw.
General Electric Company, Belmont, Calif.	KGEI-1	50 kw.
	-2	100 kw.
National Broadcasting Co., Inc., Bound Brook, N. J.	WBOU-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	50 kw.
	-5	50 kw.
	-6	50 kw.
National Broadcasting Co., Inc., Dixon, Calif.	KNBH-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
World Wide Broadcasting Corp., Scituate, Mass.	WRUL-1	50 kw
	-2	50 kw.
	-3	50 kw.
	-4	20 kw.
	-5	7 kw.

CANADIAN INTERNATIONAL STATIONS

Licensee and Location	*Call Letters*	*Power in Watts*
Canadian Marconi Co., Montreal, Que.	CFCX	75
Rogers Radio Broadcasting Co. Ltd., Toronto	CFRX	1,000
Voice of the Prairies Ltd., Calgary, Alta.	CFVP	100
Maritime Broadcasting Co. Ltd., Halifax, N. S.	CHNX	500
Eastern Broadcasters Ltd., Sydney, N. S.	CJCX	1,000
Transcanada Communications Ltd., Winnipeg, Man.	CKRO	2,000
Transcanada Communications Ltd., Winnipeg, Man.	CKRX	2,000
Western Broadcasting Co. Ltd., Vancouver, B. C.	CKFX	10
Edmonton Journal Ltd., Edmonton, Alta.	VE9AI	200

Famous First Facts In American Radio



By
JOSEPH N. KANE

THE FIRST:

ADVERTISING or commercial radio broadcast was sponsored by the Queensboro Realty Corporation, Jackson Heights, New York City, on August 28, 1922 over station WEAF, the experimental station of the American Telephone and Telegraph Company, New York City. The commercial rate was ten minutes for one hundred dollars.

Baseball (world series) broadcast was effected by WJZ of the Westinghouse Electric and Manufacturing Company, Newark, N. J., which broadcast the National League New York Giants - American League New York Yankees series October 5, 1921 to October 13, 1921. The pennant was won by the Giants who won five of the scheduled nine games. The Yankees won three games.

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Chain broadcast was accomplished October 7, 1922 by WJZ and WGY of the 1922 World Series baseball game from the field. Ordinary telegraph lines from Newark, N. J., and Schenectady, N. Y., were connected with the Polo Grounds, New York City, where a single microphone connected to these lines completed the requirements. It was not possible to transmit highest and lowest frequencies. Graham McNamee was the announcer. On January 4, 1923, WEAF of New York City and WNAC of Boston, Mass., had repeater points, and amplifiers were provided for faithful reproduction and transmission of both music and speech.

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Debate over the radio was held May 23, 1922, over station WJH of the White and Boyer Company, Washington, D. C. The affirmative "Resolved That daylight saving is an advantage" was taken by Calvin Ira Kephart representing the Miller Debating Society and the negative by Thomas E. Rhodes representing the Alvey Debating Society, both of the National University Law School, Washington, D. C. The audience was requested to act as the judge.

Election returns broadcast was on August 31, 1920, when WWJ of Detroit, Mich., broadcast the results on congressional and county primaries. On November 2, 1920, Leo H. Rosenberg of KDKA of Pittsburgh, Pa., broadcast the results of the Harding-Cox presidential election.

Football (collegiate) game broadcast was presented November 25, 1920 by radio station WTAW of College Station, Texas. The game was played on Thanksgiving Day between Texas University and the Agricultural and Mechanical College of Texas at College Station, Texas. At that time, the station was operating under an experimental license and had the call letters 5XB. A spark transmitter was used and the transmission was in code. This was the first play by play broadcast of a football game.

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Foreign language course broadcast was March 21, 1924, when WJZ, New York City, operating on a 455 wave length, offered French lessons in cooperation with the Beritz School of Languages.

Musical comedy broadcast with especially composed music, was "The Gibson Family," sponsored by Proctor and Gamble Company of Cincinnati, Ohio, and introduced over the National Broadcasting Company network, September 15, 1934. The comedy was composed by Arthur Schwartz and the lyrics were written by Howard Dietz. The musical comedy was booked for a thirty-nine week period and was broadcast from WEAF, New York City.

Police broadcast was made by Station WIL, St. Louis, Mo., September 4, 1921.

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Political convention broadcast was June 10, 1924 when the Republican convention assembled at Cleveland, Ohio, nominated Calvin Coolidge of Massachusetts and Charles Gates Dawes of Illinois for President and Vice President respectively. Graham McNamee was the announcer for the program which was carried by fifteen stations of the National Broadcasting Company from Boston, Mass., to Kansas City, Mo.

Presidential message broadcast was on December 6, 1923, when President Calvin Coolidge delivered his message to a joint session of Congress held in the House of Representatives, Washington, D. C. It was broadcast by KSD, St. Louis, Mo., WCAP, Washington, D. C., WDAF, Kansas City, Mo.,

Continued on Following Page

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Famous First Facts In American Radio

Continued from Preceding Page

WEAF, New York City, WFAA, Dallas, Texas and WJAR, Providence, R. I., which received his voice over telephone wires. On March 4, 1925, he broadcast his inaugural address.

Radio coast to coast broadcast was made May 6, 1937 by Herbert Morrison about the dirigible Hindenburg explosion at Lakehurst, N. J. It was broadcast over both the Red and Blue networks of the National Broadcasting Company, from New York City.

Radio program simultaneously broadcast over AM and FM (24) stations, and telecast (5), was on March 20, 1948, when the sustaining feature, the NBC Symphony, was presented. The first commercial program similarly aired was "The Voice of Firestone" on March 22, 1948. The New York City outlet was WNBC.

Religious service broadcast was made January 2, 1921 when the Calvary Episcopal Church of Pittsburgh, Pa., broadcast its services through KDKA. The preacher was the Reverend Edwin Jan Van Etten.

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Round the world broadcast was accomplished in one-eighth of a second on June 30, 1930 by a series of radio relays. Clyde Decker Wagoner spoke into the shortwave microphone from W2XAD, Schenectady, N. Y. His voice was relayed from Holland, to Java, to Australia, across the Pacific Ocean to North America, and back to Schenectady.

Transatlantic broadcast (not experimental) was sent in code January 19, 1903, between Cape Cod, Mass., and Cornwall, England, when greetings were exchanged between King Edward VII and President Theodore Roosevelt.

Transatlantic radio signal was sent from Poldhu, Cornwall, by Guglielmo Marconi and was received at St. Johns, Newfoundland. The letter "S" was repeatedly sent by Morse code at stated time intervals and was faintly received by Percy Wright Paget, and by G. S. Kempon, December 11, 1901, and again on December 12, 1901.

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Two-way radio in an automobile was installed by the Chalmers-Detroit Company in an automobile of their manufacture in March 1910 at New York City. The sending set contained two storage cells, a ten inch spark coil, two Leyden jars and a high and low voltage battery, a seven foot aerial, etc. Successful demonstrations were made from the moving automobile in Central Park, N. Y., to the Terminal Building, 42nd Street and Park Avenue, New York City, at distances varying from one to three miles. **(Scientific American May 14, 1910)**

Radio set advertised for sale was the Telimco, (a contraction of The Electro Importing Company) a $7.50 outfit announced in a one inch advertisement in the January 13, 1906 issue of the **Scientific American** inserted by Hugo Gernsback of the Electro Importing Company of New York. It offered a "complete outfit comprising one inch spark coil, balls, key, coherer with auto coherer and sounder, 50 ohm relay, 4 cell dry battery, send and catch wires and connections with instructions and drawings. Will work up to one mile. Unprecedented introduction prices. Agents wanted. Illustrated pamphlet."

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Radio Society was the Wireless Association of America formed at New York City, November 1908 with Dr. Lee de Forest as president, Dr. John Stone Stone, vice president, William Mauver, Jr., secretary, and Hugo Gernsback, chairman and business manager. There were no dues and no obligations. Within a few months, more than three thousand members were enrolled.

Radio station. Commercial radio station was 8MK (now WWJ, Detroit, Mich.) which instituted a daily service on August 20, 1920, with the program "Tonight's Dinner." Local election returns were broadcast August 31, 1920. KDKA offered a semi-weekly broadcast from November 2, 1920 to December 1, 1920. KDKA was licensed October 27, 1920.

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Radio tube made of metal was announced April 1, 1935, by the General Electric Company, Schenectady, N. Y. The tubes were smaller than the conventional less sturdy glass tubes and provided their own shielding. They are particularly advantageous in the field of shortwave reception as the metal shell is a better heat conductor and radiator than glass.

Three-element vacuum tube was announced to the public by Dr. Lee de Forest at the October 20, 1906, meeting of the American Institute of Electrical Engineers held at New York City. The first there-element tube (filament and two plate electrodes), described as an amplifier of feeble electrical currents, was patented by Dr. de Forest, January 15, 1907, No. 841,387. The first public description of the grid electrode tube was contained in his patent, No. 879,532, February 18, 1908. The name "audion" was given to the tube by Clifford D. Babcock. **(Georgette Carneal — A Conqueror of Space, An Authorized Biography of the Life and Work of Lee de Forest)**

HOW TO APPLY FOR FCC LICENSE

Official FCC Procedure for AM, FM and TV Licenses

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ANY qualified citizen, firm, or group may apply to the Federal Communications Commission for authority to construct a commercial standard (AM), frequency modulation (FM), or television (TV) broadcast station.

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Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would serve the public convenience, interest or necessity. The Communications Act also recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient, and equitable distribution of radio service.

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The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services," and "Standards of Good Engineering Practice" for AM stations.

Following is a summary of the consecutive steps required in applying for authorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is for AM, FM, or TV broadcast.

Selecting a Frequency

Standard (AM) broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts power cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a frequency search made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

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An applicant for a commercial FM station must specify a frequency available to the area to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural) throughout the United States. The demand for FM stations has not yet exceeded the supply of available frequencies. (The Noncommercial Educational FM Broadcast Service is a separate category with its own rules.)

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An applicant for a new television station must request a channel assigned in the Table of Assignments to the community involved. However, a channel assigned to any community listed in the table can be requested for operation in any unlisted community within 15 miles of the listed community. Commercial TV stations are authorized for unlimited hours of operation and are of a single class with minimum power determined by the size of the

principal city and maximum power dependent on antenna height and allocation zone. Channels are reserved for noncommercial educational TV operation.

Applying for a Construction Permit

Once a prospective licensee has decided upon the type of station he wishes to apply for, the next step is to make application for a construction permit. This application must be in writing on a form supplied by the Commission (Form 301, "Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station," which covers AM, FM, and TV broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical, and other qualifications to construct and operate a station, plus details about the transmitting apparatus to be used, and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications are reviewed in their engineering, legal, and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

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Applications are, in general, processed in the order in which accepted for filing. There is a Temporary Processing Procedure for TV applications.

If, upon examination of an application, the Commission determines that there are no engineering conflicts, that the applicant is qualified, and that all other requirements are met, the application is granted without hearing and a construction permit is issued.

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Any grant made by the Commission without a hearing is subject to protest within a period of 30 days, during which the protesting party may request a hearing. Within 15 days thereafter the Commission must determine whether the objection merits a hearing.

The law requires that, in general, final decision on noncontested applications be rendered within three months from the date of the original filing, and within six months from the conclusion of a hearing in those cases which go through a hearing.

Hearings

Where it appears that an application violates provisions of the Commission's rules and regulations; that interference would be caused to another AM or FM broadcast station; or that the minimum separation requirements for TV stations are not met; or if other serious questions of a technical, legal, or financial character are involved, a hearing usually is required before a final decision on the application can be made. Often a hearing is necessary because two or more applicants seek to use the same frequency or immediately adjacent frequencies with such a proximity of stations that excessive interference would result. In such instances, the Commission is compelled by law to accord a hearing to the competing applicants and to make a comparative judgment as to which, if either, should be granted.

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If unable to grant an application, the Commission is required to notify the applicant and other known parties of interest as to the reason. The applicant usually is given 30 days in which to reply. After that, if the Commission is still unable to make a grant, a hearing is ordered.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. The hearing notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may sometimes find it possible to satisfy the issues by amending his application, especially if the apparent deficiencies are of an engineering nature.

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All competing applications for the same facility are required to be on file at least 60 days before the start of the scheduled hearing. Hearings start with a conference for the purpose of working out stipulations of fact so as to reduce the hearing to bare essentials.

Hearings are customarily conducted by an examiner. The hearing examiner has authority to administer oaths, examine witnesses and rule upon the admission of evidence.

Within 20 days after the close of a record by the hearing examiner, each party and the Chief of the Broadcast Bureau of the Commission has the privilege of filing proposed findings of fact and conclusions in support of their contentions. After review of the evidence and statements, the hearing examiner issues an initial decision.

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In the event he wishes to contest the initial decision, the applicant or any other interested party has 20 days from the date on which the initial decision was announced to file exceptions and to request oral argument before the Commission. In all cases heard by an examiner, the Commission will hear oral argument on request of either party. After oral argument, the Commission may adopt, modify, or reverse the hearing examiner's initial decision. Within 30 days thereafter, any party involved may petition for rehearing.

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If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified, he can apply for extension of time on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 ("Application for New Broadcast Station License"). Applicants must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct program tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

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AM, FM and TV broadcast stations are licensed for the statutory limit of three years. Applications for renewal of license are made on Form 303, which is "Application for Renewal of Broadcast Station License."

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License").

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Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 ("Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License").

In certain cases a permittee or licensee can apply for a transfer of corporate control or an assignment of license by using form 316 ("Application for Assignment or Transfer—Short Form"). This form may only be used when the transfer or assignment is **pro forma** or technical in nature; i.e., where no substantial changes in interest occur.

STATE BROADCASTER ASSOCIATIONS

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Alabama Broadcasters Association

P. O. Box 477, University, Alabama

Meetings: March and October
Elections: March meeting
Members: 71
President.....Richard B. Biddle, WOWO, Florence
Vice-President.....Julian C. Smith, WAGF, Dothan
Secy.-Treas.....William H. Miller, Jr., WGYV, Greenville

Arizona Broadcasters Association

Meetings: January
Elections: January
Members: 20
Pres.....Lee Little, KRC, Tucson
Vice-Pres.....Carlos Montano, KNOG, Nogales
Secy.-Treas....Howard Loeb, KRIZ, Phoenix

Arkansas Broadcasters Association

Meetings: March and Sept.
Elections: March
Members: 45
President..Melvin Spann, KWAK, Stuttgart
Vice-Pres.....Ted Rand, KDRS, Paragould
Secy.-Treas.....C. J. Dickson, KWFC, Hot Springs

California State Radio and Television Broadcasters Association

1420 Truxton Ave., Bakersfield

Meetings: November (and on special call)
Elections: November
Members: 97
President.....Philip G. Lasky, KPIX, San Francisco
Vice-Pres.....Franke Burke, KFVD, Los Angeles
Secy.-Treas.....Gene DeYoung, KERO, Bakersfield

Colorado Broadcasters Association

c/o President or Secretary

Meetings: Semi-annual
Elections: March
Members: 43
President.....Elwood H. Meyer, KYOU, Greeley
Vice-Pres.....Mel Cooper, KCRT, Trinidad
Secy.-Treas.....Phil Hoffman, KLZ, KLZ-TV, Denver
Leg. Chairman.....George Cory, KUBC, Montrose

Connecticut Broadcasters Association

President.....Daniel Kops, WAVV, New Haven
Vice-Pres.....Charles Bell, WHAY, New Britain
Secretary.....Eric Hatch, WBIS, Bristol

Florida Association of Broadcasters

c/o President or Secretary

Meetings: June and November
Election: June
Members: 76
President.....Harold P. Danforth, WDBO, Orlando
1st VicePres....H. Dennison Parker, WTAN, Clearwater
2nd Vice-Pres.....John H. Phipps, WCTV, Tallahassee
Secy.-Treas..Guy Hamilton, WTYS, Marianna

Georgia Association of Broadcasters

c/o President or Secretary

Meetings: August and January
Elections: August
Members: 56
President.Glenn C. Jackson, WAGA, Atlanta
Vice-Pres.....L. H. Christian, WRFG, Athens
Secy.-Treas.....W. N. Morris, WMLT, Dublin

Hawaiian Association of Radio and TV Broadcasters

P. O. Box 1380, Honolulu, T. H.

Meetings: On call
Elections: May
Members: 18
President...William Paine, KGU, Honolulu
Vice-Pres.....Harry CHU, KAHU, Waipahu
Secy-Treas.....Fin Hollinger, KPOA, Honolulu

Idaho Broadcasters Association

Meetings: Fall
Elections: Fall
Members: 23
President.....Clair Hull, KCID, Caldwell
Vice-Pres.....C. N. Layne, KID, Idaho Falls
Sec.-Treas.....K. Clark, KBAR, Burley

Illinois Broadcasters Association

c/o President or Secy.-Treas.

Meetings: February and October
Elections: October
Members: 65
President.....Joe Bonansinga, WGEM, Springfield
Vice-Pres....George Biggar, WLBK, DeKalb
Secy.-Treas.....Charles Cook, WJPF, Herrin
Leg. Chairman....Gordon Sherman, WMAY, Springfield

Indiana Broadcasters Association, Inc.

Meetings: 4 times a year
Elections: March
Members 53
President....Dan Park, WIRE, Indianapolis
Vice-Pres. (AM).....Norman Widenhofer, WGL, Fort Wayne
Vice-Pres. (TV).....Bob Lemon, WTTV, Bloomington
Vice-Pres. (FM).....Joe Edwards, WFML, Washington
Secy.-Treas.....Joe Higgins, WTHI, Terre Haute
Asst.-Secy.....Howard A. White, WCTW-FM, New Castle
Asst.-Treas.....Dennis Keller, WITZ, Jasper

Iowa Broadcasters Association

c/o President

Meetings: Annual
Elections: Annual
Members: 42
President.....W. J. Teich, KOEL, Oelwein
Vice-Pres.....Anthony Koelker, KMA, Shenandoah
Secy.-Treas.....Art Skinner, KASI, Ames

Kansas Association of Radio Broadcasters

KIUL, Garden City

Meetings: April or May
Elections: April or May
Members: 40
President.....Robert Wells, KIUL, Garden City
Vice-Pres.....Robert Schmidt, KAYS, Hays
Secy.-Treas.....Arden Booth, KLWN, Lawrence
Leg. Chairman.....Wendell Elliot, KGNO, Dodge City

Kentucky Broadcasters Association

c/o Hugh O. Potter, Secy.-Treas., P. O. 536, Owensboro

Meetings: October and March
Elections: October
Members: 53
President.....Gilmore Nunn, WLAP, Lexington
Vice-Pres.....Arthur Eilerman, WZIP, Covington
2nd Vice-Pres...R. B. Helms, WHLN, Harlan
Secy.-Treas..Hugh O. Potter, WOMI, Owensboro
Executive Committee....Neil Cline, WHAS, Louisville; Dee Huddleston, WIEL, Elizabethtown; Sam Livingston, WKYB, Paducah

Louisiana Association of Broadcasters

Box 379, Baton Rouge, La.

Meetings: June and November
Elections: November
Members: 45
President...Edgar B. Stern, Jr., WDSU, New Orleans
Vice-Pres..Robert Earle, WIBR, Baton Rouge
Secy.-Treas.....Clarence E. Faulk, KRUS, Ruston

Maine TV and Radio Broadcasters Association

c/o WPOR, Portland, Maine

Meetings: Spring and Fall
Elections: November
Members: 22
President.....Melvin Stone, WRUM, Rumford, Me.
Vice-Pres.....Parker Hoy, WLAM, Lewiston, Me.
Secy.-Treas.....Norman G. Gallant, WFAU, Augusta

Maryland-D.C. Radio and TV Broadcasters Association

c/o President or Secy.-Treas.

Meetings: June and November
Elections: November
Members: 46
President.....Ben Strouse, WWDC Washington
Vice-Pres.....William H. Paulsgrove, WJEJ, Hagerstown
Secy.-Treas.....Robert Cochrane

Massachusetts Broadcasters Association

President.....H. J. Struther, WEEI, Boston
Vice-Pres.....Herbert L. Krueger, WTAG, Worcester
Treasurer.....George H. Jaspert, WCCM, Lawrence
Secretary.....Sherwood J. Tarlow, WHIL, Medford

Michigan Association of Broadcasters

c/o WKZO, Kalamazoo, Mich.

Meetings: May-September
Elections: November
Members: 85
President...Carl E. Lee, WKZO, Kalamazoo
Vice-Pres.....F. Sibley Moore, WJR, Detroit
Secy.-Treas..Howard Wolfe, WKNX, Saginaw
New Directors.....Russell Staffeld, WMIQ, Iron Mountain; Les Biederman, WTCM, Traverse City; Jake Scherer, WHFB, Benton Harbor; Harold Neal, WXYZ-TV, Detroit

Minnesota Association of Broadcasters

WDGY, Builders Exchange Bldg., Minneapolis

Meetings: September
Elections: September
Members: 30
President.....C. T. Hagman, WDGY, Minneapolis
Vice-Pres.....Lee. L. Whitting, KEYD, Minneapolis
Secy.-Treas.....Manny Marget, KVOX, Moorehead
Leg. Chairman.....C. T. Hagman, WDGY, Minneapolis

Mississippi Broadcasters Association

c/o President or Secy.-Treas.

Meetings: March or April
Elections: March or April
Members: 48
President.....Ed Wilkerson, WSLI, Jackson
Vice-President.....Ray Butterfield, WLOX, Biloxi

Missouri Broadcasters Association

Meetings: April and August
Elections: August
Members: 53
President.....C. Thomas, KXOK, St. Louis
Vice-Pres...Earl Dougherty, KXEO, Mexico
Secy.-Treas.....Bruce Barrington, WEW, St. Louis

Montana Radio Stations, Inc.

c/o President, KFBB, Great Falls

Meetings: August
Members: 26
President...Joe Wilkins, KFBB, Great Falls
Vice-Pres.....Art Mosby, KGVO, Missoula
Secy.-Treas..Charlotte Brader, KOJM, Havre
Leg. Chairman.....Paul MacAdam, KPRK, Livingston

Nebraska Broadcasting Association

c/o WJAG, Norfolk, Nebraska

Meetings: May 1st
Elections: May 1st
Members: 32
President...Gene Ackerly, KCOW, Alliance
Vice-Pres....Virgil Sharpe, KOWH, Omaha
Secy.-Treas.....Bud Pentz, KWBE, Beatrice

Nevada State Broadcasters Association

KOLO, P. O. Box 821, Reno, Nevada

Meetings: As Called
Elections: Yearly
Members: 12
President.....H. G. Wells, KOLO, Reno
Vice-Pres.....Tom Ivory, KLAS, Las Vegas
Secy.-Treas.....Bob Stoddard, KATO, Reno
Leg. Chairman....H. G. Wells, KOLO, Reno

New Hampshire Association of Broadcasting

President....Frank B. Estes, WKNE, Keene
Vice-Pres.....Al Malin, WWNH, Rochester
Secy.-Treas.....Warren Journay, WKBR, Manchester

New Jersey Broadcasters Association

WJLK, Asbury Park

Meetings: May and October
Elections: October
Members: 20
President...Gordon Giffin, WKDN, Camden
Vice-Pres..Jerry McCarthy, WTOA, Trenton
Secy.-Treas.....John G. Struckell, WOND, Pleasantville
Leg. Chairman.....Fred Bernstein, WTTM, Trenton

New Mexico Broadcasters Association

P. O. Box 247, Hobbs, N. Mex.

Meetings: September and April
Elections: April
Members: 28
Pres....Lloyd Hawkins, KTNM, Tucumcari
Vice-Pres.....Wayne Phelps, KQUE, Albuquerque
Treas....Bert Arnold, KABQ, Albuquerque
Leg. Chairman.....Ivan R. Head, KVSF, Santa Fe

New York State Association of Radio and Television Broadcasters

Address: c/o President
Meetings: Annual
Elections: Annual
Members: 72
President....Michael Hanna, WHCU, Ithaca
1st Vice-Pres.....William Doerr, WEBR, Buffalo
2nd Vice-Pres.....Gordon Gray, WOR, WOR-TV, New York
Secretary.....W. S. Elliott, WIBX, Utica
Treasurer.....George Dunham, WNBF, Binghamton

North Carolina Association of Broadcasters Inc.

Meetings: June and October
Elections: October
Members: 100
President.....Allen Wannamaker, WBIG. Greensboro
Vice-Pres.....E. H. Smith, WIRC, Hickory
Secretary.....Cecil B. Hoskins, WWNC, Asheville

North Dakota Broadcasters Association

KNOX, Grand Forks, N. D.

Meetings: 2nd week in October
Elections: 2nd week in October
Members: 15
President.....Jack Dunn, WDAY, Fargo
Vice-Pres..Leslie Kleven, KNOC, Hettinger
Secy.-Treas.....Les Mauplin, KLPM, Minot

Ohio Association of Radio and Television Broadcasters

33 N. High St., Columbus

Meetings: March and October
Elections: March
Members: 76
President.....Herbert E. Evans, Peoples Broadcasting Co., Columbus
Vice-Pres. (Radio)..Paul F. Braden, WPFB, Middletown
Vice-Pres. (Television).....J. L. Bowden, WKBN-TV, Youngstown
Secy.-Treas.....Carlton S. Dargusch, Jr.

Oklahoma Association of Broadcasters

Meetings: January
Members: 42
President.....Leo Morris, KSWO, Lawton
Board of Directors..Bill Brubaker, KRHD, Duncan; Ed Ryan, KSIW, Woodward; Winston Ward, WBEL, Idabel; Pat Murphy, KCRC, Enid.

Oregon State Broadcasters Association

R. E. Summers, Box 5025, Eugene

Meetings: Semi-annual
Elections: February
President.....Paul E. Walden, KODL, The Dalles
Vice-Pres.....R. D. Holmes, KAST, Astoria
Secy.-Treas.....Iris Helliwell, KRXL, Roseburg
Leg. Chairman.....R. M. Brown, KPOJ, Portland

Pennsylvania Association of Broadcasters

Box 64, Harrisburg

Meetings: April
Elections: April
Members: 125
President.....Joseph Connolly, WCAU, Philadelphia
1st Vice-Pres....Tom Price, WBVP, Beaver Falls
2nd Vice-Pres.....Roy Morgan, WILK, Wilkes-Barre
Treasurer.....Tom Metzger, WMRF, Lewistown
Secretary.....Wright Mackey, WRAK, Williamsport

Puerto Rican Association of Broadcasters

Box 1072, San Juan, Puerto Rico

Meetings: 2nd Monday of each month
Elections: 2nd Wednesday of July
Members: 19
President....A. Ramos, WKAQ, WKAQ-TV, San Juan
Vice-Pres...Tomas Muniz, WIAC, San Juan
Secretary.....Federico E. Virella, WVJP, Caguas
Treasurer.....Gustavo Diaz, Atiles, WENA, Bayamon

Rhode Island Radio & Television Broadcasters Association

c/o WEAN, 75 Fountain St., Providence

Meetings: June
Elections: June
Members: 12
President.....H. William Koster, WEAN, Providence
Vice-Pres..Milton Mitler, WADK, Newport
Secy.-Treas.....E. J. McEnaney, WNET-TV, Providence

South Carolina Radio & Television Broadcasters Association

Sec.'s Office, Box 30, Sumter, S. C.

Meetings: January
Elections: January
Members: 43

President.....Frank B. Best, WDIX, Orangeburg
Vice-Pres.....W. Ennis Bray, WJAN, Spartanburg
Secy.-Treas.....T. Doug Youngblood, WFIG, Sumter
Leg. Chairman....Charles Batson, WIS-TV, Columbia

South Dakota Broadcasters Association

President...Ray V. Eppel, KORN, Mitchell
Vice-Pres.....Byron McElligot, KSDN, Aberdeen
Secy.-Treas....Jim Slack, KUSD, Vermillion
Leg. Chairman...Evans Nord, KELO, Sioux Falls
Sports Chairman...Robert Tincher, WNAX, Yankton

Southern California Broadcasters Association

6047 Hollywood Blvd., Hollywood 28

Chran. Bd.....Norman J. Ostby, KHJ, Hollywood
President.....F. W. Crane, SCBA
Vice-Chairman.....Loyd Sigmon, KMPC, Los Angeles
Secretary.....Howard Gray, KGIL,
Treas..Thelma Kirchner, KGFJ, Hollywood

Tennessee Association of Broadcasters

P. O. Box 311, Memphis

Meetings: November or December and May or June
Elections: November or December
Members: 52
Pres...Frank H. Corbett, WGAR, Maryville
Vice-Pres...Carter Parham, WDEF, AM-TV, Chattanooga
Secy.-Treas.....Jim Dick, WIVK, Knoxville

Texas Association of Broadcasters

KTRE, Lufkin, Texas

Meetings: Spring and Fall
Elections: September
Members: 112
President.....R. G. Lewin, KTRE, Lufkin
Vice-Pres.....Barney Ogle, KRGV, Weslaco
Sec.-Treas....Dave Morris, KNUZ, Houston

Utah Broadcasters Association

751 Union Pacific Building, Salt Lake City

Meetings: January and June
Elections: January
Members: 20
President....Eugene M. Halliday, KSL, Salt Lake City
Vice-Pres.....George H. Hatch, KALL, Salt Lake City
Secy.-Treas....Arch G. Webb, KVOG, Ogden

Vermont Association of Radio & Television Broadcasters

c/o WSKI, Montpelier, Vt.

President....Al Spokes, WJOY, Burlington
Vice-Pres.....J. G. Keyworth, WBTN, Bennington
Clerk, Secy..Frank Balch, WJOY, Burlington

Virginia Association of Broadcasters

c/o WHLF, South Boston, Va.

Meetings: May or June
Elections: May or June
Members: 55 radio stations & 7 associate members
President.....John L. Cole, Jr., WHLF, South Boston
Vice-Pres.....Emerson J. Pryor, WDVA, Danville
Secy.-Treas.....Kenneth Gordon, WFTR, Front Royal
Leg. Chairman.....C. T. Lucy, WVRA, Richmond

Washington State Association of Broadcasters

Tom Olsen, Acting Manager
Legislative Building, Olympia

Meetings: March and September
Elections: March
Members: 45
President...J. Elroy McCaw, KTVW, Seattle
Vice-Pres.....James Murphy, KIT, Yakima
Secy.-Treas...Allen Miller, KWSC, Pullman

West Virginia Broadcasters Association

c/o Secretary

Meetings: Spring and fall
Elections: Spring
Members: 34
President.....A. Garen Ferrise, WMMN, Fairmount
Vice-Pres.....Robert Ferguson, WTRF-TV, Wheeling
Sec.-Treasurer.....Tom Garten, WSAZ, Huntington

Wisconsin Broadcasters Association

540 N. Plankinton Ave., Milwaukee

Meetings: 1st Tuesday in October
Elections: 1st Tuesday in October
Members: 46
President.....Ben Hovel, WKOW, Madison
Secretary .....Donald Wirth
Treasurer....Mig Figi, WAUX, Waukesha

Wyoming Assn. of Radio & TV Broadcasters

c/o Secretary

Meetings: Spring
Elections: Spring
Members: 16
President...D. L. Hathaway, KSPR, Casper
Secretary....W. C. Grove, KFBC, Cheyenne

Color's Place In Local Television

By
A. B. SAMBROOK
Manager
RCA Recorded Program Services

LOCAL color TV is here. Trade paper headlines recently proclaimed that WNBQ, in Chicago, is getting into full swing on local color programming. This station will have color on the air from sign in to sign off. In other localities color has been a fact for some time.

In Philadelphia, WFIL-TV has "Rainbow Theater," a regularly scheduled local color show. One of the features of this program is "Foy Willing and the Riders of the Purple Sage," a series our RCA Recorded Program Services has made available in both black and white and color for some time.

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"Foy Willing" is not the only color filmed programming we've been offering to local stations. There's "Town and Country Time," fifty-two quarter-hours in color and black and white; "The Sam Snead Show," thirty-nine five minute shows in color and black and white; "The World Around Us," a new quarter-hour series of exciting looks into the realm of nature. The first twenty-six of this series was recently announced to stations and agencies.

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RCA Recorded Program Services is in color and intends to get into it even further. We're out to make ourselves known as "Headquarters for Color Film Programming." Every property we consider for distribution stands a better chance of getting the nod if it's available in color as well as black and white.

Why do we feel so strongly about color? Because it's the future of local as well as network television. After all, the same reasons for network color also apply to local color: more variety in programming; more entertainment for viewers; better opportunities for advertisers to show off their products.

In local color, TV film means more than ever. After all, in how many local stations are there facilities for truly spectacular color? This is where top color filmed programming comes in.

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Besides the colors in the spectrum, there's another kind of color in which we're very much interested. This is the color of variety, of change-of-pace. Let's take another look at our list of programs: "Foy Willing," that's pure country and western music, mixed with beautiful scenic shots; "The Sam Snead Show," golf lessons by the top, all-time great of golf; "The World Around Us," a series that takes the world of nature and shows how the battle for existence is continually going on; "Town and Country Time," a real country-western variety program, complete with singing, three different dance groups, comedy and guest stars. We also offer packages of feature length movies.

For still a further splash of color, we'll be adding at least two new, high budget series to our list in 1956 — one will be an adventure series with a new twist; another will be a children's program with emphasis on sports.

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We'll be announcing this new show, "Junior Sports League," at about the time this gets into print. Phil Rizzuto is the Sportsmaster (emcee). Each half-hour program salutes a different boys' or girls' club like the Boy and Girl Scouts, the PAL, the Madison Square Boys Club. Viewers who want to accept Rizzuto's invitation to join "Junior Sports League," must first belong to a recognized club. Features of the show include sports lessons and interviews with guests like Tom Gola, Frankie Frisch, Kyle Rote, Tom Landry, Wes Westrum; a quiz with big prizes going to the club being saluted; local tie-in participation and merchandising.

"Junior Sports League" is colorful in more ways than one. So is every other show from RCA Recorded Program Services, "Headquarters for Color Film Programming."

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MAN BEHIND THE BADGE
SEVEN AGAINST CRIME
IN OUR TIME
DECOY

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Secy. & Treas.....F. E. Miles
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535 Fifth Ave., New York 17, N. Y.
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President.....Paul F. Adler
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AGNETA AGENCY

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President.....Nicholas T. Agneta
Services Offered: Recording, Production, Scripts, Talent.
Productions: Broadway Musical Comedy, TV film.

AIR FEATURES, INC.

720 Fifth Avenue, New York 19, N. Y.
Phone: JUdson 6-8500
President.....I. S. Becker
Comptroller.....Andy Subbiondo
Services Offered: Radio-TV packaged programs, live, film and transcribed.
Current Productions: Helen Trent, Our Gal Sunday, Backstage Wife, Young Widder Brown, Stella Dallas.

ALTON ALEXANDER PRODUCTIONS, INC.

595 Madison Ave., New York 22, N. Y.
Phone: LO 8-3100
President .....Alton Alexander
Services Offered: Television program production, live and film.
Productions: Your Better Home Show, Lie Detector, Your Lucky Number, Chief Medical Examiner, A Model Young Woman, The Big Break, Danger Is My Business, Sing For Your Supper With Tommy Tucker.

AMERICAN INSTITUTE OF FOOD PRODUCTS, INC.

608 Fifth Ave., New York 20, N. Y.
Phone: JU 6-7600
General Manager.....Robert A. Bories
Services Offered: Production, scripts, talent for food merchandising.

AMERICAN SALES & SERVICING AGENCY (RADIO LUXEMBOURG)

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300
President.....Guy Bolam
Services Offered: Sales agency for Radio Luxembourg and Teleluxembourg.

PETER ARNELL PRODUCTIONS, INC.

750 Park Ave., New York 21, N. Y.
Phone: TRafalgar 9-5097
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Asso. Prod., Prod. Mgr.....Jean Heaton
Services Offered: TV & Radio Programs: Production, Package, Consultation.

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Partner, Program Mgr. & Dir. Research Dept.....Gertrude T. Porter
Script Dept.....Jean Norab
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Asst. General Manager ....Oliver Gramling
Exec. Editor.....Alan J. Gould
Radio News Editor.....John A. Aspinwall
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730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-3091
President.....Charles E. Rynd
Vice Pres.....Richard S. Rynd
Vice Pres., Sales.....Ray Rynd
Treasurer.....Edward J. Mearsheimer
Production Manager.....John Beaumont
Services Offered: Music and readings on tape for consumer use. Available through dealers and distributors. Music programs on tape for radio available—also custom produced.

NOW AVAILABLE SMASH HIT!!!

The GREEN HORNET

for radio and television sponsorship

Pilot Film, Black and White or Color

— AVAILABLE FOR SCREENING —

Radio Program Broadcast Since 1936

For Complete Details
Write or Wire
H. Allen Campbell

TRENDLE-CAMPBELL-MEURER, INC.

28 W. Adams Avenue . . . Detroit 26, Michigan . . . WOodward 2-9184

ANN BARBINEL
54 Riverside Dr., New York 24, N. Y.
Phone: ENdicott 2-4351
President .....Ann Barbinel
Services Offered: Creating - producing - directing custom built package shows for radio and TV.

BARRY & ENRIGHT PRODUCTIONS, INC.
667 Madison Avenue, New York, N. Y.
Phone: TEmpleton 2-8600
President .....Jack Barry
Vice-President .....Dan Enright
Services Offered: Package producers of live and transcribed radio shows and live and filmed TV shows.
Productions: Juvenile Jury, Winky Dink and You, Life Begins at 80, Oh, Baby, Conflict, The Gillmen.

BASCH RADIO & TELEVISION PRODUCTIONS
17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-8877
Sales Manager.....Charles J. Basch, Jr.
Services Offered: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; TV programs and commercial spots, live and film.

ZACH BAYM FILMS
60 East 42 St., New York 17, N. Y.
Phone: MU 2-4813
Sales Manager.....Zach Baym
Services Offered: Television film sales representative: feature length motion pictures; full-length wseterns; animated cartoons.

IRENE BEASLEY RADIO PRODUCTION SERVICE
Heatherdell Rd., Ardsley, N. Y.
Phone: DObbs Ferry 3-3578
Owner..... Irene Beasley
Services Offered: Program production; live package programs.

V. S. BECKER PRODUCTIONS
551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-0777
Partner .....Viola S. Becker
Partner.....Thomas W. Bieder
Services Offered: Production of package shows and commercials for Radio, Television programs, live and film. Distributors of film; representatives of talent & ideas for Radio, TV, film, sales promotion.

WALTER BIDDICK CO.
(Programs Div.)
1151 S. Bway., Los Angeles 15, Calif.
Phone: RI 8-6184
Manager .....Guy Biddick
Office Manager.....Josephine Corbet
Traveling Rep.....Burton Zoul
Services Offered: Preparing and recording commercial announcements for your own individual requirements. Packaged ½-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold.

ALBERT BLACK TELEVISION PRODUCTS
9 Rockefeller Plaza, Room 1526
New York 20, N. Y.
Phone: CI 5-7466
President ..... .Albert Black
Prod. Ass't. & Sec.....Marcy Seibrit
Services Offered: Live and film package shows; commercials for television and radio shows.

GEORGE BLAKE ENTERPRISES, INC.
1600 Broadway, N. Y., N. Y.
Phone: CIrcle 7-2264
President .....Jean Blake
Vice-Pres., Sls.....Phillip Frank
Vice-Pres., Exec. Prod.....Richard Donner
Services Offered: Producers of TV commercials, industrial films, animated and live action.

ROBERT A. BORIES CO.
608 Fifth Ave., New York, N. Y.
Phone: JU 6-7600
President .....Bob Bories
Services Offered: Radio and TV package producer.

BOX OFFICE TELEVISION, INC.
6 W. 57th St., New York 19, N. Y.
Phone: PLaza 7-0532
Board Chairman.....Milton M. Mound
President .....Sid Caesar
Vice-Pres. .....Wallace A. Ross
Services Offered: Specialists in Closed-circuit Television: business meetings and entertainment events on large screens in hotels and theatres.

BROADCASTING PROGRAM SERVICE
17 E. 45th St., New York 17, N. Y.
Phone: OXford 7-0725
President .....Herbert Rosen
Services Offered: Transcription service, musical programs on tape, sound effects records, mood and bridge music library, TV programs on films.

WILLIAM F. BROIDY PRODUCTIONS, INC.
5545 Sunset Blvd., Hollywood 28, Cal.
Phone: HOllywood 2-7421
President.....William F. Broidy
V.P. & Secry.....Edward J. Kay
Exec. Asst. to President.....Ace Herman
Production Mgr.....A. R. Milton
Adv. Dir.....J. L. Kaufman
Services Offered: Studios for rental. Package shows. Physical and creative productions

ROCKHILL PRODUCTIONS, INC.

STANLEY J. WOLF — EXECUTIVE PRODUCER

COMPLETE ★ RADIO,

★ TELEVISION AND

★ FILM PACKAGES

RECORDING DEPARTMENT

COMPLETE RECORDING FACILITIES

☆ ☆ ☆

TRANSCRIPTIONS

☆ ☆ ☆

"ON LOCATION" - REMOTE RECORDINGS

Rockhill Productions, Inc.

18 East 50th

PLaza 9-7979

of industrial films, short subjects, TV series and announcements.

BYRON PRODUCTIONS

8 E. 52nd St., New York 22, N. Y.
Phone: PLaza 3-6930
President.....Edward A. Byron
Services Offered: Package programs.

BRUCE CHAPMAN COMPANY

55 West 42nd St.. New York 36, N. Y.
Phone: WIsconsin 7-9244
President .....Bruce Chapman
V.P.-Treas.....Edna Chapman
Branch Offices:
30 rue Chalgrin, Paris, France
Phone: Passy 70-44
Director .....Michael Alexander
Services Offered: Production of radio & TV programs in U. S. and Europe.
Productions: The Answer Man.

CHESHIRE & ASSOCIATES

6606 Selma Ave., Hollywood 28, Calif.
Phone: HOllywood 9-4580
General Manager .....Bob Reichenbach
Production Director.....Harry V. Cheshire
Traffic Dir.....Gloria Slack
Services Offered: Television and Radio program producers and distributors; West Coast distributor for Speedy-Q and E. M. I. sound effects, background and mood music recordings.
Productions: The Myron J. Bennett Show; Marvin Miller, Storyteller and Stand By . . . For Crime.

CINEFFECTS, INC.

(For complete listing see TV Film Producers)

TED COLLINS CORP.

500 Fifth Ave., New York, N. Y.
Phone: CH 4-5036
Manager .....Ted Collins
Services Offered: Talent, Production.

COMMODORE PRODUCTIONS & ARTISTS, INC.

971 N. LaCienega Blvd., Hollywood 46, Calif.
Phone: OLympia 2-2995
Pres. & Exec. Prod.....Walter White, Jr.
Vice Presidents..Kent Allen, John H. Legan
Sec'y-Treas., Coordinator....Eleanor Payne
Services Offered: Program production, syndicated transcriptions, scripts, package programs, talent.
*Productions*s Open-end radio transcriptions: Hopalong Cassidy, The Clyde Beatty Show, Tarzan, Clyde Beatty Show for TV, plus 1 hour Beatty feature feature, "Perils of the Jungle. Silent Witness, pilot available.

COOLIDGE-DuBOIS AGENSY

5555 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 9-2111
Director .....Carl Coolidge
Sec.-Treas.....Dr. C. DuBois
Services Offered: Television scripts of all types.

FRANK COOPER ASSOCIATES AGENCY

233 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 5-4128
N. Y. Phone: VAnderbilt 6-5661
President .....Frank Cooper
V.P. Chge. of N. Y. Office.....Sy Fischer
Head of Sales—Calif. Off...Martin Sperber
Services Offered: Packagers and sales representatives of radio and television programs. Representatives of writers and talent.

LOUIS G. COWAN, INC.

575 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-3700
President .....Harry Fleischman
Exec. Vice Pres.....Steven R. Carlin
Vice-President.....Polly Cowan
Treasurer.....J. Kyle Faber
Services Offered: AM-TV-Productions-Network Programs (Package); Production-Transcription Programs; Program Consultants.
Productions: The Big Surprise, The $64,000 Question, Down You Go, Stop the Music, and Conversation.

FREDERIC DAMRAU, M. D.

247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-3638
Director.....Frederic Damrau, M. D.
AFTRA Associate.....Adeline Maneery
Business Manager.....Mary L. Davis
Services Offered: Educational and dramatized programs relating to health, for both radio and TV.

MAC DAVIS FEATURES

1 Montgomery Place, Brooklyn (15), N. Y.
Phone: Nevins 8-4374
Director .....Mac Davis
Services Offered: Sport shows created, written and produced for television and radio presentation. Also special scripts and ideas furnished for all types of sport programs for local, regional or network presentation.
Productions: Heartbeats in Sport Headlines, They Made Sports History, Diamond Dust, Ask Me Another.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595
Writer, Composer .....Gordon M. Day
Director .....Carol Bulkley
Production Mgr.....Edith Adelson
Treasurer.....Leo L. Reich
Services Offered: Package programs, radio-TV consultants to advertising agencies. Jingles and TV film spots.

DANNY DEE ENTERPRISES, INC.

400 Madison Ave., New York, N. Y.
Phone: PLaza 3-4153
President.....Irwin N. Rossee

Sec., Sales Manager.....Eric Blau
Treasurer .....Roy Doty
Services Offered: Produce live and filmed shows. Radio Shows, Commercials.
Productions: "The Adventures of Danny Dee."

DEMBY PRODUCTIONS INC.

Hotel Plaza, 1 West 58th St., N. Y. 19, N. Y.
Phone: PLaza 9-2495
President .....Emanuel Demby
Vice Pres.....Harvey Meltzer
Secy.-Treas. .....Mildred Demby
Dramatic Scripts.....Betty Jeffries
Research.....Dr. S. Levine
Story Editor.....Al Marshack
Services Offered: Live and film production for TV, theatrical release, public relations. Affiliated with Motivation Research Associates for psychological study of audience preferences.
Productions: Hollywood to Broadway, Half the World's a Bride, Alfred E. Smith Story, Carnival, and Witch On Wheels.

DEREL PRODUCING ASSOCIATES, INC.

68 William St., New York, N. Y.
Phone: BO 9-1550
President.....Jerome I. Feldman
Exec. Producer.....Gene Feldman
Services Offered: Packagers of live and film TV shows.
Productions: Overseas Press Club's, Foreign Correspondent, I'll Never Forget, Cap' Voyage.

ALFRED DIXON PRODUCTIONS

138 E. 36th St., New York, N. Y.
Phone: MUrray Hill 5-6415
President-Owner.....Alfred Dixon
Casting and production.....Lynn Masters
Asst. Dir. and Coaching.....Norma Burton
Services Offered: Radio, stage, film, TV productions.

HARRY S. DUBE

10 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-7035
Manager .....J. Knight
Services Offered: Live Talent, package shows and transcriptions.

DYNAMIC FILMS INC.

112 W. 89th St., New York 24, N. Y.
Phone: TRafalgar 3-6221
President, Tresurer.....Nathan Zucker
Exec. Prod.....Lester Becker
V.P. .....Lee R. Bobker
Editorial Chief.....Irving Oshman
Sound Engineer.....James Townsend
Film Dist.....Helen Cristt
Services Offered: Film producer—open end films and commercials made specifically for TV; amusement and dramatic shorts; educational and industrial shorts; marionette shorts; spot news and special event coverage; video transcriptions; complete sound recording and sound stage facilities; film consultants.

HAPPY—TWO-SOME

BREAK THE BANK
STARRING
BERT PARKS
AMERICA'S FAVORITE QUIZMASTER
ON
AMERICA'S FAVORITE QUIZ SHOW
FOR
DODGE DIVISION
OF
CHRYSLER CORP.
WEDNESDAY — ABC-TV
9:30 P.M. EST.

MASQUERADE PARTY
STARRING
PETER DONALD
PANEL
BOBBY SHERWOOD, MARY HEALY
OGDEN NASH and ILKA CHASE
THE NATION'S GREATS
MAKE UP AND MAKE MERRY
ON THIS UNIQUE SUCCESS
FOR
ESQUIRE BOOT POLISH
AND
GERITOL
WEDNESDAY—ABC-TV
9:00 P.M. EST.

COMING SOON — THE NEW "PENNY TO A MILLION" PANEL QUIZ

WOLF ASSOCIATES PRODUCTIONS ENTERPRISES
420 MADISON AVE.
NEW YORK, N. Y.

W. M. ELLSWORTH
203 N. Wabash, Chicago
Phone: STate 2-9679
Owner.....W. M. Ellsworth
Services Offered: Folk artists, entertainers for radio-TV-records and transcriptions.

EMPIRE BROADCASTING CORP.
480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 9-4500
President.....Helen D. Kelleher
Services Offered: **All types of recording namely: tape-disc, studios, air-line checks, AM-FM-TV portable jobs, film synchronization.**

ROBERT J. ENDERS, INC.
(National Productions)
1001 Connecticut Ave., N. W.
Washington 6, D. C.
Phone: STerling 3-2222
President.....Robert J. Enders
Exec. Vice-Pres.....Howard A. Enders
Vice Pres., Sales.....Ray Hill
General Mgr.....Gus Eisenmann
Script Editor.....Grace Waldman
Coordinator .....Mimi Griffin
V.P., Evec. Prod.....Robert L. Friend
Prod. Mgr.....Stanley Bass
Services Offered: Radio and television complete production.
Productions: Let's Play Bridge with Charles Goren, Rogers Hornsby Baseball School, Bombproof, Tomorrow-Today, The Eternal Song.

ENDORSEMENTS, INC.
500 Fifth Ave., New York 36, N. Y.
Phone: CHickering 4-7257
President .....Jules Alberti
Vice-Pres.....Dr. Harold S. Wadro
Sec.-Treas. .....Carol Batchelder
Services Offered: Endorsements and testimonials live and film for TV.

ESTES NEWSFEATURES
6 Peter Cooper Rd., New York 10, N. Y.
Phone: SPring 7-5766
President .....Bernard Estes
Secretary-Treasurer.....Hazel Estes
Associate Producer.....Jack Sheldon
Services Offered: Live, transcribed and filmed package shows produced. Specializing in news and feature programs designed for public relations impact, AM, Video. News and camera correspondents throughout U. S., Latin America, Europe, Far East.

FADIMAN ASSOCIATES, LTD.
1501 Broadway, New York 36, N. Y.
Phone: LAckawanna 4-3544
Manager .....Edwin Fadiman
Services Offered: Production, Package Shows.

WALT FRAMER PRODUCTIONS
1150 Avenue of the Americas
New York 36, New York
OXford 7-3322
Producer.....Walt Framer
Associate Producers.....Joe Gottlieb, Sid Tamber, Paul Kaczander
Production Supervisors.....Mervyn Framer, Estelle Citron, Vivian Roberts
Business Manager.....Henry Schmerzler
Services Offered: Specializing audience participation and quiz shows; packages, production, question research, contestant screening.

Jack Barry
and
Dan Enright
Productions

Current Productions: Strike It Rich, The Big Payoff, Ringabuk.

FREMANTLE OVERSEAS RADIO, & TELEVISION, INC.

366 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-4344

President.....Paul Talbot
Secretary-Treasurer .....Lee Volker
Mgr. (Mexico City).....Rene Anselmo
Mgr. (London).....Lane Blackwell

Services Offered: Producers of transcribed radio programs for Spanish audiences. Producers of live radio and TV programs in Mexico. Exclusive TV rights to the Davis Cup tennis matches.

ALLEN A. FUNT PRODUCTIONS

100 Central Park South, Room 11-C,
New York 19, N. Y.
Phone: JUdson 6-5227

President.....Allen A. Funt
Production .....Al Slep

Services Offered: Network, live, transcribed and syndicated programs and candid commercials.

GAINSBOROUGH ASSOCIATES, INC.

2090 Seventh Ave., New York 27, N. Y.
Phone: MOnument 6-1800

President.....Mitchell Jablons
Exec. Vice Pres.....Josephine Savoca
VP in chg. Sales.....Martin Seligson
Casting Director.....Arlene Shelley Gaines
Director TV Dept.....Pamela Jablons
Radio Director.....William Savoca
Treasurer.....Herbert M. Davis
Prod. Supervisor.....Jack D. Gaines
Production Assistants.....Kathy Burke, Susan Gaines, Puddie Burke, Scott Kuney

Branch Office

7200 Santa Monica Blvd., Hollywood 26, Calif.
Dir., Hollywood Office....Charles B. Rogers

Services Offered: Radio & TV package producers. Program consultants to new and existing radio and TV stations. Consultants to fund raising campaigns on radio and TV.

Current Productions: The Editor Speaks, Fanfare, Buddy Rogers Show, Talent Parade, Pick A Date.

GBA-GALLUCCI BROS. & ASSOCIATES

727 Meriden Rd., Waterbury 3-5272
Phone: Waterbury 3-5272

President .....Joe Gallucci

Branch Offices

3129 Newitt Ave., Louisville, Ky.
Phone: Cherokee 6031

Vice-Pres. .....N. T. Gallucci

P. O. Box 1224 Denver, Colo.

Sls. Mgr.....L. W. Gallucci

Services Offered: Live and film package programs.

HAROLD R. GINGRICH, PRODUCTIONS

333 N. Michigan Ave., Chicago 1, Ill.

WILBUR STARK — JERRY LAYTON

RADIO & TELEVISION PRODUCTIONS

270 PARK AVENUE

PL. 3-1742

Phone: FRanklin 2-1022
Owner-Manager.....Harold R. Gingrich
Services Offered: Transcriptions and films. Allied with baking industry international and other lines.

GAC-TV
Affiliates of General Artists Corp.

1270 Ave. of the Americas, New York, N. Y.
Phone: CIrcle 7-7543
Branch Offices
8 S. Michigan Ave., Chicago, Ill.
Phone: STate 2-6288
9650 Santa Monica Blvd., Beverly Mills, Calif.
Phone: CRestview 1-8101
Fidelity Union Life Bldg., Dallas, Texas
Phone: RIverside 3665
Carew Towers, Cincinnati, Ohio
Phone: MAin 1-1197
Services Offered: Production and sales of live and filmed TV programs.
Productions: Perry Como Show, Julius La Rosa Show, Jo Stafford Show, Frankie Laine Show, Capt. Kangaroo (Films sales); Father Knows Best, Runyon Theatre, Celebrity Theatre for Falstaff, My Friend Flicka, Patti Page Show.

JOHN E. GIBBS & CO., INC.

1270 Ave. of Americas, New York 20, N. Y.
Phone: PLaza 7-5959
President .....John Gibbs
Writers Department.....Francis Head
Talent Department.....Keith Brown
Services Offered: Radio and TV production. Talent representation.

GRACE GIBSON RADIO PRODUCTIONS

3129 Cahuenga Blvd., Hollywood 28, Calif.
Phone: HOllywood 3-3498
General Manager.....Bob Reichenbach
Executive Producer.....Grace Gibson
Services Offered: Production and distribution of transcribed dramatic programs for general or specific sponsorship.
Productions: Drama Of Medicine, Adventures of Gregory Keane, and Famous Court Dramas.

GOMALCO ENTERPRISES

404 N. Roxbury, Beverly Hills, Calif.
Phone: CR 5-6131
Partner .....George Gobel
Partner .....David P. O'Malley
Services Offered: Television production.
Current Productions: The George Gobel Show.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53rd St., New York 22, N. Y.
PLaza 5-6131
General Manager.....Harry S. Goodman
Sales Manager.....Everett F. Goodman
Office Manager.....William Baron
Secretary .....H. D. Knuth

WALT FRAMER PRODUCTIONS

specialists in high-rated, low cost audience participation and dramatic shows

on the air:

"STRIKE IT RICH" "THE BIG PAYOFF"

"RINGABUK"

Ready to go:

"Make a Million"
"Billion Dollar Bankroll"
"Jack in the Jukebox"
"Race Thru Space"
"Private Enterprise"
"Holiday for Two"
"You'll Be Surprised"
"Moment of Crisis"
"Just Married"
"The Magic Lamp"

and others!

WALT FRAMER PRODUCTIONS

1150 Avenue of the Americas New York 36, N. Y.
Tel.: OXford 7-3322

TV Director.....Stuart M. Wilson
Services Offered: Network show, One Minute Please; local show, TV Telephone Game, others upon request.

GOODSON-TODMAN PRODUCTIONS

41 East 57th St., New York 22, N. Y.
Phone: PLaza 1-0600
Partner.....William S. Todman
Partner .....Mark Goodson
General Business Mgr....Howard F. Todman
Exec. Dir. of Programs.....Gil Fates
Dir. of West Coast Prog.....Harris Katleman
Production Manager.....Mitchell Leiser
Branch Office
Goodson-Todman Enterprises, Ltd.
449 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 4-7357
Services Offered: Producing and packaging live and transcribed radio, and live and filmed TV programs for national, regional and spot sales.
Productions: Beat the Clock, The Name's The Same, Two For The Money, I've Got A Secret, What's My Line.

GOTHAM RECORDING CORP.

2 W. 46th St., New York 36, N. Y.
Phone: JUdson 6-5577
President.....Herbert M. Moss
Vice Pres.....Stephen F. Temmer
Dir. of Sls. & Service.....Robert Volkell
Sales Manager.....John Thayer
Services Offered: Radio transcription and film production and recording. Six large, medium and small studios; 12 Ampex Tape machines, five Disc Lathes. Writing and production staff available, also makes paper records.

LEWIS G. GREEN

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-7440
General Manager.....Lewis G. Green
Services Offered: Write, produce, direct radio and TV programs, spots, jingles, and films.

GROSS-BAER PRODUCTIONS

Savoy-Plaza Hotel, Suite 1338
New York, N. Y.
Phone: MU 8-8882
1680 North Vine St., Hollywood 28, Calif.
Phone: HOllywood 2-6343
Partners.....Gerry Gross, Norman Baer
Executive Producer.....Arnold Peyser
Services Offered: Radio and Television Packaged programs.
Productions: The Maggi McNellis Show; Morey Amsterdam Show; Junior Champion; Claire Mann; Maggi's Magazine; Let's Take Sides; Finders Keepers.

LAURENCE HAMMOND PRODUCTIONS, INC.

455 E. 51st St., New York 22, N. Y.
Phone: PLaza 9-2210

1500 HALF-HOUR MYSTERIES
TOP RATED TIME KILLERS
WITH KILLS
THRILLS AND CHILLS
WORLD'S LARGEST SELECTION
OF TRANSCRIBED RADIO PROGRAMS
EVERY TYPE OF PROGRAM TO FIT YOUR NEEDS
WARNING
THESE programs DANGEROUS in the hands of competition
Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

President .....Laurence Hammond
Vice-Pres.....Merikay Howard
Casting Dir.....Michael Carr
Services Offered: Packaging radio and TV programs, live, transcribed and filmed. Also consultant work in directing, writing, producing and complete public relations facilities.
Productions: Keeping Up With the Wigglesworths.

SUE HASTINGS MARIONETTES, INC.
3706 McKinney Ave., Dallas 4, Texas
Phone: Lakeside 4022
President .....Linnea Roberts
Art Director.....W. Higgins
Film & Program Director.....R. A. Green
Services Offered: Marionette productions for children and adults especially adapted for TV (live or film). Custom-built shows with original scripts and music. Special puppets made for commercials.

ARTHUR HENLEY PRODUCTIONS
Shelton Hotel, 49th St. & Lexington Ave.
New York, N. Y.
Phone: PLaza 5-7145
Producer .....Arthur Henley
Prod. Co-ordinator.....Lee Wallace
Production Asst.....Ruth Salmon
Services Offered: Creative programming for radio and television. Complete packages and production, writing and consultation services.
Current Production: Make Up Your Mind.

SANDY HOWARD PRODUCTIONS
853 Seventh Ave., New York 19, N. Y.
Phone: JUdson 6-6610
President .....Sand Howard
Directors.....Lee Polk, Marvin Paige
Associate Producers.....Claire Heller, Bob Cahn, Peter Yatovich
Writer-Producer .....Mort Goode
Merchandising Dir.....Mark Reynolds
Services Offered: Live and film program producing. Consultant work to advertising agencies and advertisers on radio and television commercials. Contract work with agencies and produtcion companies for co-producing assignments.
Productions: The Merry Mailman, Luncheon at Sardi's, Supper at Sardi's, Special Edition, Celebrity Club.

HOWARD RADIO-TV PRODUCTIONS
123 W. Chestnut St., Chicago 10, Ill.
Phone: MIchigan 2-0128
Owner .....Bernard Howard
Services Offered: All creative phases of Radio-TV—ideas, writing, production—including commercials; Consultant for agencies without their own Radio-TV departments; package producer; free-lance writing and production.

RICHARD W. HUBBELL & ASSOCIATES
120 Broadway, New York, N. Y.

TALENT ASSOCIATES

TELEVISION PRODUCTION
AND MANAGEMENT

ALFRED LEVY
DAVID SUSSKIND
ROBERT COSTELLO

Phone: BArclay 7-7760
Exec.-in-Charge .....Gilbert Parker
Chairman.....R. W. Hubbell
Services Offered: Program producers.

INTER-CALIFORNIA BROADCASTING SYSTEM

354 S. Spring St., Los Angeles 13, Calif.
Phone: MUtual 2759
General Manager.....Gustavo Faist Moran
Station Mgr.....R. A. Ochoa
Promotion Mgr.....M. L. Moran
Services Offered: Specialists in Spanish language advertising. Production of Spanish langauge programs.

INTERNATIONAL 16mm CORP.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-2265
President-Treasurer....Patrick E. Shanahan
Secretary .....George Blake
Services Offered: Producers and distributors of motion pictures; prints in both 16mm. and 35mm. subjects. Classical music by Symphonic Orchestras.

THE JAFFE AGENCY

8553 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 6-6121
N. Y. Phone: MUrray Hill 8-0840
President .....Sam Jaffe
Secretary .....Philip Gersh
V.P., Chg. Lit. Dept.....Mary Baker
TV, Radio Dept. Head....David Freedman
TV Dept.....Fred Hamilton, Hal Ross
Literary Dept.....Evarts Ziegler, Robert Goldfarb, Clancy Sigal, Michael Ludmer, Jerry Siegel
Services Offered: Representation of artists, actors, actresses, directors and writers and material in live and film television and radio. Packagers of live and film television shows.

ROBERT G. JENNINGS

53 West 53rd St., New York, N. Y.
Phone: JU 6-0711
Serivces Offered: Radio & TV packages.

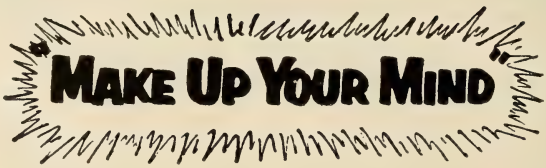
JEWELL RADIO AND TELEVISION PRODUCTIONS

185 N. Wabash Ave., Chicago 1, Illinois
Phone: FInancial 6-4474
President .....James E. Jewell
Vice President .....W. Ralph Jewell
Manager .....Charles P. Flynn
Treas. .....Lincoln Douglass
Secretary.....M. P. Casey
Editor .....James Lawrence
Services Offered: A complete radio and television production service. Scripts, Copy, Music, Direction, Transcribed Package Shows, Spots.
Productions: The Silver Eagle, The King's Jesters Show.

KAGRAN CORPORATION (A subsidiary of NBC)

ARTHUR HENLEY PRODUCTIONS

Creators of



PLaza 5-7145

Shelton Hotel
523 Lexington Ave.
New York 17, N. Y.

© M.U.Y.M. Inc.

4 W. 58th St., New York 19, N. Y.
MUrray Hill 8-0585
President.....Alan W. Livington
V.P., Merch. Dir.....Ed Justin
General Mgr.....F. X. O'Shea
Merch. Acct. Exem.....Robert Max
Art Director.....Mario Trombetta
Services Offered: Merchandising of TV and Radio personalities.
and Radio package producers.
Current Productions: Howdy Doody, Johnny Jupiter, Gabby Hayes, Author Meets Critics, Jackie Robinson.

MAXINE KEITH AGENCY

234 W. 44th St., New York, N. Y.
Phone: LA 4-4228
Director .....Maxine Keith
Services Offered: Creative and producing for radio and TV.

SONNY KENDIS, INC.

509 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-0890
Pres., Exec. Prod.....James Sonny Kendis
Services Offered: Live & filmed radio-TV programs. Complete program packaging service—ideas, scripts, production, talent, sales. Personal management of top talent.

JACK KURTZE AGENCY

214 North Canon Drive, Beverly Hills, Calif.
Phone: CRestview 45403
President .....Jack M. Kurtze
Vice Pres.....Lula Mae Kurtze
Exec. Producer.....Fred Kimball
Services Offered: Specialized services to advertisers and advertising agencies, production, direction and casting facilities for TV, Radio and motion pictures.

ELY LANDAU, INC.

60 W. 55th St., New York 19, N. Y.
Phone: PLaza 7-2100
President.....Ely A. Landau
Exec. Vice Pres.....Oliver A. Unger
Vice Pres., Secy.....Edythe Rein
Vice Pres., Sales.....Harold Goldman
Services Offered: Producers of television programs on film.
Productions: The Passerby, The Bill Corum Sports Show, Man's Heritage.

LANG-WORTH DISTRIBUTING CORP.

Steinway Hall, 113 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-5700
President.....C. O. Langlois
Secretary.....John D. Langlois
Vice-President .....W. O'Keefe
Services Offered: Open end and commercial transcriptions, dramatic and musical for radio broadcasting.

LANG-WORTH FEATURE PROGRAMS, INC.

Steinway Hall, 113 W. 57th St., New York 19, N. Y.

FORTV

FREMANTLE OVERSEAS RADIO & TELEVISION, INC.

366 MADISON AVENUE, NEW YORK 17, N. Y.

MURRAY HILL 7-4344

Distributors of Radio and Television Programs
in International Markets

MEXICO CITY — LONDON — ROME — TORONTO — SYDNEY — JOHANNESBURG
TOKYO — SAO PAULO — CARACAS — BOGOTA — BUENOS AIRES

Phone: JUdson 6-5700
President.....C. O. Langlois
Secretary .....John D. Langlois
Vice President.....W. O'Keefe
West Coast Mgr.....Hugh S. Allen
Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom-built radio programs, both live and transcribed. Transcribed library of recorded music especially for television stations.

HERBERT S. LAUFMAN & COMPANY
221 N. La Salle St., Chicago 1, Ill.
Phone: RAndolph 6-4086
Pres. .....Herbert S. Laufman
Vice Pres.....Jas. A. Jennings, Jr.
Services Offered: Producer and packager of live and filmed TV programs, live commercials, advertising counsellors.
Productions: The Doctor Answers, It's Baby Time.

LES LEAR PRODUCTIONS CORP.
Hotel Sherman, Chicago 1, Ill.
Phone: FRanklin 2-2100
President .....Les Lear
Services Offered: Radio, TV and film production. Personal management.

LESTER LEWIS ASSOCIATES
11 East 48th St., New York 17, N. Y
Phone: PLaza 3-5083
Partner.....Lester & Juliet Lewis
Services Offered: TV package shows, personal management.
Current Productions: Count Sheep.

PHILLIPS H. LORD, INC.
1440 Broadway, New York 18, N. Y.
Phone: LO 4-8000
Pres., Mgr., Prog. Super.....C. R. Manby
Services Offereds Radio and TV package shows.

C. P. MacGREGOR
729 S. Western Ave., Hollywood 5, Calif.
Phone: DUnkirk 4-4191
President.....C. P. MacGregor
Manager.....George R. Jones
Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.
Productions: Hollywood Sound Stage.

MARK VII, LTD.
(For full listing see TV Film Producer-Distributors)

ARNOLD MARQUIS PRODUCTIONS, INC.
717 N. La Cienega, Hollywood 46, Cal.
Phone: CRestview 6-8796
President .....Arnold Marquis
Services Offered: Write, direct, produce and package radio and television programs.

ROBERT QUIKLEY

Executive Producer

OF

"ON YOUR ACCOUNT" — CBS-TV

"LOVE STORY" — CBS-TV

MARSHALL—HESTER PRODUCTIONS, INC.

521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-2722-3-4

President.....A. W. Marshall
Vice-President .....Harriet Hester
Legal Representative.....Gerald Dickler

Services Offered: Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.

McGRAW ASSOCIATES

33 West 42nd St., New York 36, N. Y.
Phone: PE 6-7110

Partners.Peg M. McGraw, Walter J. McGraw
Prod. Mgr.....Peter Henning
Producer-Dir. .....Peggie Springstead

Services Offered: Production of quiz and dramatic programs. Film and live TV programs and spots, specializing in crime documentaries.

Productions: Wanted, Phrase That Pays, Monitor.

ALEXANDER McQUEEN & ASSOCIATES

5222 N. Lakewood Ave., Chicago 40, Ill.
Phone: RAvenswood 8-9010

Owner .....Alexander McQueen

Services Offered: "Nothing But The Truth" feature (Reg. U. S. Pat. Office), in person, transcribed, or TV. Research for human-interest stories on sponsor's product.

CHARLES MICHELSON, INC.

45 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0695

President .....Charles Michelson
Treasurer .....Aaron Michelson
Traffic Manager.....R. Mantell
Export Manager.....Martin Diamond

Services Offered: Distributing of transcribed radio program series; syndicated TV film series; Sound effect record libraries; American representatives for foreign broadcasting interests.

Productions: Capsule mysteries, The Plainclothes Man, Famous Jury Trials, The Clock, Half-hour Mystery Bloc, Daytime Soap Operas.

WILLIAM MORRIS AGENCY, INC.

1740 Broadway, New York 19, N. Y.
Phone: JUdson 6-5100

Exec.-in-Chge. of Radio..Wallace S. Jordan

Services Offered: Production of packaged shows for radio and TV, also talent reps.

CARLTON E. MORSE ENTERPRISES, INC.

Room 511, 1680 North Vine St.
Hollywood 28, Calif.
Phone: Hollywood 9-6161

CREATIVE PRODUCTION

Mel Gold
Productions, Inc.

1639 Broadway
New York 19, New York
JUdson 6-5444

TV-FILM COMMERCIALS
TV PROGRAMS (Film and Live)
INDUSTRIAL FILMS
TRAINING FILMS

RADIO AND TELEVISION
MARSHALL
HESTER
PRODUCTIONS

MARSHALL—HESTER
PRODUCTIONS, Inc.

521 FIFTH AVENUE
NEW YORK 17, N. Y.

★

MURRAY HILL 7-2722-3-4

Owner.....Carlton E. Morse
Services Offered: Recording, program production, scripts, package programs.
Productions: One Man's Family, The Woman In My House.

MORTON PRODUCTIONS
64 East Lake St., Chicago 1, Ill.
Phone: CEntral 6-4144
President .....Morton Jacobson
Services Offered: Dramatic-adventure stories and gimmick show with prizes.
Productions: This Is The Story, What's Wrong With This Picture.

HERBERT M. MOSS PRODUCTIONS
2 W. 46th St., New York 36, N. Y.
Phone: JU 6-5577
Producer.....Herbert M. Moss
Services Offered: Live and transcribed shows for Radio and TV.

MUSIC CORPORATION OF AMERICA
MCA Artists, Ltd.
598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500
139 Piccadily, W1, London, England
49 bis Ave., Hoche, Paris, France
111 Richmond St., West, Suite 1209, Toronto, Ontario, Canada, EMpire 3-5025
9370 Santa Monica Blvd., Beverly Hills, Calif., CRestview 6-2001 or BRadshaw 2-3211
515 Glenn Building, Atlanta, Ga., Lamar 6750
45 Newbury St., Boston, Mass., COpley 7-5830
430 N. Michigan Ave., Chicago, Ill., DElaware 7-1100
1172 Union Commerce Bldg., Cleveland, O., CHerry 1-6010
116A West Kirk Ave., Ronanoke, Va., ROanoke 3-4344
42 Allard Blvd., New Orleans, La., GAlvez 4410
3790 Gardner Ave., Cincinnati, O., SYcamore 9149
2102 No. Akard St., Dallas, Tex., PRospect 7536
837 Book Tower, Detroit, Mich., WOodward 2-2604
105 Montgomery St., San Francisco, Calif., EXbrook 2-8922
203 White Building, Seattle, Wash., Mutual 4567
212 Beason St., Salt Lake City, Utah, 3-4657
1048 Northwestern Bank Building, Minneapolis, Minn., LIncoln 7863
550 Grant St., Suite 146, Pittsburgh, Pa., GRant 1-9995
Bellevue-Stratford Hotel, Broad and Walnut Streets, Phila., Pa., PEnnypacker 5-9462
1700 Liggett Drive, St. Louis, Mo., WOodland 2-3683
Services Offered: Production and sales service for live, recorded and filmed TV and radio programs.

COORDINATED ADVERTISING CORP.
PRODUCERS
of
"Between The Lines" — WABD
"Wendy Barrie Show" — WABD
"Wendy Barrie Radio Show" — WMCA
Producer
LESTER L. WOLF
Associate Producers
CHARLOTTE ARMSTRONG
MARY BELLE LANTSBERRY
16 West 46th Street, N. Y. C.
JU 2-2100

TESTIMONIAL TIPS
(No. 4 of a series)
ALWAYS BE SURE THERE IS A LOGICAL BELIEVABLE CONNECTION BETWEEN THE PRODUCT AND THE PERSONALITY!
Over 400 advertising agencies that have used our services have found that this advice pays — and sells.
Endorsements, inc.
The only organization devoted *exclusively* to all phases of endorsements and testimonials.
Send for FREE COPY OF THE REVISED PRIMER OF TESTIMONIAL ADVERTISING.
500 FIFTH AVENUE
NEW YORK 36, NEW YORK
Hollywood • Washington • Chicago
London • Paris

MUZAK CORPORATION

(For detailed listing see Associated Program Service, Div. of Muzak Corp. under Transcription Companies.)

THE NATIONAL RESEARCH BUREAU, INC.

415 N. Dearborn St., Chicago 10, Ill.
Phone: SUperior 7-5080
Editorial Dir.....Milton Paule
Copy Dir.....Genevieve Smith
Services Offered: Copy and programming services for radio stations, three monthly sections for the Station Manager, Program Director and Continuity Director.

NEPTUNE PRODUCTIONS, INC.

1270 Ave. of Americas, New York 20, N. Y.
Phone: PLaza 7-5959
President .....Robert Montgomery
Executive Vice Pres.....John E. Gibbs
Vice Pres., Treas.....Joseph W. Bailey
Services Offered: Packaging and producing live and filmed TV programs.
Productions :Robert Montgomery Presents.

OLIVER W. NICOLL PRODUCTIONS

37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFFAY Newyork
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; Television —Program production and consultation, package live and film shows, scripts, talent. Members of NSTP—National Society of Television Producers.

OLIO VIDEO TELEVISION PRODUCTIONS, INC.

(See Television Film Producers)

PALLADIUM RADIO PRODUCTIONS, INC.

445 Park Ave., New York 22, N. Y.
Phone: PLaza 9-8644
Pres.....Monroe W. Greenthal
Producer .....S. George Gallu
Writer .....Roger Lewis
Services Offered: Package producers.
Productions: The Planet Man.

PAN AMERICAN BROADCASTING CO.

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300
Exec. V.P.....Eugene Bernald
Program Director.....Leo Shore
Services Offered: Scripting, producing and recording programs in over 54 foreign languages for use in United States and in foreign countries.

PETERSON RADIO PRODUCTIONS

1457 Broadway, New York 36, N. Y.
Phone: WIsconsin 7-0069
Owner .....Donald Peterson
Services Offered: Recording, program production (religious, economic).

JULES POWER PRODUCTIONS, INC.

1020 N. Rush St., Chicago, Ill.
Phone: DElaware 7-7422

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Hwy., Malibu, Calif.
Phone: Glove 6-2315
President.....George Logan Price
Secy.-Treas. .....Stella Lauch Price
Services Offered: Scripts, casting, production of commercial programs of various types. Distribution and servicing of syndicated programs for commercial use.
Productions: Living Pages.

PYRAMID PRODUCTIONS, INC.

1 East 57th St., New York 11, N. Y.
Phone: PLaza 1-0430
President .....Everett Rosenthal
Exec. Vice Pres.....Leonard Loewinthan
Services Offered: Producers of live and film programs.
Productions: Big Story, Treasury Men in Action, Man Behind the Badge, Playhouse 15, Police Call, Readers Digest, Seven Against Crime.

RCA VICTOR CUSTOM RECORD SALES DIVISION

(See Transcription Companies.)

RADIO CITY ASSOCIATES

32 E. 68th St., New York, N. Y.
Phone: LE 5- 9850
Pres. & Sales Mgr.....Morton D. Catok
V.P. & Prog. Dir.....Raymond R. Chambers
General Mgrs...Norman Alt, Eugene Aretsky
Services Offered: Program production, both transcribed and live; specialize in packaging transcribed sports shows and filming of TV sports serials. Scripts created. Radio, TV celebrity endorsements packaged.
Productions: Radio: "Phil Rizzuto's Sports Caravan"; "Junior Jamboree"; "Sports Forum of the Air." TV: "Tommy Henrich Show," "What's New."

RADIO FEATURES OF AMERICA

37 West 46th St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFFAY, New York
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Production Unit
Hotel New Weston, Madison Ave. at 49th St.
New York 22, N. Y.
Phone: PLaza 3-4800
Managing Director..John Henry Macdonell
Program Coordinator.....Eileen Ellis

Services Offered: Program production and consultation, package live and film shows, script, talent.

REEMACK ENTERPRISES, INC.

1270 6th Ave., Rm. 902, New York 17, N. Y.
Phone: CI 6-7300

President .....Lou Goldberg
Vice-President .....Ted Mack
Secretary .....Lloyd Marx

Services Offered: Producers of "The Original Amateur Hour," starring Ted Mack.

STU REYNOLDS PRODUCTIONS

9120 Sunset Blvd., Los Angeles 46, Calif.
Phone: CR 4-7863

President .....Stuart Reynolds

Productions: Mr. President, and Pony Express Scout.

Services Offered: Specializing in the production and sale of filmed TV programs; also in the filming of television programs for others and TV commercials; also production and sale of radio programs.

RICHARD S. ROBBINS CO.

163 Bleecker St., New York 12, N. Y.
Phone: SP 7-2568

President .....R. S. Robbins
Mgr. of Prize Promotion..Edward E. Finch

Services Offered: Radio and Television package producers and merchandise prizes.

RICHARD H. ROFFMAN ASSOCIATES

675 West End Ave., New York 25, N. Y.
Phone: RIverside 9-3647

Bd. Chairman.....Maurice Roffman
President .....Richard H. Roffman
Vice Pres.....Sophie S. Roffman

Services Offered: Radio and TV production, public relations, publicity, promotion, procurement of prizes, legal counsel for producers and performers, contest ideas, talent representation.

ROCKHILL PRODUCTIONS, INC.

18 E. 50th St., New York 22, N. Y.
Phone: PLaza 9-7979

President .....Janet Taylor

Services Offered: Complete packages, radio, TV and film.

JACK ROURKE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HE 7178

President .....Jack Rourke
Treasurer.....Joan Lane Rourke
Production Manager.....Dick Wendelken
Office Mgr.....Marjorie Lawson
Musical Dir.....Robert Garretson

Services Offered: Live and transcribed radio and TV programs; spot announcement campaigns and jingles.

Productions: "Ladies Matinee," "Jack Rourke Varieties," "Beauty Parade," "Rourke in Hollywood."

LESLIE ROUSH PRODUCTIONS, INC.

35 W. 53rd St., New York 19, N. Y.
Phone: COlumbus 5-6430

President.....Leslie M. Roush
Vice-Pres. .....Jules Sindic
Gen. Mgr.....John Fox

Services Offered: Producers of commercial motion pictures, sound slide films, slide motion films, TV programs and TV commercials.

BARNARD L. SACKETT TELEVISION-RADIO PRODUCTIONS

Suite 210, 138 S. Ninth St., Philadelphia 7, Pa.
Phone: WAlnut 3-0300

Production Manager.....Barnard L. Sackett
Film & Transcription Tech..R. K. Newmayer
Continuity Director.....Charles E. Magic
Public Relations .....Morris Yuter

Services Offered: Complete radio and TV series for video and AM station, commercials, custom-built live and film productions, scripts, personal radio-TV representation, concert management.

ABE SAPERSTEIN TV ENTERPRISES

350 5th Ave., Suite 7614, New York, N. Y.
Phone: LO 3-4677

Producer .....Walter Kennedy

Branch Offices
127 N. Dearborn St., Chicago, Ill.
8506 Sunset Blvd., Hollywood, Calif.

Services Offered: Children films.

JAMES L, SAPHIER AGENCY, INC.

9538 Brighton Way, Beverly Hills, Calif.
Phone: CRestview 1-7231
6 East 45th St., New York, N. Y.
Phone: MUrray Hill 7-8370

President.....James L. Saphier
Mgr. of New York Office.....James Schulke

Services Offered: Radio and TV productions, sale of package programs and talent.

Productions: The Bob Hope Show, It Pays To Be Married, The Tony Martin Show, and Meet Corliss Archer.

ALLEN SAVAGE NETWORK PRODUCTIONS

1 E. 57th St., New York 22, N. Y.
Phone: EL 5-1434

Owner .....Allen Savage

Services Offered: Producers, packagers and distributors.

Productions: Career Kids.

SCHOOLHOUSE PRODUCTIONS

1610 N. Argyle, Hollywood 28, Calif.
Phone: HO 1-9959

Producer, Owner.....Walter Hempel
Co-owner Educator.....Eleanor Hempel

Services Offered: Full production services, specializing in Children's Shows.

Productions: Little Schoolhouse.

BERNARD L. SCHUBERT, INC.

509 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-0944
President.....Bernard L. Schubert
Services Offered: Talent, production radio and TV package management.
Current Productions: Crossroads, Topper. Adventures of The Falcon, Mr. and Mrs. North.

SCREEN GEMS, INC.

(For complete listing see TV Film Producers).

WALTER SCHWIMMER PRODUCTIONS, INC.

75 E. Wacker Drive, Chicago 1, Ill.
Chicago Phone: FR 2-4392
Mgr. .....Bernie Crost
16 E. 41 St., New York 17, N. Y.
New York *Phone*: LExington 2-1791
Manager .....Jack Arden
1606 Vista Del Mar Ave., Hollywood 28, Cal.
Phone: HO 9-1171
President .....Walter Schwimmer
Sales Manager.....Bernie Crost
TV Program Dir.....Arthur Pickens
Program Director.....Arthur Pickens
Services Offered: TV and Radio package programs.
Productions: Championship Bowling, Eddie Arnold Time, Tello-Test, Tune-Test.

SESAC, INC.

475 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 5-5365
President .....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke
Asst. to Pres.....E. S. Prager
Production Manager.....R. S. Stone
Pub. & Prom.....Alice J. Heinecke
Traffic.....I. K. Weiss
Services Offered: Licensing the use of copyrighted music; transcribed library service including catalog of over 8500 bridges, moods and themes; syndicated transcribed tailor-made programs for advertisers.

CHARLES E. SKINNER PRODUCTIONS

1600 Broadway, New York, N. Y.
Phone: CI 6-6915
6226 Yocca St., Hollywood, Cal.
Phone: HOllywood 2-6555
Pres., Exec. Prod-Dir....Charles E. Skinner
Gen. Mgr., Sec'y-Treas.....Ray Rand
Music Editor.....Alfonso Corelli
Script Editor.....Nelson Gidding
Film Editor.....Alan Crosland Jr.
Production Exec.....T. R. Curtis
Musical Directors.....Skitch Henderson & Ted Royal
Production Supervisor.....William Toth
Camera Directors...G. Warrenton, D. Drury
Assoc. Prod., West Coast Rep...Albert Kelley
Services Offered: Creators and producers of television, theatrical and sales influence films plus live shows; producing contractors; adapters; consultants to package producers, advertising agencies, sponsors. Distribution facilities for television and theatres, U. S. and foreign. Production facilities New York, Florida, Hollywood.

FLETCHER SMITH STUDIOS, INC.

321 E. 44th St., New York 17, N. Y.
Phone: MUrray Hill 5-9010
President .....Fletcher Smith
Vice-President .....Charles Schettler
Secretary-Treasurer .....Peter Caldera
Services Offered: Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.

SNADER PRODUCTIONS, INC.

1710 LaBrea Blvd., Hollywood 46, Calif.
Phone: CRestview 4-6651
President.....Louis D. Snader
Director .....LeRoy Prinz
Musical Director.....Sid Lippman
Services Offered: TV program production, package TV programs, TV film production, syndicate film, TV talent.

SONG AD FILM-RADIO PRODUCTIONS

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 5-6181
President .....Robert Sande
Exec. V.P. Chg. of Sales.....Donald Estey
V.P.-Creative Dir.....Del Porter
V.P.-Music Dir.....Larry Greene
Vocal Director.....Ray Linn
Services Offered: Packagers of radio, television, and theatre custom and syndicated musical and dramatic commercials. Composers and producers of film background music. Transcribed and filmed short subjects for entertainment, industrv, government and service organizations.

THE SOUVAINE ASSOCIATES

135 Central Park West, New York 23, N. Y.
Phone: TR 3-1158
Director .....Geraldine Souvaine
Services Offered: Producers of radio and TV programs.

STAR ENTERTAINMENT CORP.

214 W. 42nd St., New York 18, N. Y.
Phone: LA 4-3450
President .....Max Wolff
Talent .....Al Roth
Services Offered: Production and packaging of radio and TV shows and all product services for agencies and stations. Scripts, talent, directors and casting consultants.

RICHARD STARK & COMPANY

125 E. 72nd St., New York 21, N. Y.
Phone: REgent 7-9608
Partners.....Richard Stark, Jane Troxell
Fashion Photog., Consultant....J. T. Stark

Services Offered: Consultation and/or production of Radio-TV commercials; radio-TV programs prepared and produced by request only; fashion and costume design for TV.

WILBUR STARK-JERRY LAYTON, INC.

270 Park Avenue, New York 17, N. Y.
Phone: PL 3-1742
President.....Wilbur Stark
V.P.-Treas. .....Jerry Layton
Services Offered: Programs and personalities for television and radio.
Productions: Modern Romances—for radio and TV; Rocky King.

TALENT ASSOCIATES LTD.

41 East 50th St., New York, N. Y.
Phone: PLaza 3-1030
President .....Alfred Levy
Exec. Vice Pres.....David Susskind
Vice President.....Robert Costello
Services Offered: Produce live dramatic television programs.
Productions: Justice, Appointment with Adventure, Armstrong Circle Theatre.

TELECREATIONS BY NOVAK

344 W. 72nd Street, New York 23, N. Y.
Phone: PE 6-8861
Phone: TRafalgar 4-1999
Owner-Musical Consult..Frank J. Novak, Jr.
Manager, Charge of Radio/TV Formats
G. Kane Campbell
Radio/TV Producer.....John Gunn
Writers.....Paul Davis, Laura McGhee
Services Offered: Creators, producers of Radio/TV musical variety formats for local, regional or national sponsor. Musical consultants to advertising agencies.

TELEMOUNT PICTURES, INC.

(See TV Film Producers)

TELEVISION SCREEN PRODUCTIONS, INC.

(See TV Film Producers)

TELEVISION AND RADIO FEATURES OF AMERICA

37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFFAY, Newyork
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Production Unit, Hotel New Weston,
Madison Ave. at 49th St., New York 22, N. Y.
Phone: PLaza 3-4800
Managing Dir.....J. H. Macdonnell
Program Coordinator.....Eileen Ellis
Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent. Television—Program production and consultation, package live and film shows, script, talent.

TOWER PRODUCTIONS

11541 Landale, North Hollywood, Cal.
Phone: ST 7-6414
Owner-Producer.....Helen L. Moser
Directors.....Dik Darley, Larry Robertson
Prod. Assistant.....Bela Kovacs
Services Offered: Production and sale of television and radio package shows.
Productions: Space Patrol.

TRANSCRIBED RADIO SHOWS

2 W. 47th St., New York 36, N. Y.
Phone: GI 2-3201
President.....M. E. Moore
Services Offered: Program productions, syndicated transcriptions, scripts, package programs.

TRANSCRIPTION SALES, INC.

117 W. High St., Springfield 35, O.
Phone: 2-4974
President.....J. P. Williams
Office Manager.....Bess Deck
Services Offered: Open end transcriptions; quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante, Curley Bradley.

TRANSFILM, INC.

(For complete listing see TV Film Producers)

TRANSAMERICAN BROADCASTING & TELEVISION CORP.

118 E. 40th St., New York 22, N. Y.
Phone: MU 3-8684
President.....John L. Clark
Services Offered: Television and radio writing, direction, production and packaging.

TRENDLE-CAMPBELL-MEURER INC.

1800 Mutual Bldg., Detroit 26, Mich.
Phone: WOodward 2-9184
President .....George Trendle
V. Pres. & Gen. Mgr. ....H. Allen Campbell
Secy. & Gen. Counsel....Raymond J.Meurer
Services Offered: Radio-TV production, Sergeant Preston merchandise licenses, Green Hornet licenses.
Productions: Sergeant Preston of the Yukon.

RICHARD H. ULLMAN, INC.

295 Delaware Avenue, Buffalo 2, N. Y.
Phone: CL 2066
President.....Richard H. Ullman
Exec. Vice Pres.....Marvin A. Kempner
Treasurer.....Minna C. Thorn
Secy.....Edward H. Kavinoky
Branch Office
2133 N. W. 11th Ave., Miami, Fla.
Productions: Ad-i-mation, syndicated animal film clips, Dollar Derby, participating auction program, Watch the Birdie, children's animated film quiz show, Select-O-Spots, animated films.

UNITED FILM & RECORDING STUDIOS, INC.

301 E. Erie St., Chicago 11, Ill.
Phone: SUperior 7-9144

President .....William L. Klein

Services Offered: Films, Recording Program and Spot production, Package Programs, Syndicated Transcriptions, Talent.

UNITED PRESS ASSOCIATIONS

220 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0400

President.....Frank H. Bartholomew
Gen. Sales Manager.....Leroy Keller
Television Mgr. .....Wm. C. Payette
Radio Manager.....John Madigan

Services Offered: World-wide coverage of news and sports for Radio and TV; special programming for radio news, sports, women's and farm shows.

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.
Phone: CIrcle 6-4675-6

President.....Thomas J. Valentino
Vice-President.....Michael T. Valentino
Vice-President.....Elsie F. Valentino
Gen. Mgr., Secy.....Peter J. Riolo

Services Offered: Sound effects records, transcriptions, chime and organ recordings, pressings, recording service.

V. I. P.

720 5th Ave., New York 19, N. Y.
Phone: PLaza 7-0130

President .....Bill Murphy
Vice-President .....Charlotte Morgan
Radio-TV Dir.....Helen McCausland

Services Offered: Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows.

Current Productions: Cinderalla Weekend, Gulliver's Travels, Bermuda Holiday.

CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.
Phone: EL 5-0734

Director Producer.....Chick Vincent

Services Offered: Package producers, program production, TV programs, live and film.

WOLF ASSOCIATES, INC.

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-2050

President, Gen. Mgr.....Edward Wolf
Vice-President .....Herbert Wolf
Associate Producers.....Jack Rubin, Keith Taylor, Alan Gilbert
Dir. of Sales.....Paul Ross

Services Offered: Radio-TV package production.

Productions: Break The Bank, for radio and TV; Hilltop House, Masquerade Party and Penny to a Million.

FRANK WRIGHT NATIONAL CORPORATION

995 Market St., San Francisco 3, Calif.
Phone: DOuglas 2-5470

President.....Frank Parke Wright
Treasurer .....Sylvia C. Wright
Acct. Executive.....Ted Slade
Southern Calif. Mgr.....John Sparling
Office Mgr.....Helen Rosemont
Traffic & Media Mgr.....Carolyn Stull
Art Director.....Norma Teilmann
Copy Director.....Kay Lynch
Comptroller .....Alma McGarrigle

Services Offered: Merchandised advertising in the food and drugs products fields.

Productions: Calo Pet Exchanges.

WYNN WRIGHT ASSOCIATES

17 West 57th Street, New York 19, N. Y.
Phone: PLaza 3-4417-8

Producer, Partner.....Wynn Wright
Prod., Partner.....Charles Granzow

Services Offered: Creation and production of radio and television programs.

Current Productions: Official Detective, I Ask You.

SANFORD YAEGER PRODUCTIONS

550 Fifth Ave., N. Y. 36, N. Y.
Phone: JUdson 6-8856

Producer, Director.....Sanford Yaeger
Production Coordinator..Robert O'Connel
Production Manager..... John Oliver

Services Offered: Film producers for TV, animations, 16 and 35 mm., electrical transcriptions for radio.

Productions: The Shadow, O. Henry Stories, Nick Carter.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1-1323

President .....Frederic W. Ziv
Exec. Vice Pres.....John L. Sinn
V.P., Charge of Sls.....Alvin E. Unger
V.P., Charge of Productions..Herb Gordon
Treasurer.....Joseph L. Moore

New York Office
488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

Services Offered: Transcribed radio programs for local and regional sponsorship.

ZIV TELEVISION PROGRAMS, INC.

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv
President.....John L. Sinn
V.P., Chg. of Sales.....Maurice J. Rifkin
V.P., Chg. West Coast.....Maurice Unger
Mgr., Midwestern Div.....Ed Broman
Mgr., West Coast Div.....Jack Gregory
Manager, Natl. Sls.....Walt Kingsley
Mgr., West Coast Div.....Jack Gregory

Services Offered: Custom built and syndicated shows.

Productions: Man Called X, Highway Patrol, Science Fiction Theatre, Meet Corliss Archer, Mr. District Attorney, The Eddie Cantor Comedy Theatre, I Led Three Lives, Cisco Kid, Favorite Story, Boston Blackie, Unexpected, Your TV Theatre, Times Square Playhouse, Yesterday's Newsreel, Living Book, Story Theatre, Sports Album, Walter Lantz Cartoons.

GOT ANY BRIGHT IDEAS?

Columbia Transcriptions will take your bright ideas and put them in permanent form on custom-made, high fidelity records. At your service are all the facilities of the greatest name in sound. We'll even supply the bright ideas! Our latest is AURAVISION, a unique process which gives a living voice to the printed page. An actual phonograph record can be removed from the page and played on any phonograph.

For more details write Columbia Auravision, Dept. B, 799 Seventh Avenue, New York 19, N. Y.

For the fastest, most complete service in the business—

COLUMBIA TRANSCRIPTIONS

A Division of Columbia Records, Inc.

New York—799 Seventh Avenue—CIrcle 5-7300
Chicago—410 North Michigan Avenue—WHitehall 4-6000
Hollywood—8723 Alden Drive—CRestview 6-1034

Transcription & Recording Companies

TRANSCRIPTION PRODUCERS

SERVICES OFFERED

PERSONNEL

ADDRESSES

WELCOME . . .
to our new Hollywood studios which, combined with our Eastern facilities, assure you of the finest production available anywhere for all your recording needs. The most modern engineering equipment, pl pressing plants on both coasts, guarantee the ability of Capitol Custom Services to meet the most rigid requirements of quality and service.
CAPITOL RECORD
CUSTOM SERVICES DEPARTMENT
Capitol Records, Inc.
Tom H. Mack, Gen. Mgr.
Hollywood & Vine — HOllywood 2-625
Herbert I. Sachs, Eastern Sales Mgr.
151 W. 46th St., N. Y.
COlumbus 5-4758
Capitol
CUSTOM

TRANSCRIPTION AND RECORDING COMPANIES

☆ ☆ ☆

JOHN ADASKIN PRODUCTIONS

67 Yonge St., Toronto, Ont., Can.
Phone: EM 4-9296

Owner .....John Adaskin

Services Offered: Production, live programs, series transcriptions, feature length TV film, custom productions, musical arrangements, script preparations.

AFFILIATED PROGRAM SERVICE, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881

President.....Paul F. Adler

Services Offered: Production and sales of transcribed series. Specialize in syndicated disc jockeys. Radio script library.

ALL-CANADA RADIO & TELEVISION

80 Richmond St. W., Toronto 1, Ont., Can.
Phone: EMpire 6-7691

President.....H. R. Carson
Vice President.....G. F. Herbert
General Manager.....J. S. MacKay
Mgr., Radio Sta. Time Div...John Tregale
Mgr., Prog. Div.....C. Dana S. Murray
Manager, TV Dept.....Reo Thompson
Mgr., TV Sta. Time Div.....Ross McCreath
Sales, TV Film.....Brue Masters

Services Offered: Canadian representatives and distributors for transcription companies.

ALLIED RECORD MFG. CO.

1041 N. Las Palmas, Hollywood 38, Calif.
Phone: HOllywood 9-5107

President.....D. K. Broadhead
Vice Pres. of Mgfr.....Sam Salzman
Comptroller.....Irving M. Huncilman
Sales Manager.....Hal G. Neely
Wash., D. C. Mgr. & Contr. Dir..W. S. Adams

Services Offered: Processing and pressing transcriptions, phonograph, slide film and promotion recording. Hi-speed magnetic tape duplicating records. All types, sizes, and speeds. Complete recording facilities available.

AM-PAR RECORD CORP.

1501 Broadway, New York 36, N. Y.
Phone: *LOngacre* 3-5515

President .....Samuel H. Clark
Vice President.....Harry Levine
Treasurer.....Simon B. Siegel
Assistant Treasurer .....Harry J. Wright
Secretary .....Edith Schaffer

Services Offered: Recording and distributing of phonograph records.

ARTISTS RECORDING STUDIOS

818 Grand Ave., Kansas City 6, Mo.
Phone: HA 1-6109

Owner.....Bill L. Godden

Services Offered: TV and radio air checks, TV sound production, tape recorder rentals, phonograph masters and pressings, tape and disc copies, sync cutting tables, complete effects libraries, studio facilities.

ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.)

229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

Vice-Pres. & Gen. Mgr.
Edward Hochhauser, Jr.

Services Offered: A transcription library comprised exclusively of radio music not available on phonograph records; including jingles for advertisers, time, weather, dollar-day spots and shopping-days-til-Christmas jingles. Also TV production music library and special transcription library for industrial slide film producers.

AUDIO-MASTER CORP.

17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725

President .....Herbert Rosen

Service Offered: Transcriptions; mood and bridge music library; three speed record and transcription players.

AUDIO-VIDEO RECORDING CO., INC.

730 5th Ave., New York 19, N. Y.
Phone: JUdson 6-5095

President, Secy.....Juilus Impellazzeri
V.P., Treas.....Charles T. Lynch
Sales Manager.....Robert Foster

Services Offered: Facilities for recording for radio and TV, disc mastering and dubbing, mfr. facilities for transcription and phonograph records, mass tape duplications for radio, educational, religious and industrial programs; complete program production service.

A-V TAPE LIBRARIES, INC.

730 Fifth Avenue, New York 19, N. Y.
Phone: JU 6-5095

President, Secretary.....Julius Impellazzeri
Treasurer.....Edward J. Mearsheimer
Sales Manager.....Ray Rand
Production Manager.....John Beaumont

Services Offered: Full library of recordings on magnetic tape, including popular, dance, jazz, Latin American, square dance, polka, folk songs and ballads, classical, educational, religious and seasonal selections for retail to consumer; available on 7, 5 and 4 inch in program size reels in two speeds, 7½ and 3¾ ips—dual and binaural tracks—playing time half to one hour.

QUICKEST way to build up

RCA Thesaurus

Only RCA Thesaurus offers so many exclusive time-selling and programming features

Selling radio time to sponsors requires the *right* sales tools. Making radio pay off for sponsors also requires the *right* programming for attracting and holding *many* listeners. On both counts, more and more of today's most successful radio stations are building up their profits with *RCA Thesaurus*. Because *RCA Thesaurus* offers proven audience-getting shows and sales tools like jingles, commercial sales aids, echo attention-getters, sponsor-selling gimmicks, sales-clinching attention-getters . . . because this library service is so broad in scope and so complete in its follow-through . . . because it is kept constantly up to date with 50 sales-making and audience-building releases monthly . . . because it's right in step with current radio listening trends, *RCA Thesaurus* actually *pays for itself many times over!* For full information and dollar-and-cents proof of how *RCA Thesaurus* can help *you*, write, wire or call your nearest RCA Recorded Program Services office.

Only RCA Thesaurus offers

Frank Luther Fun Show — with unlimited programming versatility.

Jimmy Powers in The Grantland Rice Story based on the national best-seller, "The Tumult and The Shouting."

Only

Nelson Eddy's Penthouse Party; 5 half-hours weekly.

RCA Thesaurus offers 27 Headline Features with Big-Name Stars

Phil Spitalny in The Hour Of Charm; 1 half-hour weekly.

Wayne King Serenade; 1 half-hour weekly.

George Melachrino in The Melachrino Musicale; 3 quarter-hours weekly.

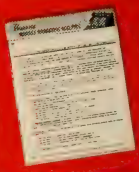
Only RCA Thesaurus offers Sell-Effects like these . . .

Weather, Time, and Shopping jingles.

Echo attention-getters. Feature program signatures.

Audition discs.

Only RCA Thesaurus offers



Advance Marketing Bulletins.

Time Selling Brochure.

Only RCA Thesaurus offers

"The Christmas Miracle of Jaspar Crown" with Charlie Ruggles

these Famous Holiday Shows . . .

"The Story of the Nativity" with Walter Hampden

"A Christmas Visit with Ted Malone"

"A Christmas Carol"

"Santa Claus Rides Again"

"The Story of Easter"

profits...

Only RCA Thesaurus offers the "Shop-At-The-Store-with-the-Mike-on-the-Door" Sponsor-Selling Merchandising Plan . . .

WXXX
QUALITY · VALUE · SERVICE
"SHOP AT THE STORE WITH THE MIKE ON THE DOOR"

The most powerful, complete and successful plan ever, for selling more local time.

. . . and 2,000 singing commercials

2,000 singing commercial jingles for over 70 sponsor categories; and commercial sound effects for 35 types of sponsors.

ese Fully-Recorded Shows . . .

Great Days We Honor" for 40 important religious holy days and patriotic holidays. 1 fully-recorded quarter-hours.

. . . and these Special Shows

Ralph Flanagan in "Quickie Quiz"; 5 five-minute shows weekly.

"Do-It-Yourself" Show; 3 quarter-hours weekly.

Pigskin Parade; Football Lore, Big Game Predictions; quarter-hour.

ke these . . .

Sammy Kaye Show, 5 quarter-hours weekly.

Hank Snow and his Rainbow Ranch Boys; 5 quarter-hours weekly.

José Melis

Johnny Desmond

June Valli

ese Sales Aids . . .

Sponsor Promotion Kits.

Only RCA Thesaurus offers Weekend Shoppers Special . . .

Weekly half-hour program designed for sponsors who want to reach big, weekend shoppers' market.

and 89 quarter-hours of . . .

Planned Programming Weekly . . . complete with continuity service.

+ a basic library of approximately 5,000 musical selections, jingles and sell-effects . . . cataloging . . . disc storage cabinets . . . monthly releases.

recorded program services

RADIO CORPORATION OF AMERICA
RCA VICTOR RECORD DIVISION

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WHitehall 4-5930

522 Forsyth Bldg., Atlanta 3, Ga.
LAmar 7703

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Riverside 1371

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HLaurel 4-1550

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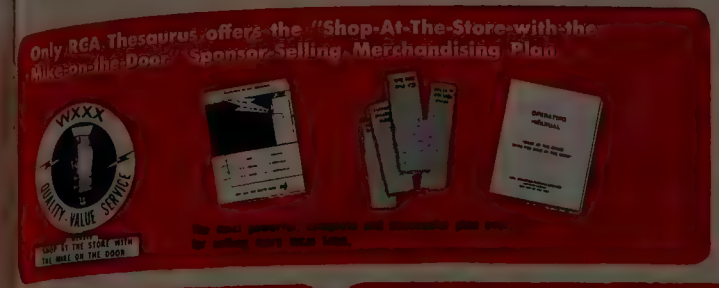
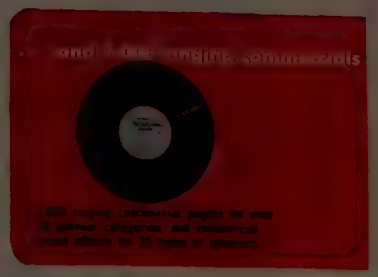
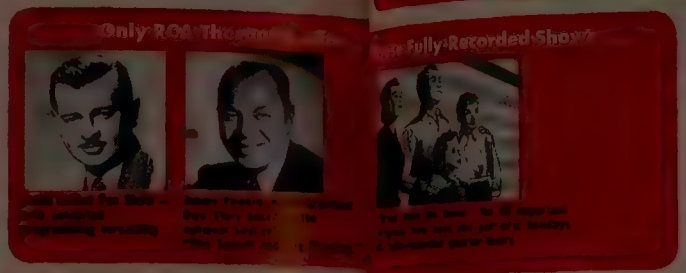
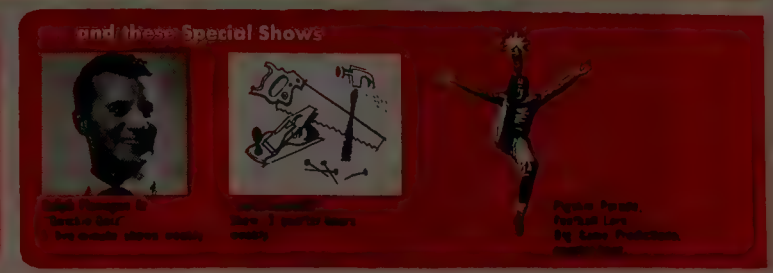
Only RCA Thesaurus offers so many exclusive time-selling and programming features

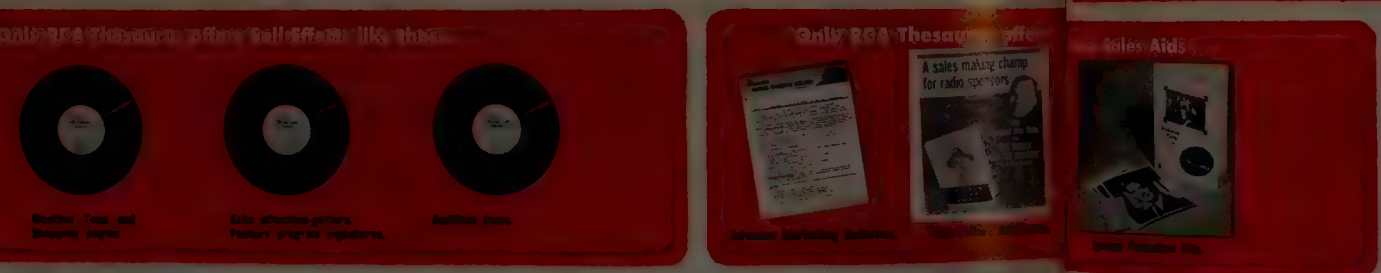
Selling radio time to sponsors requires the *right* sales tools. Making radio pay off for sponsors also requires the *right* programming for attracting and holding *many* listeners. On both counts, more and more of today's most successful radio stations are building up their profits with *RCA Thesaurus*. Because *RCA Thesaurus* offers proven audience-getting shows and sales tools like jingles, commercial sales aids, echo attention-getters, sponsor-selling gimmicks, sales-clinching attention-getters . . . because this library service is so broad in scope and so complete in its follow-through . . . because it is kept constantly up to date with 50 sales-making and audience-building releases monthly . . . because it's right in step with current radio listening trends, *RCA Thesaurus* actually *pays for itself many times over!* For full information and dollar-and-cents proof of how *RCA Thesaurus* can help *you*, write, wire or call your nearest RCA Recorded Program Services office.

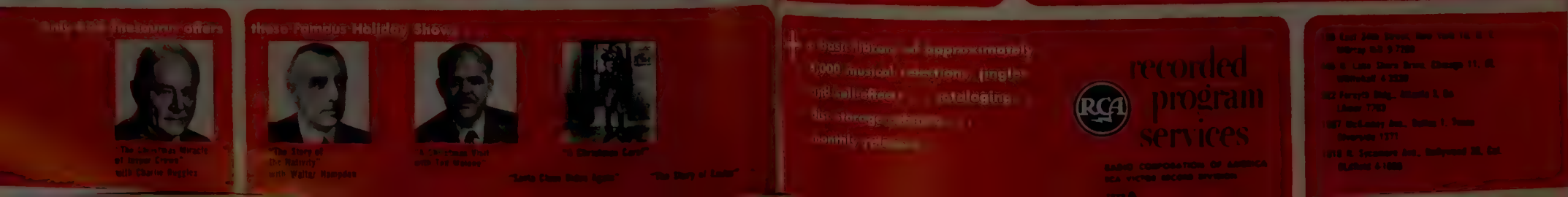










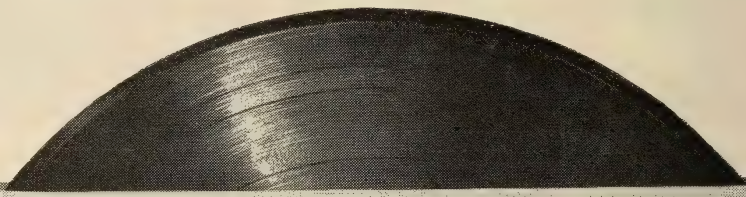


recorded program services

RADIO CORPORATION OF AMERICA
RCA VICTOR RECORD DIVISION

your ONE SOURCE for a complete record service

Fast — Economical — Dependable record service is the reputation Allied Record Manufacturing Company of Hollywood has earned during more than 23 years of "sound service" to the trade. Now . . . a new ultra-modern plant in Belleville, New Jersey, provides this unmatched record service "know-how" for even better, faster service to our Eastern accounts.



PROCESSING — modern equipment, high-precision testing every step of the way.

PRESSING — specially designed machines and exclusive methods assure first quality.

TAPE DUPLICATION — Ultra-high fidelity — used by broadcasting studios the world over.

STORAGE — a new convenience for you — private, confidential, safe.

SHIPPING — fully staffed department charged with the responsibility for meeting your deadline.

ALLIED RECORD
MANUFACTURING COMPANY

IN THE EAST **AMERICAN SOUND CORPORATION**
233 Main Street, Belleville 9, New Jersey PLymouth 9-0200

IN THE WEST **ALLIED RECORD MANUFACTURING COMPANY**
1041 NORTH LAS PALMAS, HOLLYWOOD, CALIFORNIA HOllywood 9-5107

AUDIVOX RECORDS, INC.

140 West 57th St., New York 19, N. Y.
Phone: PLaza 7-5685

Owners....Raymond Scott, Dorothy Collins, Leonard Wolf
Treasurer .....Bob Briody
General Manager.....Leonard Wolf

Services Offered: Manufacturers of phonograph records for commercial use in all speeds, 78, 45 and 33 1/3 r.p.m.

BELL SOUND STUDIOS, INC.

247 W. 46th St., New York 36, N. Y.
Phone: JU 2-4812

President .....Allen Weintraub
Secy.-Treas. .....Daniel Cronin

Services Offered: Complete services for tape, disc and film recording with studio production facilities. Masters (standard and microgroove), N.A.B. Standard transcriptions for broadcast or audition. Remote and location recording for broadcast and film.

CADENCE RECORDS

40 E. 49th St., New York 17, N. Y.
Phone: MUrray Hill 8-6151

President .....Archie Bleyer
Vice President.....J. P. Delaney

Services: Recording, production, manufacturer, distribution.

S. W. CALDWELL, LTD.

447 Jarvis St., Toronto 5, Ontario, Canada
Phone: WAlnut 2-2103

President .....Spence Caldwell
Vice Pres., Prod.....Gordon F. Keeble
Comptroller.....S. H. Coxford
Creative Director.....John N. Heaton
Sales Executives.....George Proctor, G. B. Quinney, Sid Banks

Services Offered: Radio and television syndicated shows produced in United States and abroad, packaged on transcription, tape, film; also distribute tape recorders, transcription players, Tele-Prompter, Rear-screen projection units, music and sound effects libraries; produce commercials (live, tape, film).

CAPITOL RECORDS, INC.

Custom Services Department

5515 Melrose Ave., Hollywood 38, Calif.
Phone: HOllywood 3-7114

151 West 46th St., New York 36, N. Y.
N. Y. Phone: COlumbus 5-4758

President .....Glenn Wallichs
Vice-President .....James Bayless
Manager .....Thomas H. Mack
Eastern Sales Manager.....Herbert I. Sachs

Services Offered: Custom recording for records, radio and television; mastering, processing and pressing; full library of production music.

Mood Music
for
TV FILMS
INDUSTRIAL
DOCUMENTARY FILMS
and FEATURE
Motion Pictures

Five complete recordings of the following libraries:

VIDEO MOODS — MAJOR — BRULL — ODEON —
AND
FRANCIS, DAY & HUNTER

Also the largest selection of sound effects records in existence. Anything from a "cat's meow to a lion's roar" all on

MAJOR RECORDS

SEND FOR FREE CATALOGUE

THOMAS J. VALENTINO, INC.
Established 1932
150 West 46th Street
Dept. RD
New York 36, N. Y.

Music Clearance on Above Catalogues Arranged by Our Firm

Phone: PLaza 9-4500
President & Treasurer...Helen D. Kelleher
Vice-President .....Arthur Lubo
Vice-President.....Fred de Jaager
Treasurer.....Helen D. Kelleher
Secretary.....John Hughes Dwyer
Services Offered: Tape—Disc recording Studios—Remote work. Production—Talent.

FINE SOUND, INC.

711 Fifth Ave., New York 22, N. Y.
Phone: PLaza 3-5400
President.....C. Robert Fine
Exec. V.P.....Elmer O. Wilschke
Recording Super.....George Piros
Sales Director.....Betty Jane Keilus
Services Offered: Complete recording facilities for disc, tape and film, including mobile equipment for location work. Western Electric Film Recorders, Ampex and Fairchild tape machines, Fairchild and Scully lathes. 35 mm and 16 mm facilities. Perspecta Sound mixing and scoring.

MITCHELL GERTZ AGENCY, INC.

338 N. Rodeo Dr., Beverly Hills, Calif.
Phone: CR 4-5491
Owner .....Mitchell Gertz
Services Offered: TV program production, scripts, package TV programs, talent TV film production.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53 St., New York 22, N. Y.
Phone: PLaza 5-6131
Branch Offices: London, Eng.; Sydney. Aust.; Toronto, Can.
General Manager.....Harry S. Goodman
Sales Mgr., Radio Dir...Everett F. Goodman
Office Manager.....William Baron
Musical Director.....Dick Manning
Secretary.....H. D. Knuth
Services Offered: Producer of syndicated transcribed radio shows, live radio shows, syndicated TV films and live TV shows. Also Custom Built AM and TV spots.

GOTHAM RECORDING CORP.

2 West 46th St., New York 36, N. Y.
Phone: JU 6-5577
President.....Herbert M. Moss
Vice-President.....Stephen F. Temmer
Dir. of Sls. & Service.....Robert M. Volkell
Sales Manager.....John A. Thayer Jr.
Services Offered: Tape, disc, and film recording. Five specially engineered recorded studios, 12 ampex tape machines and six disc lathes, direct mail, sales training, and premium records; writing and production staff available.

GEORGE HEID PRODUCTIONS

William Penn Hotel, Pittsburgh 30, Pa.
Phone: GRant 1-3696
President .....George Heid
Services Offered: Recordings, transcriptions, package programs for radio and TV, film productions, air check for radio and TV, scripts, talent.

MANY OTHER TOP QUALITY
TRANSCRIBED SHOWS AVAILABLE
Quality Programs At Reasonable Rates

C. P. MacGregor EST. 1929

729 S. WESTERN HOLLYWOOD

DUNKIRK 4-4191

ESTELLA H. KARN

49 West 45th St., New York 19, N. Y.
Phone: JUdson 2-2170

Owner.....Estella H. Karn

Services Offered: Recording, program production and packages.

KEYSTONE BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago, Ill.
Phone: State 2-6303

President (Dir.).....Sidney J. Wolf
Vice-President (Dir.).....Joseph Bayer
Vice-President.....Noel A. Rhys
Vice-President.....Edwin R. Peterson
Vice-President .....William Bayer
Secretary-Treasurer (Dir.).....Arthur Wolf

580 Fifth Ave., New York, N. Y.
Phone: PLaza 7-1460

V.-P., East. Sales Dir.....Noel A. Rhys
Acct. Executive....Charles A. Hammarstrom
Office Manager.....Eve Waldo
Director of Research.....John Scanlan

111 W. Washington St., Chicago, Ill.
Phone: State 2-6303

President.....Sidney J. Wolf
Vice-President.....Edwin R. Peterson
Secretary-Treasurer .....Arthur Wolf
Dir. of Station Relations.....Blanche Stein
Traffic Manager.....Kay Coustan
Program Director.....Jane McFadgen

3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 3-2910

Vice-President .....William Bayer
Account Executive.....Henry G. Eschen

75 Post St., San Francisco
Phone: SUtter 1-7440

Account Executive.....Don Kerwin

Services Offered: The Keystone Broadcasting System is a transcription network which services local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

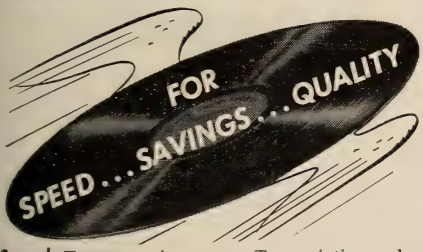
At the present, there are more than 800 Keystone affiliates, located in towns with 10,000 to 250,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high power stations. The number of radio homes in the Keystone Primary Coverage Area total more than 25,000,000 based on Nielson Reports, or one-half millivolt where the Nielson Report is not available.

LANG-WORTH FEATURE PROGRAMS, INC.

113 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-5700

President.....C. O. Langlois

HERE'S TRANSCRIPTION SERVICE THAT CAN'T BE BEAT



Speed: Faster service means Transcriptions when you want them . . . when you need them . . . without delay!

Savings: Most modern equipment . . . most experienced engineers . . . add-up to money-saving efficiency . . . maximum quality at minimum cost.

Quality: The outstanding feature of every RCA VICTOR Transcription is the quality of the sound . . . the true, faithful reproduction that makes the most of your attention-getting message.

Write, wire, or phone for details.
155 E. 24th St., New York 10, N. Y.—MU 9-7200
445 N. Lake Shore Dr., Chicago 11, Ill.—Whitehall 4-3215
1016 N. Sycamore Ave., Hollywood 38, Calif.—HO 4-5171
1525 McGavock St., Nashville 3, Tenn.—NAshville 5-6691

TMKS.®
HIS MASTER'S VOICE

custom record sales

RADIO CORPORATION OF AMERICA • RCA Victor Record Division

FINE SOUND INC.

Offering the FINEst facilities in the East

Disc and Motion Picture Recording

FINE SOUND INC.

711 — 5th Ave., New York

PLaza 3-5400

Secretary .....John D. Langlois
Vice-President .....W. O'Keefe
Mgr. of West Coast Oper...Hugh S. Allen, Jr.
Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom-built radio programs, both live and transcribed. Transcribed library of recorded music especially for television stations.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
N. Y. *Phone*: Dunkirk 4-4191
President.....C. P. MacGregor
Manager.....George R. Jones
Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electro-plating of masters and production on vinylite pressings.

MAGNE-TRONICS, INC.

122 East 42nd St., New York 17, N. Y.
Phone: MU 7-3935
President.....Percy L. Deutsch
Vice-Pres.....Thomas L. Clarke, Jr.
V.P., Prog. Dir.....Joseph F. Hards
Sales Marketing Mgr.....Roger L. Thaxter
Services Offered: Magne-Tronics motivational music: tape-recorded background music programs for multi-plex transmission on a subscription basis by exclusive, authorized franchises. Special program material on tape for religious, educational, commercial and home use.

MASTERPIECE RECORDING CO.

28 West 44th St., New York 36, N. Y.
Phone: LO 4-3808
President .....Bernard Zisser
Vice President.....Paul C. Baldwin
Sec'y & Treas.....Nathan Levy
Services Offered: Disc, tape and film recording. Studios and remote facilities. Micro groove and standard masters and pressing. Auditions, line checks and tape editing. Transcriptions and disc duplication. Script and production service.

M G M RECORDS

701 Seventh Avenue, New York 36, N. Y.
Phone: CIrcle 5-4820
General Manager.....Frank B. Walker
Sales Manager.....W. W. Early
Advertising Manager.....Sol Handwerger
Director of Artists.....Harry Meyerson
Services Offered: Popular and classical records, original movie-cast albums—78, 45. 33 1/3 r.p.m.'s.

CHARLES MICHELSON, INC.

45 W. 45th St., N. Y. 36, N. Y.
Phone: PLaza 7-0695
Treasurer .....Aaron Michaelson
Traffic Manager .....R. Mantell
Export Manager.....Martin Diamond
Services Offered: Distributors of tran-

cadence RECORDS
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CADENCE RECORDS, INC.
40 EAST 49 STREET
NEW YORK CITY MU 8-6151
Archie Bleyer, *Pres.*

M·G·M Records
The Greatest Name
In Entertainment
78 RPM
Extended Play Albums
45 RPM
33-1/3 Long Playing Records
Leader In The Field Of
Sound Track Albums

scribed radio program series; syndicated TV film series; EMI, Gennet-Speedy-Q; Standard Sound effect record libraries.

MODERN RECORDING STUDIO

55 W. Wacker Drive, Chicago 1, Ill.
Phone: FI 6-4183

Owner.....Edwin M. Webb

Services Offered: Transcription, commercial records, slide film, television sound track, microgroove and aircheck recording on tape or disc. Tape and disc copying. Tape remotes. Tape editing. Master processing and pressing.

MUZAK CORPORATION

229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

President.....Harry E. Houghton
Exec. Vice Pres.....Charles C. Cowley
Vice Pres., Treas.....John R. Andrus
Vice Pres., Sp. Ser...Alexander B. Motenko
V.P., Eng. & Research...Emil F. Hembrooke
V.P., Adv., Pro., Pub.,
Pub. Relations....Edward Hochhauser, Jr.

New York Operations

V.P. in Chg.....Ethel W. Maclean

Associated Program Service Division

V.P. & Gen. Mgr.....Edward Hochhauser, Jr.

Services Offered: Background music service for industry, offices, banks, stores, supermarkets, hotels, restaurants, waiting rooms and other places where people congregate. (A.P.S. Division supplies radio & TV stations with transcription library service and is also exclusive TV distributor for all Encyclopaedia Britannica Films).

NATIONAL MUSITIME, CORP.

730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-1838

President.....Charles E. Rynd
Vice-Pres. & Gen. Mgr.....Jerome K. Levy
Vice-Pres. in chg. Sales....Robert Winston
Program Director.....Gordon Myers
Technical Director.....Howard Lawrence

Services Offered: Franchised background music service pre-programmed on automatic magnetic tape. Available to FM stations and wired background music operators. Also background music location tape for factories, restaurants, etc.

NBC RADIO RECORDING DIVISION

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-8300

Manager.....Henry P. Hayes

Merchandise Mart, Chicago 54, Ill.
Phone: SUperior 7-8300

Manager.....M. P. Eisenmenger

Sheraton Park Hotel, Washington, D. C.
Phone: Adams 4-5400

Sunset & Vine Sts., Hollywood 28, Calif.
Phone: HOllywood 9-6161

Manager.....A. M. Wooley

Services Offered: Recording, program production, scripts, package programs, and talent.

OLMSTEAD SOUND STUDIOS, INC.

1 East 54th Street, New York, N. Y.
Phone: PLaza 5-1646

President.....Henry C. Olmstead
Exec. V.P.....Richard B. Olmstead
Vice Pres.....H. F. Landon

Services Offered: Three floating studios, 24 Ampex, 3 disc lathes, film sound—all recording services.

THE PENTHOUSE SOUND STUDIOS OF V. J. NOLA

Steinway Hall, 113 West 57th St.
New York 19, N. Y.
Phone: JUdson 6-0040

WMCA Bldg. 1657 B'way, New York 19, N. Y.
Phone: PLaza 7-4870

President.....Vincent J. Nola
Vice President.....V. Thomas Nola
Chief Engineer.....Stanley Bumbly
Film Division Mgr.....V. T. Nola

Services Offered: Film-Tape-Disc transcriptions for TV, radio, industry and education —studio and location. Shooting facilities—masters—processing and pressings—tape duplication. Air and line checks.

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111

President.....Frank J. Starzel
Vice-Pres., Mgr.....Oliver Gramling

Services Offered: Sports Star Special—a 15-minute interview and dramatization of

RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 2066
Production Dept.
2133 N. W. 11th Ave.
Miami 37, Fla.

President.....Richard H. Ullman
Exec. V.P.....Marvin A. Kempner
Treasurer .....M. C. Thorn
Secretary .....Edward H. Kavinoky
Production Manager.....R. D. Buchanan

Services Offered: Spot-Lite Spots, ten second copy aids packaged for radio stations; Tune-O, musical give-away show; $Dollar Derby$, a participation auction program; Beatrice Kay Show; Barbership Harmonies; Joe McCarthy Speaks—100 five minute programs featuring one of baseball's greats.

UNITED FILM & RECORDING STUDIOS

301 East Erie St., Chicago 11, Ill.
Phone: SUperior 7-9114

Pres. & Exec. Producer.....Wm. L. Klein
Vice-President.....Wm. C. Hutchings
General Mgr.....John Brunn

Services Offered: Completely equipped shooting-sound stages and recording studios; creative and production services; everything for tape, disc and film; music and sound effects libraries.

UNITED RECORDING LABS.

1650 Broadway, New York 19, N. Y.
Phone: CI 7-3718, 2089

Partners.....George Adams, Anita Smith

Services Offered: Commercial spots, electrical transcriptions, complete sound recording service, on records and tape, air checks.

UNIVERSAL RECORDERS, INC.

6757 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-8282

Owner, Pres.....Arthur B. Hogan
General Manager.....Roger LeFont

Services Offered: All types of recording on acetate, magnetic tape and magnetic film for transcription, phonograph records and film use.

UNIVERSAL RECORDING CORP.

111 E. Ontario St., Chicago 11, Ill.
Phone: MI 2-6465

President.....Milton T. Putnam
Vice-President.....A. B. Clapper
Secretary-Treasurer.....Robert A. Weber
Comptroller .....Tony Parri

Services Offered: Recording, transcriptions, package programs, masters, pressings, and sound track for slide

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 36, N. Y.
Phone: CIrcle 6-4675

President.....Thomas J. Valentino
Vice-Presidents.....Michael T. Valentino, Elsie F. Valentino

Services Offered: Mood music for TV, sound effects of all types, miscellaneous recordings.

WESTERN RECORDERS

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 3-6811

Owner.....H. Dixon McCoy
Managers.....T. Robinson, D. Blatis

Services Offered: Tape and Disc. Recording-Assembly and Editing. Radio Broadcasting from our Studios.

WORLD BROADCASTING SYSTEM

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700
5255 Clinton St., Los Angeles, Calif.

President.....John L. Sinn
Chairman of Board.....Frederic W. Ziv
Vice-President.....Robert W. Friedheim
General Manager.....Pierre Weis
Sales Manager.....Dick Lawrence
Southern Div. Sls. Mgr.....James Weathers
Eastern Div. Sls. Mgr.....Ken Joseph

Services Offered: Sales and program transcription service for radio and TV.

ZAHLER MUSIC LIBRARY

8420 Fourtain Ave., Los Angeles 48, Cal.
Phone: OLdfield 4-3799

President .....Gordon Zahler

Services Offered: Background music for TV filmed series.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1-1323
488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

President.....Frederic W. Ziv
Vice-President (Executive)...John L. Sinn
V.P., Chg. of Prod.....Herb Gordon
Sales Mgr.....Ben Philley
Treasurer.....Joseph L. Moore

Services Offered: Transcribed radio programs for local and regional sponsorship.

ORGANIZATIONS

Personnel — Addresses — Unions
Guilds — Associations — Radio-TV Groups

☆ ☆ ☆

ACADEMY OF TELEVISION ARTS AND SCIENCES

9126 Sunset Boulevard, Los Angeles 46, Calif.
CRestview 4-5209

OFFICERS

President ..... Don DeFore
1st Vice-President ..... Johnny Mercer
2nd Vice-President ..... Robert Longenecker
Secretary ..... Hal Hudson
Treasurer ..... Hal Roach, Jr.
Executive Secretary ..... Thomas Freebairn-Smith

FUNCTIONS

A non-profit organization dedicated to the advancement of television. Its most important function is the Annual Awards Banquet when the coveted "Emmy" is awarded for outstanding achievements in the industry.

ACTORS EQUITY ASSOCIATION

45 W. 47 St., New York 36, N. Y.
PLaza 7-7660

OFFICERS

President ..... Ralph Bellamy
1st Vice-President ..... Raymond Massey
2nd Vice-President ..... Frank Maxwell
3rd Vice-President ..... Frederick O'Neal
4th Vice-President ..... Margalo Gillmore
5th Vice-President ..... Donald LaMon
Treasurer ..... Paul Dullzell
Recording Secretary ..... John Effrat
Exec. Sec. ..... Angus Duncan
Counsel ..... Herman E. Cooper

BRANCH OFFICES

612 N. Michigan Ave., Chicago 11, Ill.
6636 Hollywood Blvd., Hollywood 28, Calif.
230 Jones St., San Francisco 2, Calif.
519 Jarvis St., Toronto, Ont.

COUNCIL

Joseph Anthony, Donald Cook, Robin Craven, John Drew Devereaux, Mildred Dunnock, John Emery, John Forsythe, Florida Friebus, Larry Gates, Marjorie Gateson, Wynne Gibson, Richard Gordon, Margaret Hamilton, Helen Hayes, Del Hughes, Kim Hunter, George Ives, Dennis King, Ruth Matteson, Ruth McDevitt, Scott McKay, Katherine Meskill, Thomas Mitchell, Claudia Morgan, Lloyd Nolan, Elliott Nugent, Leonard Patrick, Robert Preston, William Redfield, William G. Roerick, Polly Rowles, Edmon Ryan, Jane Seymour, Kent Smith, Chester Stratton, William Talman, Frederic Tozere, Lee Tracy, Jane White, Eleanor Wilson, Lois Wilson, Jeanna Belkin, Paul B. Brown, Miriam Burton, Joseph J. Caruso, Jack Dabdoub, Robert Flavelle, Betty Jane Keating, Judson Laire, Edith Meiser, Dick Moore, Joan Morton, May Muth, David Orrick, Neve Patterson, F. Douglas Rideout, James Schlader, Hiram Sherman, Stanley Simmonds, Cornelia Otis Skinner, Ralph Strane, Ann Thomas, Ted Thurston, Eddie Weston, Blanche Yurka.

THE ADVERTISING COUNCIL, INC.

25 West 45th Street, New York 36, N. Y.
JUdson 2-1520

OFFICERS

Chairman ..... Louis N. Brockway
Vice-Chairman ..... Lee H. Bristol
Vice-Chairman ..... Leo Burnett
Vice-Chairman ..... John C. Sterling
President ..... Theodore S. Repplier
Vice-President ..... Allan M. Wilson
Vice-President ..... George P Ludlam
Secretary ..... Frederick R. Gamble
Treasurer ..... Paul B. West
Radio-TV Director ..... Gordon C. Kinney
Pub. Rel. Director ..... Maxwell Fox

BRANCH OFFICES

1200 18th Street, NW, Washington 6, D. C. STerling 3-9153. T. S. Repplier, President.
203 N. Wabash Ave., Chicago 1, Ill. RAndolph 6-1753. L. S. Schwartz, midwest representative.
1680 N. Vine Street, Hollywood 28, Cal. HO 7-7166. R. C. Coleson, West Coast Representative.
425 Bush Street, San Francisco 8, Cal. GA 1-6868. Charles W. Collier, (AAW).

FUNCTIONS

A non-profit organization representing all phases of advertising and dedicated to the uses of advertising in the public service.

ADVERTISING FEDERATION OF AMERICA

250 W. 57th St., New York 19, N. Y.
CIrcle 6-2431

OFFICERS

Chairman of the Board ..... B. R. Donaldson
Vice-Chairman of the Board ..... R. M. Feemster
President ..... Elon G. Borton
Secretary ..... Viola Erickson
Treasurer ..... William G. Werner

FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising to:

To help make advertising increasingly more effective.
To raise continually higher standards of advertising practice.
To promote better public understanding of advertising.
To promote cooperative effort in advertising.
To encourage improvement in advertising education.

ADVERTISING RESEARCH FOUNDATION, INC.

11 W. 42 St., New York 36, N. Y.
LOngacre 3-5100

OFFICERS

Chairman ..... Fred B. Manchee
Vice-Chairman ..... J. Ward Maurer
President ..... William A. Hart
Treasurer ..... E. P. Seymour
Managing Director ..... A. W. Lehman
Technical Director ..... D. B. Lucas
Secretary ..... Edward F. Herrick

FUNCTIONS

To further scientific practices in advertising and to promote greater effectiveness in advertising and marketing through impartial and objective research.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

420 Lexington Ave., New York 17, N. Y.
LExington 2-7980

OFFICERS

Chairman of the Board ..... Henry G. Little
Vice-Chairman ..... Robert D. Holbrook
President ..... Frederic R. Gamble
Secretary-Treasurer ..... George H. Weber
Vice-Presidents .. Richard L. Scheidker, Kenneth Godfrey, A. A. Nelson, Richard Turnbull
Exec. Sec'y-Treas. ..... W. H. Haase

FUNCTIONS

The national organization of the advertising agency business. Aims: To foster, strengthen and improve the advertising agency business; to advance the cause of advertising as a whole; to give service to members.

AMERICAN COMMUNICATIONS ASSOCIATION

5 Beekman St., New York 38, N. Y.
COrtlandt 7-1374

OFFICERS

President ..... Joseph P. Selly
Secty.-Treas. ..... Joseph F. Kehoe
Vice-Pres. ..... William Bender

BRANCH OFFICES

Eastern Branch, 1737 Chestnut Street, Phila. 3, Pa. Phone: LO 4-1251. Mort Borrow, Chairman.

Atlantic Branch, 5 Beekman St., N. Y. C. 38, N. Y. Phone: CO 7-1734. W. Bender, Chairman.

FUNCTIONS

Independent Union, Broadcast Department devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors.

AMERICAN FEDERATION OF MUSICIANS

570 Lexington Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

Pres. ..... James C. Petrillo
Vice-Pres. ..... C. L. Bagley
Secretary ..... Leo Cluesmann
Treasurer ..... Harry J. Steeper

EXECUTIVE COMMITTEE

Wm. J. Harris, Stanley Ballard, Herman D. Kenin, George V. Clancy, Walter M. Murdoch.

BRANCH OFFICES

175 W. Washington St., Chicago 2, Ill. Phone: STate 2-0063.

220 Mt. Pleasant Ave., Newark 4, N. J. Phone Humboldt 2-8010. Harry J. Steeper, Treas.

AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA)

15 W. 44th St., New York 36, N. Y.
VAnderbilt 6-1810

NATIONAL OFFICERS

President ..... Frank Nelson
1st Vice-President ..... Clayton Collier
2nd Vice-President ..... John Gannon
3rd Vice-President ..... Conrad Nagel
4th Vice-President ..... Olan Soole
5th Vice-President ..... Tyler McVey
6th Vice-President ..... Ernie Winstanley
7th Vice-President ..... Ray Michael
Recording Secretary ..... Janet Baumhover
Treasurer ..... Elizabeth Morgan
National Executive Secretary ..... George Heller

BRANCH OFFICES

6331 Hollywood Blvd., Hollywood 28, Cal. HOllywood 4-5125. Claude L. McCue, Western Regional Director.

102 E. Hubbard St., Chicago 11, Ill. WHitehall 3-1344. Raymond A. Jones, Central Regional Director.

FUNCTIONS

Union affiliated witih A. F. of L., representing radio and TV performers (actors, singers, announcers), for collective bargaining purposes.

AMERICAN GUILD OF MUSICAL ARTISTS

247 West 46th St., New York 36, N. Y.
COlumbus 5-3687-8-9

NATIONAL OFFICERS

Honorary President ..... Lawrence Tibbett
President ..... John Brownlee
1st Vice-President ..... Jascha Heifetz
2nd Vice-President ..... Leopold Sachse
3rd Vice-President ..... Betty Stone
4th Vice-President ..... Astrid Varnay
5th Vice-President ..... Tilda Morse
Treasurer ..... Jerome Hines
Recording Secretary ..... Elizabeth Hoeppel
National Executive Secretary ..... Hyman R. Faine
Acting Nat'l. Exec. Sec. ..... Mortimer Becker

BRANCH OFFICES

6636 Hollywood Blvd., Hollywood, Cal. Phone: HO 2-2334. Lee Harris, Rep.

421 Phelan Bldg., 760 Market St., San Francisco, Calif. Phone: EX 2-6990. Charlotte Cohelan, Rep.

215 S. Broad St., Philadelphia, Pa. Phone: KI 5-4310. Edward Davis, Rep.

100 W. Monroe St., Chicago, Ill. Phone: CE 6-9050. Sanford Wolff, Rep.

FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artists of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

AMERICAN GUILD OF VARIETY ARTISTS (AGVA)

1697 Broadway, New York 19, N. Y.
CIrcle 6-7130

OFFICERS

National Administrative Secretary ..... Jackie Bright
President ..... Joe E. Lewis
1st Vice-President ..... Allan Walker
2nd Vice-President ..... Joe Campo
3rd Vice-President ..... Joe Evans
Treasurer ..... Frank Ross
Recording Secretary ..... Joe Smith

BRANCH OFFICES

1697 Broadway, N. Y. 19, N. Y.; Phone: CI 6-7130
Eastern Regional Director ..... Lou Smolev
64 W. Randolph St., Chicago, Ill.; Phone: CEntral 6-5561
Mid-West Regional Director ..... Ernie Fast
6513 Hollywood Blvd., Hollywood 28, Calif.; Phone: HOllywood 4-8281
Western Regional Director ..... Irvin Mazzei

AMERICAN MARKETING ASSOCIATION

1525 East 53rd St., Chicago 15, Illinois
MU. 4-5267

OFFICERS

President ..... Ira D. Anderson
Vice-Presidents .... Charles W. Smith, David E. Faville, Howard L. Stier
Secretary ..... Hugh G. Wales
Treasurer ..... LeRoy F. Church
Executive Director ..... Wm. C. Gordon, Jr.

BRANCH OFFICES

35 Chapters in 35 American Cities.

FUNCTIONS

A non-profit organization dedicated to the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

370 Lexington Ave., New York 17, N. Y.
MUrray Hill 5-2000

OFFICERS

President ..... Richard W. Slocum
Vice-President ..... William Dwight
Secretary ..... W. J. Blackburn
Treasurer ..... D. Tennant Byran
General Manager ..... Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone: Franklin 2-3746; George N. Dale, Chairman.

ANPA Research Laboratory, Box 598, Easton, Pa., Phone: 8159. Roy W. Prince, Technical Research Director.

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

575 Madison Ave., New York 22, N. Y.
MUrray Hill 8-8800

President ..... Stanley Adams
Vice-President ..... Louis Bernstein
Vice-President ..... Otto A. Harbach
Secretary ..... John Tasker Howard
Asst. Secretary ..... Geo. W. Meyer
Treasurer ..... Saul H. Bourne
Asst. Treasurer ..... Frank H. Connor

BOARD OF DIRECTORS

Stanley Adams, Louis Bernstein, Saul H. Bourne, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, Bernard Goodwin, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard, A. Walter Kramer, Alex C. Kramer, George W. Meyer, Jack Mills, Abe Olman, J. J. Robbins, Gustave Schirmer, Herman Starr, Deems Taylor, Jack Yellen, L. Wolfe Gilbert.

BRANCH OFFICES
In all principal cities throughout the United States.
FUNCTIONS
ASCAP is a performing right society through which commercial users of music obtain clearance of the right to perform publicly for profit the copyrighted works of its members.

AMERICAN WOMEN IN RADIO AND TELEVISION, INC.

56-34 Grand Central Term. Bldg. New York 17, N. Y.
MUrray Hill 9-7876

OFFICERS

President ..... Jane Dalton
WSPA, Spartanburg, S. C.
Vice-President, Eastern Area ..... Bette Doolittle
P. Ballentine & Sons, Newark, N. J.
Vice-President, Southwestern Area ..... Lauri Schott
Boore & Cummings, Houston, Texas
Vice-President, Central Area ..... Mrytle Labbitt
CKLW, Detroit, Michigan
Vice-President ..... Lillian Lee
WABE, Atlanta, Georgia
Vice-President, West. Area ..... Jeanne Bacher
KGST, Fresno, Calif.
Secretary-Treasurer ..... Madge Cooper
WMRN, Marion, Ohio
Executive Secretary ..... Margo Anderson
70 E. 45th St., New York 17, N. Y.

DIRECTORS-AT-LARGE

Hilda Ballestro, Evaporated Milk Assn., Chicago 1, Ill.; Heloise Broeg, WEEI, 182 Tremont St., Boston, Mass.; Lorane Cooley, Calif. Foods Research Inst., 1 Drumm St., San Francisco, Calif., Lillian Lang, BBC, N. Y. C.; Montez Tjaden, KWTV, Oklahoma City, Okla.

CHAPTERS

New York City, Western New York, Philadelphia, Atlanta, Illinois, Michigan, District of Columbia, New England, Texas and "Heart of America" (including Iowa, Kansas, Missouri, Nebraska, North and South Dakota). Sooner Chapter, (Okla.); Ohio, Florida, Kentucky, New Orleans, Maryland, Minnesota, North New Jersey, Albany, N. Y., Ohio Western Reserve, Gateway (Pa.), Piedmont (S. C.).

FUNCTIONS

American Women in Radio and Television, Inc., is a self-supporting, non-profit organization open to all women professionally engaged in creative and administrative work in the radio and television industry or in industries directly related to radio and television broadcasting. Its purpose is to make each member a greater asset to her station and network, her clients, her community and her country.

ARTISTS' REPRESENTATIVES ASSOCIATION, INC.

1270 Ave. of the Americas, New York 20, N. Y.
Circle 6-1379

OFFICERS

President ..... Eddie Elkort
Vice-Presidents ..... Larry Barnett, Art Weems
Jack Russell, James Lanagan, H. C. Moore, Wm. J. O'Halloran
Secretary ..... Milton Berger
Treasurer ..... Joseph Singer
Assistant Secretary ..... Ruth L. Simonson
Counsel ..... Abraham Males

BRANCH OFFICES

203 N. Wabash Ave., Chicago, Ill.
754 Century Bldg., Pittsburgh, Pa.
116 New Montgomery, San Francisco, Calif.
301 Fox Bldg., Detroit, Mich.

FUNCTIONS

Trade Association of Theatrical Agents.

ASSOCIATED MUSIC PUBLISHERS, INC.

589 Fifth Ave., New York 17, N. Y.
1 West 47th St., New York 36, N. Y.
PL 9-8470

Chrm. of Board ..... Sydney M. Kaye
President ..... Charles A. Wall
Vice Presidents ..... Richard F. French, Benjamin V. Grasso, Karl F. Bauer
Secretary ..... Robert J. Burton

FUNCTIONS

Publisher and distributor of serious music in the United States and representative of many principal serious music catalogs of Europe.

ASSN. FOR PROFESSIONAL BROADCASTING EDUCATION

1771 N St., N. W., Washington 6, D. C.
HUdson 3-6620

Coordinator ..... Frederick H Garrigus NARTB

ASSOC. OF CANADIAN ADVERTISERS, INC.

701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario
EMpire 3-8046

OFFICERS AND DIRECTORS

President .... M. M. Schneckenburger, Seagram & Sons
Executive Vice-Pres. .... R. R. McIntosh, General Foods
Vice-Presidents ..... T. M. Atkinson, J. J. McGill, R. E. Sewell
Vice-President and Treasurer ..... G. C. Clarke
General Manager ..... Athol McQuarrie

FUNCTIONS

This association was incorporated in March 1917. For 40 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies promoting long-range scientific development of advertising and marketing.

THE ASSOCIATION OF CINEMA LABORATORIES, INC.

c/o Secretary, 1226 Wisconsin Ave., Washington 7, D. C.

President ..... Neal Keehn
Vice-President ..... Russell Holslag
Secretary ..... Byron Roudabush
Treasurer ..... George W. Colburn

DIRECTORS

Don M. Alexander, Robert F. Burns, George W. Colburn, Louis Feldman, Saul Jeffee, Neal Keehn, Charles E. Lager, Kern Moyse, Byron Roudabush.

FUNCTIONS

Organized in 1953 to deal with technical and administrative problems of motion picture laboratories in the United States, Canada and other North American countries.

ASSN. OF NATIONAL ADVERTISERS, INC.

285 Madison Ave., New York 17, N. Y.
ORegon 9-4940

OFFICERS

President ..... Paul B. West
Vice-Presidents ..... Cy Norton, J. M. Allen
Secretary ..... Peter W. Allport
Chairman of the Board ..... E. W. Ebel
General Foods
Vice-Chairman ..... G. E. Mosley
Seagram Distillers

FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

ASSN. OF RADIO NEWS ANALYSTS

24 East 39th St., New York 16, N. Y.
MUrray Hill 5-7400

President ..... John MacVane
Vice-Presidents ..... William Costello, Ned Calmer
Executive Committee ..... George Fielding Eliot, Leon Pearson
Secretary ..... Walter Cronkite
Treasurer ..... Cesar Saerchinger
Asst. Secy.-Treas. ..... John W. Vandercook

FUNCTIONS

To maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.

THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MUrray Hill 9-4950

President ..... Merle Miller
Vice-Pres. ..... William Schirer
Secretary ..... Elizabeth Janeway
Membership Secretary ..... Edith Mackin

COUNCIL

Martha Albrand, Cleveland Amory, Betsey Barton, Howard Breslin, John Brick, Samuel Grafton, John Hersey, Helen Hull, Leonard Kaufman, Christopher LaFarge, Robert J. Landry, John Lardner, Frances Lockridge, Richard Lockridge, Ralph Moody, Ann Petry, Marjorie Hillis Roulston, Rex Stout, Theodore H. White, Margaret Cousins, Alan Green, Norman Katkov, Irmengarde Eberle Koehler, Richard Bissell, E. G. Carey, Jonathan Daniels, Bentz Plagemann, Alvin Tresselt.

FUNCTIONS

National business organization of authors in the publication field.

THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MUrray Hill 9-4950

President ..... Rex Stout
Vice-Pres. ..... John Hersey
Secretary ..... Erik Barnouw
Exec. Sec. ..... Luise M. Sillcox
Treasurer ..... Richard Levine

FUNCTIONS

The national business organization of authors and dramatists.

BRAND NAMES FOUNDATION, INC.

437 Fifth Ave., New York 16, N. Y.
MUrray Hill 5-0888

OFFICERS

Chairman of the Board ..... Edward R. Taylor
(Vice-Pres., Motorola, Inc.)
Vice-Chairman ..... Robert E. McNeal
(President, Curtis Publishing Co.)
Vice-Chairman ..... John H. Breck, Jr.
(Exec. V.P., John H. Breck Inc.)
Treasurer ..... Louis Hausman
(Vice-President, CBS-Columbia, Inc.)
President ..... Henry E. Abt
Vice-President ..... Nathan Keats

Conducts a continuous year 'round educational program in all informational media, purpose of which is to emphasize to the public the benefits and services of manufacturers' brand names, brand competition and brand advertising.

THE BRITISH BROADCASTING CORPORATION

630 Fifth Ave., New York 20, N. Y.
CIrcle 7-0656

OFFICERS

North American Rep. ..... Basil Thornton
Program Director ..... Alec Sutherland
Program Assistant ..... Lillian Lang
TV Officer ..... A. Singer
Transcription Assistant ..... Marian Rouse
Chief Engineer ..... Arthur S. Toby

BRANCH OFFICES

United Nations Office Room C-309, United Nations, N. Y. PLaza 4-1234, Ext. 3121. F. O. Walker, U. N. Correspondent.

907 Natl. Press Bldg., Washington, D. C. Phone: EXecutive 3-1465. Christopher Serpel, Douglas Willis, Washington correspondent.

FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation cover two interrelated but separate operations. The first, Eastbound operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in BBC's North American Service.

BROADCASTING AND FILM COMMISSION, NAT'L COUNCIL OF CHURCHES

220 Fifth Ave., New York 1, N. Y.
ORegon 9-2968

OFFICERS

Exec.-Director ..... S. Franklin Mack
Asst. Exec. Diir. ..... W. B. Goodman
Director of Television ..... Albert Crews
Business Manager ..... Arthur W. Rhinow
Director of Films ..... Alexander B. Ferguson
Director of Radio ..... Ben E. Wilbur
Assoc. Dir. of Television ..... Frank B. Nichols
Director of Special Events ..... Arthur Austin

BRANCH OFFICE

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-7464. George Heimrich, Director.

FUNCTIONS

The Broadcasting and Film Commission produces network radio and television programs, radio transcriptions, and television films representative of Protestant and Orthodox Churches.

BROADCAST INFORMATION BUREAU

535 Fifth Ave., New York 17, N. Y.
MUrray Hill 7-1668

Manager ..... J. M. Koehler
Editor ..... Julienne (Judy) Dupuy

FUNCTIONS

Publishers of TV Film program directories.

BROADCAST MUSIC, INC. (BMI)

589 Fifth Ave., New York 17, N. Y.
PLaza 9-1500

OFFICERS

President ..... Carl Haverlin
Vice-President—General Counsel ..... Sydney M. Kaye
Vice-Pres. in charge of Finance & Treasurer
Charles A. Wall
Vice-Pres. in charge of Publisher
and Writer Relations, Sect. ..... Robert J. Burton
Vice-Pres. in Charge of Non-Radio License
Harry P. Somerville
Vice-Presi. in charge Station Relations .. Glenn Dolberg
Vice-Pres. in charge Foreign Relations .. Jean Geiringer
Vice-Pres. in charge Station Service .. Ralph L. Harlow
Asst. V.P. in charge of Publisher Relations
Robert B. Sour
Assistant Treasurer ..... Robert J. Higgins

BOARD OF DIRECTORS

Chairman, Sydney M. Kaye, Broadcast Music, Inc., N. Y.; Herbert V. Akerberg, Columbia Broadmore; John Elmer; E. L. Jahnicke, Jr.; Joseph Baudino, Westinghouse Radio Stations Inc., Wash., D. C.; Carl Haverlin, BMI, N. Y. William S. Hedges, National Broadcasting Co., N. Y.; Herbert Hollister, KCOL, Ft. Collins, Colo.; Leonard Kapner, WCAE, Pittsburgh; Paul W. Morency, WTIC, Hartford, Conn.; J. Leonard Reinsh, WSB, Atlanta; J. Harold Ryan, Storer Broadcasting Co., Toledo, Ohio; James E. Wollen, Mutual Broadcasting System, N. Y.; G. Richard Shafto, WIS, Columbia, S. C.

BMI CANADA, LTD.

229 Yonge St., Toronto 1, Ont., Elgin 0040, Wm. Harold Moon, Asst. Gen. Mgr.

STATION RELATIONS

Al Marlin, Turner Cooke, Justin Bradshaw, John Murphey, Robert Fuller, James L. Cox, Linn Pattee, Ken Sparnon, Burt Squire, Dorsey Owings.

NON-RADIO LICENSING DEPT.

Vice-President ..... Harry P. Somerville

Chicago Office, 360 N. Michigan Ave.; Andover 3-5394. Stan Myers, Mid-West Representative.

Los Angeles, 1549 N. Vine St., Hiillside 7-7447; Lawrence Conti, Far-Western Representative.

PROFESSIONAL DEPT.

Julian Stearns, General Professional Mgr.; Professional Staff, Mac Kooper, George Furness.

Chicago Office, 360 N. Michigan Ave. Andover 3-5349. Jimmie Cairns, Professional Representative.

Hollywood, Calif. Office: Wm. Walters, 1549 N. Vine St., Hillside 7-7447. Gen. Mgr., Eddie Janis.

FUNCTIONS

The functions of BMI are (1) To coordinate and license the performing rights to music of a group of

affiliated publishers and performing rights societies; (2) to provide equal opportunity of recognition for all writers, composers and publishers.

THE BUREAU OF BROADCAST MEASUREMENT

85 Richmond Street West,
Toronto 1, Ontario, Canada
EMpire 3-8046

President: Charles R. Vint, Colgate-Palmolive-Peet Co. Ltd., Toronto.

Vice-President: Horace N. Stovin, Horace N. Stovin & Company, Toronto.

Executive-Secretary & Treasurer: Charles J. Follett, Assoc. of Canadian Advertisers, Toronto.

Research & Development Director: Clyde H. McDonald, The Bureau of Broadcast Measurement, Toronto.

DIRECTORS

William N. Hawkins, Radio Station CFOS, Owen Sound, Ont.; G. Frank Mills, Spitzer & Mills Limited, Toronto; Neil Morrison, Canadian Broadcasting Corp., Ottawa; A. M. Sanderson, Whitehall Pharmacal (Canada) Ltd., Toronto; William E. Trimble, Baker Advertising Agency Ltd., Toronto; George S. Bertram, Swift Canadian Co. Ltd., Toronto; Robert M. Campbell, J. Walter Thompson Co. Ltd., Toronto; J. Arthur Dupont, Radio Station CJAD, Montreal; J. J. McGill, Tuckett Ltd., Hamilton, Ont.; C. W. McQuillan, Cookfield, Brown & Co., Toronto.

FUNCTIONS

To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.

To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print, publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

CANADIAN ASSOCIATION OF RADIO & TELEVISION BROADCASTERS

108 Sparks St., Ottawa 4, Ont.
3-4036

President of the Board.....F. A. Lynds
Exec. Vice-President.....T. J. Allard
Vice-President.....J. A. Dupont
Secretary-Treasurer.....Flora Love
Copyright Counsel.....Samuel Rogers
French Language Counsel.....Guy Roberge

DIRECTORS

F. A. Lynds, Moncton, N. B.; John Hirtle, Bridgewater, N. S.; George Cromwell, St. John, N. B.; F. B. Ricard, Sudbury, Ont.; Henri Lepage, Quebec, P. Q.; D. A. Gourd, Rouyn, P. Q.; Rene Lapointe, Matane, P. Q.; W. Slatter, Guelph, Ont.; J. E. Campeau, Windsor, Onot.; W. T. Cruickshank, Wingham, Ont.; J. S. Boyling, Moose Jaw, Sask.; G. Gaetz, Edmonton, Alta.; J. B. Craig, Brandon, Man.; H. A. Crittenden, Regina, Sask.; F. H. Elphicke, Vancouver, B. C.; M. P. Finnerty, Penticton, B. C.

SALES OFFICE

200 St. Clair Avenue, West, Toronto 7, Ont. Phone: WAlnut 2-3334. C. W. Fenton, Sales Director.

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 137 privately owned (independent) radio broadcasting stations and 25 telecasting stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.

Sheraton-Astor, New York 36, N. Y.
CIrcle 6-5566

OFFICERS

President.....Gene Buck
1st Vice-Pres.....Pat O'Brien
2nd Vice-Pres.....Jay Jostyn
Recording Secretary.....Ed Begley
Historian.....Jane Taylor
Executive Secretary.....George Buck
Chairman of Executive Board.....Frank McNellis
Chaplain.....Rt. Rev. Msgr. Vincent J. Brosnan
Treasurer.....Rev. Francis M. Costello

FUNCTIONS

Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. In particular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

CATHOLIC WRITERS GUILD OF AMERICA, INC.

128 W. 71 St., New York 23, N. Y.
ENdicott 2-0412

OFFICERS

Spiritual Director.....Rev. John B. Kelly
President.....William Fay
Vice-Pres.....Richard Reid
Vice-Pres.....Joseph A. Duffy
Executive Secretary.....Eleanor M. Tucker

FUNCTIONS AND ACTIVITIES

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

REGIONAL ORGANIZATION IAAB'S CENTRAL AMERICAN ASSOCIATIONS

P. O. Box 1795
Panama, City, Panama

President.....Fernando Eleta

FUNCTIONS

Regional association of radio and TV broadcasters representing stations in the Caribbean and Central American countries to improve the standards of broadcasting techniques and business.

COMPOSERS GUILD OF AMERICA

101 Park Ave., New York, N. Y.
JUdson 2-4500
12924 Sarah Street, North Hollywood, Calif.
HO 2-1353; SU 2-8377

President.....Leith Stevens
1st Vice-President.....Winston Sharples
2nd Vice-President.....Walter Schumann
3rd Vice-President.....David Terry
Secretary-Treasurer.....Mack David
Asst. Sec. Treasurer.....Ben Ludlow
Executive Secretary.....Elsa Clay

FUNCTIONS

CGA was organized to represent composers (music and/or words) in screen, radio, TV, stage recording and transcription in establishing minimum terms and improved conditions in their employment relationships.

COMPOSERS, AUTHORS AND PUBLISHERS ASSN. OF CAN. LTD.

182 St. George St., Toronto 5, Ont., Canada
WAlnut 3-8457

OFFICERS

President.....Sir Ernest MacMillan Mus. D. (Oxon.)
General Manager.....William S. Low

FUNCTIONS

The administration in Canada of the right of performance of authors and composers of music throughout the world.

THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MUrray Hill 9-4950

President.....Moss Hart
Vice-Pres.....Howard Lindsay
Secretary.....Dorothy Fields
Exec. Sec.....Mills Ten Eyck, Jr.

FUNCTIONS

The national business organization of dramatists.

EPISCOPAL ACTORS GUILD OF AMERICA, INC.

1 East 29th St., New York, N. Y.
MUrray Hill 5-2927

OFFICERS

Hon. Presidents.....Rt. Rev. Henry Knox Sherrill, Rt. Rev. Horace W. B. Donegan
President .....Vinton Freedley
Vice-Presidents.....Rev. Randolph Ray, Charles Coburn, Bobby Clark, Peggy Wood
Rec. Secy.....Rev. Chas. Breck Ackley
Treasurer .....John Knight
Exec. Secy.....Helen Morrison

COUNCIL

Very Rev. James A. Pike, Rev. John Ellis Large, Rev. G. P. T. Sargent, Walter Abel, Dorothy Blackburn, Sidney Blackmer, Leo G. Carroll, Margaret Dale, Mrs. Owen Davis, Carl M. Eckstrom, Boris Karlo¾, Tessa Kosta, Thais Lawton, Raymond Massey, Carmen Mathews, Margery Maude, John Morley, Helen Ormsbee, Basil Rathbone, Mrs. Chas. M. Richter, Cornelia Otis skinner, George Somnes, Frances Starr, Mason Curry, Majorie Gateson, James Jolley, J. P. Wilson, Mrs. Leonard C. Feathers, Jean Dixon.

FUNCTION

The Guild ministers to actors of all religious faiths.

FEDERAL COMMUNICATIONS BAR ASSOCIATION

Perpetual Bldg., Washington 4, D. C.
REpublic 7-1450

President.....Percy H. Russell, Jr.
1st Vice-Pres.....George O. Sutton
2nd Vice-Pres.....George S. Smith
Secretary .....Ben C. Fisher
Treasurer.....Dwight D. Doty
Ass't. Sec'y.....Theodore Baron
Delegate to Amer. Bar Ass.....P. H. Russell, Jr.

EXECUTIVE COMMITTEE

Robert M. Booth, Jr., Jeremiah Courtney, Frank U. Fletcher, Stephen H. Fletcher, William C. Koplovitz; Thomas W. Wilson.

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington 25, D. C.
EXecutive 3-6800

PERSONNEL

Chairman.....John W. Gwynne
Commissioner.....Lowell B. Mason
Commissioner.....Sigord Anderson
Commissioner.....William C. Kern
Commissioner.....Robert T. Secrest
Sec. to the Commission.....Robert M. Parrish
Executive Director.....Alex. Akerman, Jr.
General Counsel.....Earl W. Kintner
Director of Information.....S. F. Stowe
Dir., Bur. of Consultation.....Charles E. Grandey
Acting Dir., Bur. of Economics.....Quincy Adams
Dir. of Hearing Examiners.....Everett F. Haycraft
Dir., Bur. of Investigation.....Harry A. Babcock
Dir., Bureau of Litigation.....Joseph E. Sheehy

BRANCH OFFICES

U. S. Court House, Foley Square, New York 7, N. Y. Joseph L. Klein, Attorney in Charge. COrtlandt 7-7100.

Room 1310, 226 W. Jackson Blvd., Chicago 6, Ill. William F. Lemke, Jr., Mgr., FInancial 6-0790.

Room 133, Federal Office Bldg., San Francisco 2, Calif. Earl Van Wagoner, Mgr. KLondike 2-2350.

Room 811, U. S. Court House, Seattle 4, Wash. Walter W. Harris, Manager. MUtual 3300.

Room 413, Masonic Temple Bldg., 333 St. Charles St., New Orleans, La. William B. Lott. EXpress 2411.

Standard Bldg., Cleveland, Ohio; V. E. Taylor, Mgr., Pr. 1-6575

Washington Branch Acting Mgr., J. J. Gercke

FUNCTIONS

Under several laws designed to promote free and fair competition in interstate trade, the Commission takes action against monopolistic and deceptive practices and publishes economic studies of factors affecting the competitive economy.

THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA

972 Fifth Ave., New York 21, N. Y.
REgent 4-1501

Director .....Pierre Crenesse
Ass't. Dir.....Alice Lewitin
Administrator .....Suzanne Weltman
Program Director.....Marins Kobtzeff
Public Relations.....Denise Falk

FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the good will and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

INSTITUTE FOR EDUCATION BY RADIO-TELEVISION

Ohio State Univ., Columbus 10, O.
AXminster. 3148 Ext. 280

Director.....I. Keith Tyler
Asst. to Dir.....Frank W. Norwood
Secretary .....Bette Wallach

FUNCTIONS

International meeting for broadcasters, educators and civic leaders devoted to discussion of policy and techniques of educational broadcasting.

THE INSTITUTE OF RADIO ENGINEERS, INC.

1 East 79th St., New York 21, N. Y.
LEhigh 5-5100

OFFICERS

President.....A. V. Loughren
Vice-President.....Herre Rinia
Treasurer.....W. R. G. Baker
Secretary .....Haraden Pratt
Editor.....D. G. Fink
Executive Secretary.....G. W. Bailey

DIRECTORS

E. M. Boone, J. G. Brainerd, C. R. Burrows, J. F. Byrne, J. N. Dyer, J. J. Gershon, A. N. Goldsmith, J. T. Henderson, E. W. Herold, W. R. Hewlett, T. A. Hunter, A. G. Jensen, J. W. McRae, George Rappaport, J. D. Ryder, D. J. Tucker, Ernst Weber, J. R. Whinnery, C. F. Wolcott

FUNCTIONS

An incorporated non-profit organization having as its object the advancement of the theory and practice of radio and electronics, including allied branches of engineering and all related arts and sciences.

INTERCOLLEGIATE BROADCASTING SYSTEM

333 North Michigan Ave., Chicago 1, Ill.
3107 Westover Drive S. E., Washington 20, D. C.
LUdlow 2-7210

OFFICERS

President .....George Abraham
Vice-Pres.....David W. Borst
Treasurer.....T. M. Blaisdell
Secretary, Business Mgr.....James R. Wylie
Engineering Dir.....Allan I. Perlin
Public Relations, Sls. Prom. Mgr.....T. Blaisdell
Prog. Mgr.....W. M. Rempton

BRANCH OFFICES

D. W. Borst, 580 Lowell Street, Lynnfield Center, Mass. Phone: 4-4244; 333 N. Mich. Ave., Chicago Ill.

FUNCTIONS

The Intercollegiate Broadcasting System is a non-profit association of college and university campus stations established to pool the resources of these stations and further the development of this form of educational radio in this country.

JEWISH THEATRICAL GUILD

1564 Broadway, New York 36, N. Y.
PLaza 7-5237

Chairman, Bd. of Trustees....Wm. Degen Weinberger
President .....Eddie Cantor
Exec. Vice-Pres.....Harry E. Gould
1st Vice-Pres.....George Jessel
Vice-Presidents.....Jack Benny, Jack Bregman, Emil Friedlander, Marcus Heiman, A. A. Jaller, Ted Lewis, Wm. Morris, Jr., Jack Pearl, James Sauter, Milton Weintraub, Emanuel Sacks
Treasurer .....Abe Lastfogel
Asst. Treasurer.....Nat Lefkowitz
Chairman of Relief.....Dr. Leo Michel
Legal Committee.....Henry M. Katz
Chaplain.....Rabbi Abraham Burstein
Executive Secretary.....Dave Ferguson

FUNCTION

Non-sectarian theatrical assistance agency.

JOINT COMMITTEE ON EDUCATIONAL TELEVISION

1785 Massachusetts Ave., N. W.,
Washington 6, D. C.
Hudson 3-6620

Chairman....Dr. Albert N. Jorgensen, Nat'l. Assn. of State Universities.
Vice-Chairman.....Dr. Edgar Fuller, Council of Chief State School Officers.
Executive Director.....Ralph Steetle

JCET MEMBERS

Dr. Franklin Dunham, Association for Education by Radio-Television; James H. Denison, Association of Land-Grant Colleges and Universities; Frank E. Schooley, National Association of Educational Broadcasters; Dr. Albert N. Jorgensen, National Association of State Universities; Dr. Belmont Farley, National Education Association. Dr. Edger Fuller, Council of Chief State School Officers; Dr. John C. Adams, American Council on Education; Dr. Worth McClure, American Assn. of School Administrators.

FUNCTIONS

The JCET seeks to represent the special needs of education in the newest and most powerful of the mass media, and encourages educators to meet their responsibilities in regard to it.

THE LAMBS

130 W. 44th St., New York 36, N. Y.
LUxemburg 2-1515

OFFICERS

Shepherd.....Walter N. Greaza
Boy .....Harry Hershfield
Corresponding Secretary.....Bobby Clark
Recording Secretary.....Michael Abbott
Treasurer.....Lep Solomon
Librarian .....Tex O'Rourke

DIRECTORS

King Calder, Frank McHugh, Loring Smith, Jack Whiting, Martin Begley, Joseph S. Buhler, Conrad Nagel, Henry Gladstone, Ralph Bellamy, Happy Felton, Emil Friedlander, Marcus Heiman, John W. Hundey, H. Pierson Mapes, Saul E. Regers.

LIFE DIRECTORS EX-SHEPHERDS: William Gaxton, Fred Waring.

FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons, engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

MOTION PICTURE INDUSTRY CREDIT GROUP, NATIONAL ASSOCIATION OF CREDIT MEN

229 Fourth Ave., New York 3, N. Y.
ORegon 4-5100

Chairman.....Samuel L. Silverman
Vice-Chairman.....Joseph A. Tanney
Secretary .....William McAdam

EXECUTIVE COMMITTEE

Kern Moyse, S. C. Robbins, Sam Silverman, Joseph Tanney, Anthony Termini.

MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION OF GREATER NEW YORK, LOCAL 22102, A.F.L.

1270 Sixth Avenue, New York 20, N. Y.
CO. 5-7362

President .....Robert Miller
Vice-President .....Joe Santly
Treasurer .....Chas. Lang
Executive Secretary.....Bob Miller

MEMBERS OF EXECUTIVE COUNCIL

Bob Baumgart, Bert Haber, Leo Diston, Mickey Garlock, Mac Kooper, Jack Perry, Bernie Pollack, Sammy Smith, Murray Luth, Ed Burton.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill., Morton Schaeffer, Regional Dir.; 1491 N. Vine St., Hollywood, Cal., Lucky Wilber, Regional Dir.; 225 - 26th St., Santa Monica, Cal., Al Comparte, Reg. Secy.; 36 E. 5th St., Cincinnati, Ohio, Danny Engel, Reg. Director.

FUNCTIONS

Labor Union.

MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

45 Rockefeller Plaza, New York 20, N. Y.
Circle 6-3084

OFFICERS

Chairman of the Board.....Walter G. Douglas
President .....Louis Bernstein
Vice-President .....Jack Mills
Secretary.....J. J. Bregman
Treasurer .....Abe Olman
Agent and Trustee.....Harry Fox

NATIONAL AFFILIATED TELEVISION STATIONS, INC.

West 55th St., New York, N.Y.
PLaza 7-2100

Chairman of the Board.....Joseph Justman
Executive Vice Pres.....Ely Landau
Vice-President.....Oliver Unger
Secretary-Treasurer.....Berman Swartz

FUNCTION

To assist UHF and VHF stations in their operations on a national basis.

NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION

882 Victoria Ave., Los Angeles, Cal.
Whitney 4245

OFFICERS

President.....Mrs. Clara S. Logan
1st Vice Pres.....Dr. Richard Atkinson
2nd Vice Pres.....Dr. Lee DeForest
Secretary.....Mrs. Victor Roberts
Treasurer.....Mrs. Gertrude Blackstock

FUNCTIONS

To co-ordinate the interest of civic, religious, educational, business and labor organizations and individuals for the purpose of encouraging the presentation of radio and television programs of high standards.

NATIONAL ASSOCIATION OF RADIO & TELEVISION BROADCASTERS

(For Complete Listing See NARTB Section)

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46th St., New York 36, N. Y.
JUdson 2-5130

OFFICERS

National Chairman.....Oliver W. Nicoll

COUNCILS

27 W. 46th St., New York 36, N. Y. Phone: Judson 2-5130. Oliver W. Nicoll, Chairman, New York Council: 341 Menomonee St., Chicago 14, Ill. Phone: MOhawk 4-3592, H. Walter Thompson, Chairman, Chicago Council: 6331 Hollywood Blvd., Hollywood 28, Calif. Phone: HIllside 5125. Claude McCue, Chairman, Hollywood Council.

CORRESPONDING OFFICES

Washington, D. C.; Albuquerque, N. M.; Atlanta, Ga.; Boston, Mass.; Charlotte, N. C.; Cincinnati, Ohio; Cleveland, O.; Dallas, Texas; Denver, Colo.; Detroit, Mich.; Durham, N. C.; Erie, Pa.; Fort Wayne, Ind.; Fort Worth, Tex.; Independence, Mo.; Indianapolis, Ind.; Kansas City, Mo.; Kenosha, Wis.; La Crosse, Wis.; Louisville, Ky.; Madison, Wis.; Miami, Fla.; Milwaukee, Wis.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Norfolk, Va.; Omaha, Neb.; Peoria, Ill.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Pueblo, Colo.; Racine, Wis.; Raleigh, N. C.; Rochester, N. Y.; Salt Lake City, Utah; San Francisco, Cal.; Schenectady, N. Y.; Seattle, Wash.; Sioux City, Iowa; St. Louis, Mo.; Syracuse, N. Y.; Utica, N. Y.

FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where their mutual interests coincide.

NATIONAL ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS (NABET)

35 Court St., Chicago 4, Ill.
WA 2-2462

International President.....Clifford E. Rothery
International Vice-President.....Gene Klump
International Sec'y-Treasurer.....Arthur Hjorth
Canadian Sec'y-Treasurer.....Jiacomo Papa

BRANCH OFFICES

48 W. 48th St., New York 36, N. Y.; 6223 Selma Ave., Hollywood 28, Calif.; 335 Hayes St., San Francisco, 86 W. Chippewa, Buffalo; 519 Jarvis, Toronto; 1231 St. Catherine, W. Montreal.

FUNCTIONS

NABET has contracts for its 5,500 members with ABC, NBC, and 92 Independent radio and TV stations and film studios in the United States and with CBC and more than 20 independent stations in Canada.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Ill.
Urbana 7-6611, Ext. 3394

OFFICERS

President.....Frank E. Schooley
Vice-President .....John Dunn
Treasurer.....Robert J. Coleman
Secretary .....William Harley
Executive Director.....Harry J. Skornia

DIRECTORS

Region 1: Arthur Weld, Jr., Syracuse University; Region II: Earl Wynn, WUNC, University of North Carolina, Chapel Hill, No. C.; Region III: Ola Hiller, WFBE, Flint, Mich. Public Schools; Region IV: Dr. Burton Paulu, KUOM, Minnesota U., Minneapolis, Minn.; Region V: John Schwarzwalder, KUHT, University of Houston; Region VI: E. Adams, KUOW, Washington U., Seattle, Wash.

BRANCH OFFICE

2500 Municipal Bldg., New York 7, N. Y.
WH 3-3600, Seymour N. Siegel, Past President

FUNCTIONS

Representing non-commercial, educational AM, FM and TV stations, workshops and production centers owned and operated by colleges, universities, school systems, State systems, community organizations, and public-service agencies.

NATIONAL ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.
Circle 7-8194

OFFICERS

President .....Fred Waring
Treasurer .....Don Voorhees
General Counsel.....Alfred Rice

FUNCTIONS

To obtain moral and pecuniary rights of performing artists in the commercial uses of such performances.

NATIONAL ASSOCIATION OF TV FILM DIRECTORS

c/o WHAM-TV, Rochester, N. Y.

National Chairman.....Dave Manning, WHAM-TV, Rochester, N.Y.
Public Relations Director.....Art Cook, WVET-TV, Rochester, N. Y.

Western Division

Chairman.....Dick Norman, KPTV, Portland, Oreg.
Secretary.....Les Chipman, KOMO, Seattle, Wash.
Public Relations Director.....Dick Woolen, KTTV, Los Angeles

FUNCTIONS

Tto provide for station responsibility to the public through support of the NARTB Code, to reduce station operating costs, to improve film programming and quality through the free interchange of ideas and standardization of operations.

NATIONAL ASSN. OF TELEVISION & RADIO FARM DIRECTORS

WSM, 301 Seventh Ave., N., Nashville, Tenn.
Phone: 6-7181

President....John McDonald, WSM, 301 Seventh Ave., N., Nashville, Tenn. Phone: 6-7181
Vice-President.....Jack Timmons, KWKH, Shreveport, La., Phone: 2-8711
Sec'y-Treas.....Dix Harper, WLS, 1230 Washington Blvd., Chicago 7, Ill. Phone: MOnroe 6-9700
Historian.....Herb Plambeck, WHO, 914 Walnut St., Des Moines, Iowa. Phone: 3-7147
CHATS Editor....Wes Seyler, WIBW, Topeka, Kans. Phone: 3-2377

FUNCTION

NATRFD is an organization dedicated to the service of agriculture, station management and the advertiser.

NATIONAL AUDIENCE BOARD, INC.

12-D, 30 East 60th St., New York 22, N.Y.
MUrray Hill 8-2360

Officers

President.....Peter Goelet
Exec. Vice Pres.....Bernard Kamins
Treasurer.....David J. Colton
Secretary.....Harriet Williams

Branch Offices

239½ S. Beverly Dr., Beverly Hills, Calif., CRestview 1-8141, Bernard Kamins, V. P.; 625 Chenery St., San Francisco 12, Calif., JUniper 5-7575, Hal Light, Coordinator

Functions

To represent the public to the broadcasting industry; to crystallize public opinion in radio and television programming; to act as a liasion group between the public and the broadcasting industry.

NATIONAL BETTER BUSINESS BUREAU, INC.

Chrysler Bldg., New York 17, N. Y.
MUrray Hill 6-3535

OFFICERS

Chairman of Board.....Warren C. Agry
President.....Kenneth B. Willson
1st Vice-Chairman.....William G. Werner
2nd Vice-Chairman.....Lorimer B. Slocum

Secretary .....Lowell Shumway
Treasurer.....Frank F. Soule

Directors

Warren C. Agry, Kenneth B. Willson, William G. Werner, Lorimer B. Slocum, Lowell Shumway, Frank F. Soule, Willcox B. Absit, Claude Alexander, Edward J. Breck, J. R. Buckley, Wallace E. Campbell, William A. Dyer, Jr., Ralph T. Friedmann, John N. Garver, Robert E. Healy, R. H. MacEachen, Winston L. May, Jr., Edward J McCabe, Jr, Frank P McGowan, Virgil W. Milton, John A. Spooner, William E. Steers.

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

NATIONAL COMMUNITY TELEVISION ASSOCIATION, INC.

710 14th St., Northwest, Washington 5, D. C.
MEtropolitan 8-1415

President.....M. F. Malarkey, Jr.
Vice-President.....Bill Daniels
Treasurer.....W. J. Calsam
Secretary .....Joseph Saricks
Executive Secretary.....E. Stratford Smith

DIRECTORS

George H. Bright Jr., Frank Brophy, J. H. Rannells, George J. Barco, Ned W. Cogswell, Glenn H. Flinn, Girard B. Henderson, Paul B. McAdam, Sanford Randolph, Charles H. G. Rees, Harley E. Steiner, John M. Spotswoodd, Fred J. Stevenson, W. Randolph Tucker.

FUNCTIONS

Promote the development of community antenna television systems throughout the United States through techniques normally employed by national trade associations.

NATIONAL TELEFILM ASSOCIATES, INC.

6o West 55th St., New York 19, N.Y.
PLaza 7-2100
(See Film Producer Section)

NAT. TELEVISION FILM COUNCIL

1639 Broadway, New York 19, N.Y.
JUdson 6-5444

Officers

President.....John J. Schneider
Exec. Vice Pres.....William J. Reddick
Exec. Secretary.....Sydney A. Mayers
Treasurer.....Charles Carpenter
General Secretary.....Beulah Jarvis
Vice-Pres., Prod.....Albert D. Hecht
Vice-Pres., Distr.....Arche A. Mayers
Vice-Pres., Agencies.....Howard Olds
Vice Pres., Stations.....David O'Shea
Vice Pres., Laboratories.....Lou Feldman
Vice Pres., Membership.....Kenneth Cowan

Directors

Dr. Alfred N. Goldsmith, Chairman; Sally Perle, Kern Moyse, Harold Dumont, David Savage, Stan M. Cole, Samuel Spring, Marshall Rothen, Waldo Mayo, Herbert Golden and Robert E. Gips.

FUNCTIONS

NTFC provides a hub for the interchange of ideas among all segments of the television film industry, with a view to mutual cooperation and help, and the general promotion and betterment of films on television.

NATIONAL VARIETY ARTISTS, INC.

218 W. 47th St., New York 36, N. Y.
COlumbus 5-0956

OFFICERS

President .....Louis Handin
Vice-President.....Dorothe A. Masters
Treasurer .....Lester Rose
Secretary .....Bettie North

BOARD OF GOVERNORS

Hon. Leonard Conner, James Clark, Lillian Lindeman, Ruth Lyons, Edna Osborne, Nan McDonald, Grace Harvey, Phoebe Whiteside, Joe Woods.

NEGRO ACTORS GUILD OF AMERICA, INC.

1674 Broadway, New York 19, N. Y.
CIrcle 5-4343

OFFICERS

President .....Noble Sissle
Vice-President .....Leigh Whippter
Executive Secretary.....Lillyn Brown Evans
Treasurer.....W. C. Handy
Assistant Treasurer.....A. Edward Walters
Recording Secretary.....Evelyn Davis
Assistant Secretary.....Lillian Roberts
Chaplain.....Dr. John H. Johnson
Counsel.....Harry T. Bragg, Simon Finestein

PHILA. RADIO & TV BROADCASTERS ASSOC.

215 S. Broad St., Philadelphia, Pa.
PE 5-3168

President.....Raymond S. Green
Vice-President.....Joseph L. Tinney
Secretary.....Robert L. Klein
Treasurer .....John Mahoney

FUNCTIONS

To initiate and promote studies of all phases of radio and TV broadcasting for the purpose of improving service to the public and advertisers.

PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.
COlumbia 5-7362

OFFICERS

Honorary President.....Rocco Vocco
President .....Robert Miller
Vice-President .....Joseph Santly
Treasurer .....Charles Lang
Executive Director.....Bob Miller
Board of Governors.....Bob Baumgart, Bert Haber, Leo Diston, Mickey Garlock, Mac Kooper, Jack Perry, Bernie Pollack, Sammy Smith, Murray Luth, Bob Baumgart, Ed Burton.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director.....Morton Schaefer
1491 N. Vine St., Los Angeles, Calif.
Regional Director.....Lucky Wilber
36 E. 5th St., Cincinnati, O.
Regional Director.....Danny Engel
225 - 26th St., Santa Monica, Calif.
Regional Secretary.....Al Comparte

FUNCTIONS

Charitable and Benevolent Organization.

RADIO FREE EUROPE

110 West 57th St., New York 19, N. Y.
PLaza 7-7600

Director.....W. J. Convery Egan
Asst. Director.....Thomas H. Brown, Jr.
Program Manager.....William Rafael
Public Relations Director.....Alton Kastner
Technical Director.....Claude Harris
European Director (Munich Office)....Richard Condon
Managing Director (Lisbon office).....Henry Lolliol

FUNCTIONS

Radio Free Europe, a private organization supported by contributions of the American people to Crusade for Freedom, transmits to Czechoslovakia, Hungary, Poland, Romania and Bulgaria over 29 short and medium wave transmitters. Its programs, of all types, written and broadcast by exiles from behind the Iron Curtain, bring the captive people truth and news of their own countries, as well as of the free world, helping them keep alive a strong spirit,until such time as they may free themselves.

RADIO ADVERTISING BUREAU, INC. (RAB)

460 Park Ave., New York 22, N. Y.
MUrray Hill 8-4020

OPERATING GROUP

President.....Kevin B. Sweeney
Vice-Presidents.....John F. Hardesty, Sherrill Taylor
Asst. Sec.-Treas.....William L. Morison

GOVERNING GROUP

Chr. of the Board.....Joseph E. Baudino
Westinghouse Broadcasting Co.

Secretary.....William B. McGrath
WHDH, Boston, Mass.
Treasurer.....Donald W. Thornburgh
WCAU, Philadelphia, Pa.
Chr. of Executive Committee.....Kenyon Brown
KWFT, Wichita Falls, Tex.
Chr. of Finance Committee.....John S. Hayes
WTOP, Washington, D. C.

Board of Directors

Charles T. Ayres, NBC, New York, N.Y.; Joseph E. Baudino, WBC, Washington, D. C.; Edward Breen, KVFD, Ft. Dodge, Iowa; Kenyon Brown, KWFT, Wichita Falls, Tex.; Charles C .Caley, WMBD, Peoria, Ill.; John C. Cohan, KSBW, Salinas, Calif.; Robert E. Dunville, WLW, Cincinnati, Ohio; Donald Durgin, ABC, New York, N.Y.; Frank P. Fogarty, WOW, Omaha, Nebr.; Simon Goldman, WJTN, Jamestown, N.Y.; Jack W. Harris, KPRC, Houston, Tex.; Arthur Hull Hayes, CBS Radio, New York, N.Y.; John S. Hayes, WTOP, Washington, D. C.; George J. Higgins, KMBC, Kansas City, Mo.; Ward D. Ingrim, KHJ, Los Angeles, Calif.; C. Howard Lane, KOIN, Portland, Oreg.; Elroy McCaw, WINS, New York, N.Y.; William B. McGrath, WHDH, Boston, Mass.; Robert T. Mason, WMRN, Marion, Ohio; James H. Moore, WSLS, Roanoke, Va.; Gilmore N. Nunn, WLAP, Lexington, Ky.; John F. Patt (Alt: Worth Kramer), WJR, Detroit, Mich.; Edward Petry, Edward Petry & Co., Inc., New York, N.Y.; Robert A. Schmid, MBS, New York, N.Y.; Al Smokes, WJOY, Burlington, Vt.; Kevin B. Sweeney, RAB, New York, N.Y.; Donald W. Thornburgh, WCAU, Philadelphia, Pa.; Lee Wailes, Storer Broadcasting Co., Miami Beach, Fla.; Joseph J. Weed, Weed & Co., New York, N.Y.; Allen M. Woodall, WDAK, Columbus, Ga.

FUNCTION

The organization is supported by all networks, leading station representatives and 800 stations to promote and sell radio at the national level to advertisers and agencies, and provide members with research and sales tools to sell at both the national and local levels.

RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSOCIATION OF NEW YORK, INC.

270 Park Ave., New York 22, N. Y.
PLaza 1-2720

OFFICERS

President.....Roy Edwards
1st Vice-President.....George Jordan
2nd Vice-Pres.....Jack Fern
Sgt. at Arms.....Lou Hatt
Secretary.....Ruth N. Knopf
Asst. Secretary.....Charles Campbell
Treasurer.....Richard Milbauer
Board of Governors.....A. A. Brown, David Klein, Larry Racies, Nick Archer, Carl Larsen, Sr., Chester Burger, Bernard Buck, Arnold Lerner.

FUNCTIONS

A membership corporation whose object is to promote and protect the interest and welfare of radio, newsreel, and television newsmen and cameramen. Memebrship is limited to radio, newsreel, television, and newsmen who are engaged in outside assignments for the coverage of spot news. Those eligible include working reporters, cameramen, contact men, soundmen, tape recording men, etc. Annually sponsors Mike & Screen Press Awards, publishes annual Mike & Screen Press Directory.

THE RADIO PIONEERS CLUB

589 Fifth Ave., New York 17, N. Y.
PLaza 9-1500

OFFICERS

President.....Raymond F. Guy
1st Vice-President.....John Patt
Vice-Presidents.....Victor Diehm, Merle Jones, Lewis H. Avery
Secretary.....Clair McCollaugh
Treasurer.....Charles A. Wall

FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purposes of friendship and education. The Club shall be a central clearing house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about the history of the Radio industry and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information would make a valuable contribution to the public interest."

RADIO AND TELEVISION DIRECTORS GUILD (A.F. OF L.)

114 East 52nd St., New York 22, N. Y.
PLaza 9-0949

OFFICERS

International President.....Ernest Ricca
1st Vice-President.....Robert L. Robb
2nd Vice-President.....Joseph Byrne
3rd Vice President.....Richard Schneider
Secretary.....Stuart Phelps
Treasurer.....Robert Priaulx

NATIONAL BOARD

Walter Gorman, New York; David Lowe, New York; Ernest Ricca, New York; Richard Schneider, New York; George Fogle, Hoolywood; Jack Lyman, Hollywood; Robert L. Robb, Hollywood; Harfield Weedin, Hollywood; Grover Allen, Chicago; Joseph Byrne, Chicago; Raymond Shane, Cleveland;Lamar Caselli, N.Y.; Tom Donovan, N.Y.; Robert Priaulx; Stuart Phelps, Hollywood; Robert Ritter, Detroit; Carl G. Degan.
National Executive Director.....Newman H. Burnett
General Counsel.....Charles Ballon (Phillips, Nizer, Benjamin & Krim)

BRANCH OFFICES

New York Local—114 East 52nd St., New York 22, PLaza 9-0875. Newman H. Burnett, Executive Secretary; Robert Priaulx, President.

Hollywood Local—6331 Hollywood Blvd., Hollywood 28, Calif., HOllywood 2-3324. Elizabeth Gould, Executive Secretary; Stuart Phelps, President.

Chicago Local—100 W. Monroe St.,Chicago, Ill. Joseph Byrne, President.

Detroit Local—1257 Penobscot Bldg., Detroit 26, Mich., WOodward 5-0061. Boaz Siegel, Executive Secretary; Robert Ritter, President.

Washington Local—Sheraton Park Hotel, Washington, D. C. Adams 4-5400. Carl Degan, President.

Cleveland Local—17502 Holly Hill Dr. Cleveland 5, Ohio, Longacre 1-8594. Raymond Shane, President.

FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and floor managers of television, live and film, and radio programs and to protect and secure their rights in their professional activities.

RADIO AND TELEVISION EXECUTIVES SOCIETY, INC.

420 Lexington Ave., New York 17, N. Y.
LExington 2-3988

OFFICERS

President.....Robert Jay Burton
1st Vice-President.....Eliot M. Sanger
2nd Vice-President.....Merle S. Jones
Secretary.....Claude Barrere
Treasurer.....Joseph A. McDonald
Executive Secretary.....Elizabeth Clarkson

BOARD OF GOVERNORS

G. W. Johnstone, Robert W. Sarnoff, Robert A. Schmid, Maggi Eaton, Don McClure, Frank E. Pellegrini; Sam J. Slate; Florence Small, Joseph Stamler

FUNCTIONS

1. To create a lasting fraternity of persons professionally engaged or interested in radio and television broadcasting and its allied fields and to provide a common meeting place for all members. 2. To provide a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, informational, entertainment, and cultural medium. 3. To provide and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry. 4. To do all and everything necessary, suitable and proper for the complete accomplishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

RADIO-ELECTRONICS-TELEVISION MANUFACTURERS ASSOCIATION

See Equipment Section

RADIO-TV CORRESPONDENTS ASSN.

Radio-Television Galleries, The Capitol
Washington, D. C.
NAtional 8-3120

EXECUTIVE COMMITTEE

Chairman.....William Costello, CBS
Vice-Chairman.....Joseph F. McCaffrey
Secretary.....Gunnar Back, ABC
Treasurer.....Robert Hurleigh, MBS
Members-at-Large.....Julian Goodman, NBC; Ann M. Corrick, Crosley· William T. Corrigan, CBS
Member Ex Officio.....Richard Harkness

RADIO-ELECTRONICS-TV MANUFACTURERS ASSOCIATION OF CANADA

Rm. 410, 200 St. Clair Ave. West, Toronto 7, Ontario, Canada
WAlnut 1-2898

OFFICERS

Pres., Chrm. of Board.....C. A. Pollock
V.P., Chrm., receiver Div.....J. D. Campbell
V.P., Chrm., parts and Accessory Div.....L. Harris
V.P., Chrm., Electronics Div.....J. C. R. Punchard
Dir. of Engineering.....R. A. Hackbusch
General Mgr.....S. D. Brownlee

FUNCTIONS

This Association is a non-profit and co-operative organization to promote the interests of the radio-TV manufacturing industry in Canada.

THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION

Executive Secretary, Rob Downey, c/o WKAR, East Lansing, Mich.

OFFICERS

President.....Harold Baker
WSM, Nashville, Tenn.
Vice-President, Program.....Ted Koop
CBS, Washington, D. C.
Vice-President, Radio.....Charles Day
WGAR, Cleveland, Ohio
Vice-President, Television.....Jack Knell
WBT, Charlotte, N. C.

DIRECTORS

Nick Basso, WSAZ, Huntington, W. Va.; Bill Small, WLS, Chicago, Ill.; John Maters, WILS, Lansing, Mich.; Lee White, KROS, Clinton, Iowa; Ron Laidlow, CFPL, London, Ont.

Treasurer.....Sheldon Peterson
KLZ, Denver, Colorado
Exec. Secretary.....Rob Downey
WKAR, East Lansing, Mich.
Editor of Bulletin.....Prof. Art Barnes
State Univ. of Iowa, Iowa City

BRANCH OFFICES

Station KTUL, Tulsa, Oklahoma. Reg. Vice President, Jack Morris.

Station WCSH, 157 High St., Portland Me. Reg. Vice-President, Phillip Johnson.

Station WILS, 407½ N. Washington, Lansing, Mich. Reg. Vice-President, John Maters.

Station CFPL-TV Commissioners Rd., London, Ont. Reg. Vice-President, Roland Laidlaw.

KVOD, Denver, Colo. Reg. Vice-President, Robert A. Mott.

FUNCTIONS & ACTIVITIES

Publishes monthly bulletin and booklets on radio-TV news. Basic purpose to advance standards of radio and television as news media.

SCREEN ACTORS GUILD

7046 Hollywood Blvd., Hollywood 28, Calif.
HOllywood 9-7311

President.....Walter Pidgeon
1st Vice-President.....Leon Ames
2nd Vice-President.....Dana Andrews
3rd Vice-President.....William Lundigan
Recording Secretary.....Paul Harvey
Treasurer.....George Chandler

BRANCH OFFICES

551 5th Ave., New York 17, N. Y.
MUrray Hill 7-4623, Harold Hoffman, East. Rep.
102 E. Hubbard St., Chicago 11, Ill.
WHitehall 3-1344, Raymond Jones, Exec. Secy.
1257 Penobscot Bldg., Detroit 26, Mich.
WO 1-8214
Executive Secretary.....Boaz Siegel
760 Market St., San Francisco 2, Cal.
Exbrook 2-6990, Charlotte Cohelan, S. F. Exec. Secy.
513 Bulkley Bldg., Cleveland 15, Ohio
SUperior 1-1930, Ted Smoot, Cleve. Exec. Secy.
1505 Fountain Square Bldg., Cincinnati 2, Ohio
DUnbar 1-2121, Ben Gettler, Cin. Exec. Secy.
11 Beacon St., Boston 8, Mass.
RIchmond 2-0208, Robt. Segal, Boston Exec. Secy.
535 5th Ave., Pittsburgh 19, Pa.
AT 1-6767, Donald Hirsch, Pitt. Exec. Secy.

FUNCTIONS

Union affiliated with A.F. of L., representing actors, singers and announcers in theatrical, television, industrial and all other forms of motion pictures.

SCREEN COMPOSERS ASSOCIATION

9538 Brighton Way, Beverly Hills, Calif.
CRestview 6-3123

President.....M. Klos Rozsa
Vice-President.....Robert E. Dolan
Secretary.....David Buttolph
Treasurer.....George Dunning

FUNCTIONS

An organization of screen, radio and TV composers, assists its members in the administration and exploitation of their performance and other rights, and advances composers' interests generally.

SESAC INC.

475 Fifth Ave., New York 17, N. Y.
MUrray Hill 5-5365

OFFICERS

President.....Paul Heinecke
Treasurer.....R. C. Heinecke
Asst. to President.....E. S. Prager
Director Station Relations.....W. F. Myers
Director Program Services.....R. S. Stone
Publicity, Promotion.....Alice Heinecke
Office Administration.....S. B. Candilora

FUNCTIONS

Licensing the use of copyrighted music transcribed library service, syndicated transcribed programs, including extensive catalog of over 8500 bridges, moods and themes, and scripts.

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

55 West 42nd St., New York 36, N. Y.
LOngacre 5-0172

President.....John G. Frayne
Past President.....Herbert Barnett
Executive Vice-President.....Barton Kreuzer
Engineering Vice-President.....Axel G. Jensen
Editorial Vice President.....Norwood L. Simmons
Financial Vice-President.....John W. Servies
Convention Vice-President.....Bryon Roudabush
Sections Vice-President.....E. M. Stifls
Secretary.....Wilton R. Holm
Treasurer.....George W. Colburn
Chrm., Central Section.....Kenneth M. Mason
Chairman, Atlantic Sec.....George H. Gordon
Chairman, Pacific Section.....Edwin W. Templin
Executive Secretary.....Boyce Nemec

FUNCTIONS

Advancement in theory and practice of engineering in motion pictures, television, and the allied arts and sciences; standardization of equipment and practices; guidance of students; dissemination of scientific knowledge.

SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)

158 W. 55th St., New York 19, N. Y.
CIrcle 7-1059

OFFICERS

President.....Abel Baer
Vice-President.....Louis Alter
2nd Vice-President.....Walter Bishop
Secretary.....Joseph Meyer
Treasurer.....Leonard Whitcup
Counsel.....John Schulman
Executive Director.....Miriam Stern
Chmn., West Coast Comm.....Ben Oakland

MEMBERS OF THE COUNCIL

Stanley Adams, Milton Ager, Louis Alter, Abel Baer, Paul Cunningham, Dorothy Ina Gershwin, Oscar Hammerstein 2nd, Otto Harbach, Edgar Leslie, John Jacob

Loeb, George W. Meyer, Joseph Meyer, Geoffrey O'Hara, Richard Rodgers, Arthur Schwartz, Sam H. Stept, Charles Tobias, Jack Yellin, Walter Bishop, Milton Drake, Alex Kramer.

FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

SOUTHERN CALIFORNIA BROADCASTERS ASSOCIATION

6047 Hollywood Blvd., Los Angeles 28, Calif.
President.....Frank W. Crane, SCBA
Chairman of the Board.....Norman J. Ostby, KHJ, Los Angeles
Vice Chairman.....Loyd Sigmon, KMPC, Los Angeles
Secretary...Howard Gray, KGIL, San Francisco, Calif.
Treasurer.....Thelma Kirchner, KGFJ, Hollywood

FUNCTIONS

Represents 64 member stations and networks, located in Southern California from San Luis Obispo to San Diego in all matters concerning broadcast industry as a whole in that area. Acts as central source of research, information, public service, promotion of use of media, etc. Regular meetings, second Thursday of every month, (noon), Hollywood-Roosevelt Hotel.

SPORTS BROADCASTERS ASSOCIATION

Box 223, Radio City Station, New York 19, N. Y.
President .....Len Dillon
1st Vice-President.....Mel Allen
2nd Vice-President.....Chris Schenkel
Secretary ..... Frank Litsky
Treasurer.....Guy Le Bow

FUNCTIONS

To promote fellowship and higher professional standards among members of the radio and television sportscasting industry. Annual dinner and semi-monthly luncheon meetings.

STATION REPRESENTATIVES ASSOCIATION, INC.

101 Park Avenue, New York 17, N. Y.
MUrray Hill 5-4141

OFFICERS

President.....Adam J. Young, Jr.
Vice-President.....Russell Woodward
Secretary .....Joseph Timlin
Treasurer .....John E. Pearson

DIRECTORS

Joseph J. Weed, John P. Blair, Edward Codel, Arthur Sherin.
Managing Director.....T. F. Flanagan

FUNCTIONS

To develop the use and increase the sale of National Spot Radio and Television Advertising.

TELEVISION BUREAU OF ADVERTISING (TvB)

444 Madison Ave., New York 22, N. Y.
MUrray Hill 8-0215
Chairman of Board.....W. D. Rogers, Jr.
President .....Oliver Treyz
Vice-President.....Norman E. Cash
Secretary.....Roger Clipp
Treasurer.....Lawrence H. Rogers
National Sales Director.....Halsey Barrett
Director Sales Development.....G. C. Huntington
Director Operations.....Gene Accas
Dir. Sls. Promotion.....Gordon Hellman
Dir. Research.....Dr. Leon Arons
Dir. Retail Sales.....Howard Abrams

FUNCTIONS

All-industry sales and promotion organization. Its purpose is to secure larger advertising appropriations for television and to promote more effective use of the medium.

TELEVISION DIRECTORS GUILD

114 East 52nd St., New York 22, N. Y.
PLaza 9-0949

OFFICERS

International President.....Ernest Ricca
National Exec. Director.....Newman H. Burnett

TRANS-COMMUNITY TV NETWORK, INC.

141 El Camino, Beverly Hills, Calif.
Chairman of Board.....Jack Gross
President.....Jerome L. Duff

FUNCTIONS

To bring, in cooperation with networks, the finest shows to cities of 5,000 to 10,000 population.

UNITED NATIONS—RADIO DIVISION OF PUBLIC INFORMATION

United Nations, New York 17, N. Y.
PLaza 4-1234

OFFICERS

Under Secy., Pub. Info.....A. S. Bokhari
Dir, Radio Div.....Peter Aylen
Dep. Dir.....W. Gibson Parker
Chief, Central Services.....E. Soler-Alonso
Chief, Eng. Lang. Serv.....Michael Hayward

BRANCH OFFICES

Moscow, Prague, London, Paris, Geneva, Copenhagen, Belgrade, Cairo, Teheran, Karachi, New Delhi, Sydney, Monrovia, Washington, Rio de Janeiro, Buenos Aires, Mexico City, Bangkok, Djakama, Shanghai, Manila, Santiago, Athens, Bogota, Karachi.

FUNCTIONS

Provides radio, TV programs and program material; assists networks and stations in planning and preparation of UN coverage.

U. S. INFORMATION AGENCY BCSTG. SERVICE—VOICE OF AMERICA

1778 Penn. Ave. N.W., Wash. 25, D. C.
Phone: REpublic 7-8340
Bcstg. Service
Health, Education, Welfare Bldg., 330 Independence Ave., S.W., Washington 25, D. C.
Ext. 8108, 8109

OFFICERS

Director.....Theodore C. Streibert
Chief Bcstg. Service.....J. Poppele

FUNCTIONS

To submit evidence to the people of other nations of the objectives and policies of the United States. More than 75 separate programs, ranging up to one hour and amounting to about 28 program hours, are broadcast daily in 34 language services.

WRITERS GUILD OF AMERICA, EAST, INC.

22 W. 48th St., New York 36, N. Y.
PLaza 7-3317
President .....Erik Barnouw
Vice-President.....Stanley Niss
Secretary-Treasurer.....William Kendall Clarke
Executive Director.....Evelyn F. Burkey

FUNCTIONS

A labor organization representing writers in the fields of motion pictures, radio and television.

WRITERS GUILD OF AMERICA, WEST, INC.

8782 Sunset Blvd., Los Angeles 46, Calif.
CRestview 5-1162

OFFICERS

President.....Edmund Hartmann
Vice-President.....Gomer Cool
Secretary-Treas.....Curtis Kenyon
Exec. Dir.....Frances Inglis
President, Radio.....David Friedkin
Vice-President, Radio.....Les Farber
Secy.-Treas., Radio.....Kathleen Hite
President, TV.....David Dortort
Vice-President, TV.....Richard Collins
Secy.-Treas.....Al Martin

FUNCTIONS

An organization of writers in the motion picture, radio, and television industries.

FM STATIONS IN OPERATION

As of Jan. 1, 1956

☆ ☆ ☆

Call Letters City Licensee

ALABAMA

WAVU-FM, Albertville; Sand Mountain Bcstg. Service
WRFS-FM, Alexander City; Piedmont Service Corp.
WCTA-FM, near Andalusia; Andalusia Bcstg. Co., Inc.
WHMA-FM, Anniston; Anniston Bcstg. Co.
WAFM, Birmingham; The TV Corp.
WSGN-FM, Birmingham; The Jemison Bcstg. Co.
WKLF-FM, Clanton; Southeastern Bcstg. Co.
WFMH-FM, Cullman; The Voice of Cullman
WHOS-FM, Decatur; North Alabama Bcstg. Co.
WJOI-FM, Florence; Florence Bcstg. Co.
WJBY-FM, Gadsden; Gadsden Bcstg. Co., Inc.
WJLN, Homewood; Johnston Bcstg. Co.
WHBS-FM, Huntsville; The Huntsville Times Co., Inc.
WWWB-FM, Jasper; Bankhead Bcstg. Co., Inc.
WRLD-FM, Lanett; Valley Bcstg. Co., Inc.
WABB-FM, Mobile; The Mobile Press Register, Inc.
WKRG-FB, Mobile; Giddens & Rester Radio
WHTB-FM, Talladega; Voice of Talladega, Inc.
WTBC-FM, Tuscaloosa; Tuscaloosa Bcstg. Co.

ARIZONA

KTYL-FM, near Mesa; Sun Valley Bcstg. Inc.
KTKT-FM, Tucson; Thomas J. Wallace

ARKANSAS

KLCN-FM, Blytheville; Harold L. Sudbury
KFPW-FM, Ft. Smith; Tulsa Bcstg. Co.
KFSA-FM, Ft. Smith; Southwestern Publishing Co.
KBTM-FM, Jonesboro; Regional Bcstg. Co.
KPOC-FM, Pocahontas; Pocahontas Radio, Inc.
KUOA-FM, Siloam Springs; KUOA, Inc.
KCMC, Texarkana, KCMC, Inc.

CALIFORNIA

KERN-FM, Bakersfield; McClatchy Bcstg. Co.
KQXR, Bakersfield; KLEF Bcstrs.
KRE-FM, Berkeley; Central California Bcstrs., Inc
KPFA, Berkeley; Pacifica Foundation
KPLA, Beverly Hills; School of Radio Arts
KRED, Eureka; Redwood Bcstg. Co., Inc.
KARM-FM, Fresno; KARM, The George Harm Station
KMJ-FM, Fresno; McClatchy Bcstg. Co.
KRFM, Fresno; California Inland Bcstg. Co.
KUTE, Glendale; Robert P. Adams
KFMU, Glendale; Nicholas M. Brazy

Call Letters City Licensee

KNX-FM, Hollywood; C.B.S., Inc.
KFOX-FM, Long Beach; Nicholas & Warinner, Inc.
KNOB, Long Beach; The Cerritos Bcstg. Co.
KCBH, Los Angeles; A. A. Crawford
KFAC-FM, Los Angeles; Los Angeles Bcstg. Co.
KRKD-FM, Los Angeles; Radio Broadcasters, Inc.
KFWB-FM, Los Angeles; KRWB, Inc.
KHJ-FM, Los Angeles; General Teleradio, Inc.
KABC-FM, Los Angeles, A.B.C., Inc.
KUSC-FM, Los Angeles, USC
KMYC-FM, Marysville; Marysville-Yuba City Bcstrs.
KBEE, Modesto; McClatchy Broadcasting Co.
KTRB-FM, nr. Modesto; KTRB Bcstg. Co., Inc.
KLX-FM, Oakland; Tribune Building Company
KEDO, Ontario; The Daily Report Co.
KWKW-FM, Pasadena; Southern California Bcstg. Corp.
KURE, Redding, Golden Valley Bcst. Co.
KCRA-FM, Sacramento; KCRA, Inc.
KFBK-FM, Sacramento; McClatchy Bcstg. Co.
KXOA, Sacramento
KSBR, San Bruno; Radio Diablo, Inc.
KFSD-FM, San Diego; Airfan Radio Corp., Ltd.
KALW, San Francisco
KSON-FM, San Francisco; KSON Broadcasters
KCBS-FM, San Francisco; Columbia Bcstg. System, Inc.
KGO-FM, San Francisco; American Bcstg. Co., Inc.
KNBC-FM, San Francisco; National Bcstg. Co., Inc.
KXKX, San Francisco; Electronic Service Corp.
KSJO-FM, San Jose; Santa Clara Bcstg. Company
KWIZ-FM, Santa Ana; The Voice of the Orange Empire
KDFC, Sausalito, Sundial Bcstg. Corp.

COLORADO

KLZ-FM, Denver; Alladin Bcstg. Corp.
KOA-FM, Denver; Metropolitan TV Co.
KFML, Golden; Evert A. Bancker, Jr.
KCMS, Manitou Springs; Garden of Gods Bcstg. Co.

CONNECTICUT

WLAD-FM, Danbury; Berkshire Bcstg. Co.
WDRC-FM, Hartford; The Connecticut Bcstg. Co.
WFMQ, Hartford
WTIC-FM, Hartford; Travelers Bcstg. Serv. Corp.
WMMW-FM, Meriden; Silver City Crystal Co.
WNHC-FM, New Haven; The Elm City Bcstg. Corp.
WSTC-FM, Stamford; The Western Conn. Bcstg. Co.

DELAWARE

WDEL-FM, Wilmington; WDEL, Inc.

Call Letters City Licensee

DISTRICT OF COLUMBIA

WASH, Washington; Commercial Radio Equipment Co.
WCFM, Washington; Cooperative Bcstg. Assoc.
WFAN, Washington; United Bcstg. Co., Inc.
WGMS-FM, Washington; Good Music Station, Inc.
WMAL-FM, Washington; Evening Star Bcstg. Co.
WOL-FM, Washington; Washington Bcstg. Co.
WRC-FM, Washington; National Bcstg. Co.
WTOP-FM, Washington; WTOP, Inc.
WWDC-FM, Washington; Capitol Bcstg. Co.

FLORIDA

WNDB-FM, Daytona Beach; News-Journal Corp.
WRUF-FM, Gainesville; University of Florida
WJAX-FM, Jacksonville; City of Jacksonville
WJHP-FM, Jacksonville; Jacksonville Journal Co.
WMBR-FM, Jacksonville; Washington Post Co.
WGBS-FM, Miami; Storer Bcstg. Co.
WIOD-FM, Miami; Isle of Dreams Bcstg. Corp.
WQAM-FM, Miami; Miami Bcstg. Co.
WWPB-FM, Miami; Paul Brake
WKAT-FM, Miami Beach; WKAT, Inc.
WLRD, Miami Beach; Mercantile Bcstg. Co.
WDBO-FM, Orlando; Orlando Bcstg. Co., Inc.
WHOO-FM, Orlando; WHOO, Inc.
WORZ-FM, Orlando; Central Florida Bcstg. Co.
WWPG-FM, Palm Beach; Palm Beach Bcstg. Corp.
WDLP-FM, Panama City; Panama City Bcstg. Co., Inc.
WTSP-FM, St. Petersburg; Pinellas Bcstg. Co.
WTAL-FM, Tallahassee; John H. Phipps
WDAE-FM, Tampa; Tampa Times Co.
WFLA-FM, Tampa; The Tribune Company
WPKM, Tampa; FM Broadcasters

GEORGIA

WGAU-FM, Athens; J. K. Patrick & Co.
WAKE, Atlanta
WGKA, Atlanta
WAGA-FM, Atlanta; Storer Bcstg. Co.
WBGE-FM, Atlanta; General Bcstg. Co.
WGST-FM, Atlanta; Georgia Institute of Tech.
WSB-FM, Atlanta; Atlanta Newspapers, Inc.
WAQM, Atlanta; Glenkaren Associates, Inc.
WAUG-FM, Augusta; Garden City Bcstg. Co.
WBBQ-FM; Augusta; Savannah Valley Bcstg. Co.
WRBL-FM, Columbus; Columbus Bcstg. Co.
WDWD-FM, Dawson; Dawson Bcstg. Co.
WEAS, Decatur, E. D. Rivers
WDUN-FM, Gainesville; Northeast Georgia Bcstg. Co.
WKEU-FM, Griffin; Radio Station WKEU
WLAG-FM, LaGrange; LaGrange Bcstg. Co.
WMAZ-FM, Macon; Southeastern Bcstg. Co.
WCOH-FM, Newnan; Newnan Bcstg. Co.
WRGA-FM, Rome; Rome Broadacsting Corp.
WSAV-FM, Savannah; WSAV, Incorporated
WTOC-FM, Savannah; Savannah Bcstg. Co.

Call Letters City Licensee

WJAT-FM, Swainsboro; Jack A. & Nancy M. Thompson
WLET-FM, Toccoa; R. G. LeTourneau
WRLD, West Point, Valley Bcstg. Co.

HAWAII

KAIM, Honolulu; Christian Bcstg. Assn.

ILLINOIS

WJBC-FM, Bloomington; Bloomington Bcstg. Corp.
WBYS-FM, Canton; Fulton County Bcstg. Co.
WROY-FM, Carmi; Carmi Bcstg. Co.
WCNT-FM, nr. Centralia; Southern Illinois Bcstg. Corp.
WDWS-FM, Champaign; The Champaign News-Gazette
WBBM-FM, Chicago; Columbia Bcstg. & System, Inc.
WBEZ, Chicago; Bd. of Ed., City of Chicago
WBIK, Chicago; Balaban & Katz Corporation
WEFM, Chicago; WHFC, Inc.
WEHS, Chicago
WENR-FM, Chicago; American Bcstg. Co., Inc.
WFJL, Chicago; Lewis College of Science & Tech.
WFMF, Chicago; Functional Music, Inc.
WFMT-FM, Chicago; Fale Bcstg. Co., Inc.
WSEL, Chicago; Chicago Skyway Bcstg. Co.
WMAQ-FM, Chicago; National Bcstg. Co., Inc.
WNIB, Chicago
WSOY-FM, Decatur; Illinois Broadcasting Co.
WLEY, Elmwood Park; Elmwood Park Bcstg. Corp.
WSEI, Effingham; Illinois Bcstg. Co.
WEAW-FM, Evanston; North Shore Bcstg. Co., Inc.
WFJS, Freeport; Stephenson Corp.
WEBQ-FM, Harrisburg; Harrisburg Bcstg. Co.
WLDS-FM, Jacksonville; Jacksonville Radio & TV Bcstg. Corp.
WLBH-FM, Mattoon; Mattoon Bcstg. Co.
WMIX-FM, Mt. Vernon; Mt. Vernon Radio & TV Co.
WOPA-FM, Oak Park; Village Bcstg. Co.
WVLN-FM, Olney; Olney Bcstg. Co., Inc.
WPRS-FM, Paris; Paris Bcstg. Corp.
WMBD-FM, Peoria; WMBD, Inc.
WGEM-FM, Quincy; Quincy Bcstg. Co.
WTAD-FM, Quincy; Lee Broadcasting, Inc.
WROK-FM, Rockford; Rockford Broadcasters, Inc.
WHBF-FM, Rock Island; Rock Island Bcstg. Co.
WTAX-FM, Springfield; WTAX, Inc.
WKID-FM, Urbana; WKID Bcstg. Co.
WILL, Urbana
WIUC-FM, Urbana, Ill. U.

INDIANA

WFIU, Bloomington, Trustees of Ind. University
WCNB-FM, Connersville; News-Examiner Company
WBBS, Crawfordsville, First Baptist Church
WTRC-FM, Elkhart; Truth Publishing Co., Inc.
WCMR, Elkhart; Clarence C. Moore
WIKY-FM, Evansville; South Central Bcstg. Corp.
WMLL, Evansville; On the Air, Inc.
WKJG-FM, Ft. Wayne; Northeastern Ind. Bcstg. Co.
WJOB-FM, Hammond; South Shore Bcstg. Corp.
WITZ-FM, Jasper; Jasper On the Air, Inc.

Call Letters	City	Licensee
WFAM, near Lafayette; WFAM, Inc.		
WINL, Lebanon; Lebanon Bcstg. Co.		
WORX, Madison; Electronics Lab., Inc.		
WMRI-FM, near Marion; Chronicle Publishing Co., Inc.		
WIMS-FM, Michigan City; Northern Ind. Bcstrs., Inc.		
WMUN, near Muncie; Tri-City Radio Corp.		
WCTW, New Castle; The Courier-Times, Inc.		
WBOW-FM, Terre Haute; Banks of the Wabash, Inc.		
WTHI-FM, Terre Haute; Wabash Valley Bcstg. Corp.		
WRSW-FM, Warsaw; Reub Williams & Sons, Inc.		
WFML, Washington; Washington Radio, Inc.		

IOWA

WOI-FM, Ames, Iowa St. Coll.
KFGQ-FM, Boone; Boone Biblical College
KROS-FM, Clinton; Clinton Bcstg. Corp.
WOC-FM, Davenport; Tri-City Bcstg. Company
KRNT-FM, Des Moines; Cowles Bcstg. Co.
KSO-FM, Des Moines; Murphy Bcstg. Company
WHO-FM, Des Moines; Central Bcstg. Co.
WDBQ-FM, Dubuque; Dubuque Bcstg. Co.
KOKX-FM, Keokuk; Keokuk Bcstg. Co.
KGLO-FM, Mason City; Lee-Radio, Incorporated
KWPC-FM, Muscatine; Muscatine Bcstg. Co., Ltd.
KSCJ-FM, Sioux City; Perkins Brothers Co.
KAYL-FM, Storm Lake; Cornbelt Bcstg. Company

KANSAS

KIND-FM, Independence; Central Bcstg. Inc.
KFH-FM, Wichita; Radio Station KFH Company

KENTUCKY

WCMI-FM, Ashland; Ashland Bcstg. Company
WLBJ-FM, Bowling Green Bcstg. Co.
WFUL-FM, Fulton; Ken-Tenn Bcstg. Corp.
WHOP, Hopkinsville
WSON-FM, Henderson; Henderson Bcstg. Co., Inc.
WBKY-FM, Lexington, Ky. U.
WLAP-FM, Lexington; American Bcstg. Co.
WFMW-FM, Madisonville; Messenger Bcstg. Co., Inc.
WKTM, Mayfield
WNGO, Mayfield
WOMI-FM, Owensboro; Owensboro Bcstg. Company
WVJS-FM, Owensboro; Owensboro on the Air, Inc.
WKYB-FM, Paducah; WKYB, Inc.
WPAD-FM, Paducah; Paducah Bcstg. Co., Inc.

LOUISIANA

KALB-FM, Alexandria; Alexandria Bcstg. Co., Inc.
WAFB-FM, Baton Rouge; Modern Bcstg. Co.
WBRL, Baton Rouge; Baton Rouge Bcstg. Co., Inc.
WLCS-FM, Baton Rouge; Air Waves, Inc.
KVOL-FM, Lafayette Evangeline Bcstg. Co., Inc.
KMLB-FM, Monroe; Liner's Bcstg. Station, Inc.
WDSU-FM, New Orleans; WDSU Bcstg. Corp.
WRCM, New Orleans; Supreme Bcstg. Co., Inc.
WWMT, New Orleans; Fidelity Bcstg. Co., Inc.
KTBS-FM, Shreveport; KTBS, Inc.
KRMD-FM, Shreveport; Radio Station KRMD
KWKH-FM, Shreveport; International Bcstg. Corp.

MAINE

WCOU-FM, Lewiston; Twin City Bcstg. Co., Inc.

MARYLAND

WNAV-FM, Annapolis; The Capital Bcstg. Co.
WCAO-FM, Baltimore; The Monumental Radio Co.
WITH-FM, Baltimore; Maryland Bcstg. Company
WUST-FM, Bethesda; Bcstg. Management, Inc.
WCUM-FM, Cumberland; The Tower Realty Co.
WJEJ-FM, Hagerstown; Hagerstown Bcstg. Co.
WBUZ, Oakland; Chesapeake Bcstg. Co., Inc.

MASSACHUSETTS

WCOP-FM, Boston; Post Publishing Co.
WEEI-FM, Boston; Columbia Bcstg. System, Inc.
WHDH-FM, Boston; WHDH, Inc.
WNAC-FM, Boston; General Teleradio, Inc.
WBET-FM, Brockton; Enterprise Publishing Co.
WXHR, Cambridge; Middlesex Bcstg. Corp.
WHAI-FM, Greenfield; John W. Haigis
WLLH-FM, Lowell; Merrimac Bcstg. Co., Inc.
WLYN-FM, Lynn; Puritan Broadcast Service
WBSM-FM, New Bedford; Bay State Bcstg. Co.
WNBH-FM, New Bedford; E. Anthony & Sons, Inc.
WBEC-FM, Pittsfield; Western Mass. Bcstg. Co.
WHYN-FM, Springfield; Hampden-Hampshire Corp.
WMAS-FM, Springfield; WMAS, Inc.
WCRB-FM, Waltham; Charles River Bcstg. Co.
WOCB-FM, West Yarmouth; E. Anthony & Sons, Inc.
WTAG-FM, Worcester; WTAG, Inc.

MICHIGAN

WUOM-FM, Ann Arbor, Michigan U.
WBCM-FM, Bay City; Bay Broadcasting Co., Inc.
WHFB-FM, Benton Harbor; Palladium Publishing Co.
WTVB-FM, Coldwater; Twin Valley Bcstrs., Inc.
WKMH-FM, Dearborn; WKMH, Inc.
CKLW, Detroit
WBRI, Detroit; Booth Radio & TV Stations, Inc.
WDET-FM, Detroit; Wayne University
WDTR-FM, Detroit, Sch. of Ed.
WJBK-FM, Detroit; Storer Bcstg. Co.
WJR-FM, Detroit; WJR, The Goodwill Station, Inc.
WMUZ, Detroit; Michigan Music Co.
WWJ-FM, Detroit; The Evening News Association
WXYZ-FM, Detroit; WXYZ, Inc.
WKAR, E. Lansing, Mich. St. U.
WFUM, Flint; Regents of University of Michigan
WFBE, Flint; Flint Bd. of Ed.
WFWN, Flint
WJEF-FM, Grand Rapids; Fetzer Bcstg. Co.
WLAV-FM, Grand Rapids; Versluis Radio & TV, Inc.

Call Letters City Licensee

DISTRICT OF COLUMBIA

WASH, Washington; Commercial Radio Equipment Co.
WCFM, Washington; Cooperative Bcstg. Assoc.
WFAN, Washington; United Bcstg. Co., Inc.
WGMS-FM, Washington; Good Music Station, Inc.
WMAL-FM, Washington; Evening Star Bcstg. Co.
WOL-FM, Washington; Washington Bcstg. Co.
WRC-FM, Washington; National Bcstg. Co.
WTOP-FM, Washington; WTOP, Inc.
WWDC-FM, Washington; Capitol Bcstg. Co.

FLORIDA

WNDB-FM, Daytona Beach; News-Journal Corp.
WRUF-FM, Gainesville; University of Florida
WJAX-FM, Jacksonville; City of Jacksonville
WJHP-FM, Jacksonville; Jacksonville Journal Co.
WMBR-FM, Jacksonville; Washington Post Co.
WGBS-FM, Miami; Storer Bcstg. Co.
WIOD-FM, Miami; Isle of Dreams Bcstg. Corp.
WQAM-FM, Miami; Miami Bcstg. Co.
WWPB-FM, Miami; Paul Brake
WKAT-FM, Miami Beach; WKAT, Inc.
WLRD, Miami Beach; Mercantile Bcstg. Co.
WDBO-FM, Orlando; Orlando Bcstg. Co., Inc.
WHOO-FM, Orlando; WHOO, Inc.
WORZ-FM, Orlando; Central Florida Bcstg. Co.
WWPG-FM, Palm Beach; Palm Beach Bcstg. Corp.
WDLP-FM, Panama City; Panama City Bcstg. Co., Inc.
WTSP-FM, St. Petersburg; Pinellas Bcstg. Co.
WTAL-FM, Tallahassee; John H. Phipps
WDAE-FM, Tampa; Tampa Times Co.
WFLA-FM, Tampa; The Tribune Company
WPKM, Tampa; FM Broadcasters

GEORGIA

WGAU-FM, Athens; J. K. Patrick & Co.
WAKE, Atlanta
WGKA, Atlanta
WAGA-FM, Atlanta; Storer Bcstg. Co.
WBGE-FM, Atlanta; General Bcstg. Co.
WGST-FM, Atlanta; Georgia Institute of Tech.
WSB-FM, Atlanta; Atlanta Newspapers, Inc.
WAQM, Atlanta; Glenkaren Associates, Inc.
WAUG-FM, Augusta; Garden City Bcstg. Co.
WBBQ-FM; Augusta; Savannah Valley Bcstg. Co.
WRBL-FM, Columbus; Columbus Bcstg. Co.
WDWD-FM, Dawson; Dawson Bcstg. Co.
WEAS, Decatur, E. D. Rivers
WDUN-FM, Gainesville; Northeast Georgia Bcstg. Co.
WKEU-FM, Griffin; Radio Station WKEU
WLAG-FM, LaGrange; LaGrange Bcstg. Co.
WMAZ-FM, Macon; Southeastern Bcstg. Co.
WCOH-FM, Newnan; Newnan Bcstg. Co.
WRGA-FM, Rome; Rome Broadacsting Corp.
WSAV-FM, Savannah; WSAV, Incorporated
WTOC-FM, Savannah; Savannah Bcstg. Co.

Call Letters City Licensee

WJAT-FM, Swainsboro; Jack A. & Nancy M. Thompson
WLET-FM, Toccoa; R. G. LeTourneau
WRLD, West Point, Valley Bcstg. Co.

HAWAII

KAIM, Honolulu; Christian Bcstg. Assn.

ILLINOIS

WJBC-FM, Bloomington; Bloomington Bcstg. Corp.
WBYS-FM, Canton; Fulton County Bcstg. Co.
WROY-FM, Carmi; Carmi Bcstg. Co.
WCNT-FM, nr. Centralia; Southern Illinois Bcstg. Corp.
WDWS-FM, Champaign; The Champaign News-Gazette
WBBM-FM, Chicago; Columbia Bcstg. & System, Inc.
WBEZ, Chicago; Bd. of Ed., City of Chicago
WBIK, Chicago; Balaban & Katz Corporation
WEFM, Chicago; WHFC, Inc.
WEHS, Chicago
WENR-FM, Chicago; American Bcstg. Co., Inc.
WFJL, Chicago; Lewis College of Science & Tech.
WFMF, Chicago; Functional Music, Inc.
WFMT-FM, Chicago; Fale Bcstg. Co., Inc.
WSEL, Chicago; Chicago Skyway Bcstg. Co.
WMAQ-FM, Chicago; National Bcstg. Co., Inc.
WNIB, Chicago
WSOY-FM, Decatur; Illinois Broadcasting Co.
WLEY, Elmwood Park; Elmwood Park Bcstg. Corp.
WSEI, Effingham; Illinois Bcstg. Co.
WEAW-FM, Evanston; North Shore Bcstg. Co., Inc.
WFJS, Freeport; Stephenson Corp.
WEBQ-FM, Harrisburg; Harrisburg Bcstg. Co.
WLDS-FM, Jacksonville; Jacksonville Radio & TV Bcstg. Corp.
WLBH-FM, Mattoon; Mattoon Bcstg. Co.
WMIX-FM, Mt. Vernon; Mt. Vernon Radio & TV Co.
WOPA-FM, Oak Park; Village Bcstg. Co.
WVLN-FM, Olney; Olney Bcstg. Co., Inc.
WPRS-FM, Paris; Paris Bcstg. Corp.
WMBD-FM, Peoria; WMBD, Inc.
WGEM-FM, Quincy; Quincy Bcstg. Co.
WTAD-FM, Quincy; Lee Broadcasting, Inc.
WROK-FM, Rockford; Rockford Broadcasters, Inc.
WHBF-FM, Rock Island; Rock Island Bcstg. Co.
WTAX-FM, Springfield; WTAX, Inc.
WKID-FM, Urbana; WKID Bcstg. Co.
WILL, Urbana
WIUC-FM, Urbana, Ill. U.

INDIANA

WFIU, Bloomington, Trustees of Ind. University
WCNB-FM, Connersville; News-Examiner Company
WBBS, Crawfordsville, First Baptist Church
WTRC-FM, Elkhart; Truth Publishing Co., Inc.
WCMR, Elkhart; Clarence C. Moore
WIKY-FM, Evansville; South Central Bcstg. Corp.
WMLL, Evansville; On the Air, Inc.
WKJG-FM, Ft. Wayne; Northeastern Ind. Bcstg. Co.
WJOB-FM, Hammond; South Shore Bcstg. Corp.
WITZ-FM, Jasper; Jasper On the Air, Inc.

Call Letters	City	Licensee
WFAM, near Lafayette; WFAM, Inc.		
WINL, Lebanon; Lebanon Bcstg. Co.		
WORX, Madison; Electronics Lab., Inc.		
WMRI-FM, near Marion; Chronicle Publishing Co., Inc.		
WIMS-FM, Michigan City; Northern Ind. Bcstrs., Inc.		
WMUN, near Muncie; Tri-City Radio Corp.		
WCTW, New Castle; The Courier-Times, Inc.		
WBOW-FM, Terre Haute; Banks of the Wabash, Inc.		
WTHI-FM, Terre Haute; Wabash Valley Bcstg. Corp.		
WRSW-FM, Warsaw; Reub Williams & Sons, Inc.		
WFML, Washington; Washington Radio, Inc.		

IOWA

WOI-FM, Ames, Iowa St. Coll.
KFGQ-FM, Boone; Boone Biblical College
KROS-FM, Clinton; Clinton Bcstg. Corp.
WOC-FM, Davenport; Tri-City Bcstg. Company
KRNT-FM, Des Moines; Cowles Bcstg. Co.
KSO-FM, Des Moines; Murphy Bcstg. Company
WHO-FM, Des Moines; Central Bcstg. Co.
WDBQ-FM, Dubuque; Dubuque Bcstg. Co.
KOKX-FM, Keokuk; Keokuk Bcstg. Co.
KGLO-FM, Mason City; Lee-Radio, Incorporated
KWPC-FM, Muscatine; Muscatine Bcstg. Co., Ltd.
KSCJ-FM, Sioux City; Perkins Brothers Co.
KAYL-FM, Storm Lake; Cornbelt Bcstg. Company

KANSAS

KIND-FM, Independence; Central Bcstg. Inc.
KFH-FM, Wichita; Radio Station KFH Company

KENTUCKY

WCMI-FM, Ashland; Ashland Bcstg. Company
WLBJ-FM, Bowling Green Bcstg. Co.
WFUL-FM, Fulton; Ken-Tenn Bcstg. Corp.
WHOP, Hopkinsville
WSON-FM, Henderson; Henderson Bcstg. Co., Inc.
WBKY-FM, Lexington, Ky. U.
WLAP-FM, Lexington; American Bcstg. Co.
WFMW-FM, Madisonville; Messenger Bcstg. Co., Inc
WKTM, Mayfield
WNGO, Mayfield
WOMI-FM, Owensboro; Owensboro Bcstg. Company
WVJS-FM, Owensboro; Owensboro on the Air, Inc.
WKYB-FM, Paducah; WKYB, Inc.
WPAD-FM, Paducah; Paducah Bcstg. Co., Inc.

LOUISIANA

KALB-FM, Alexandria; Alexandria Bcstg. Co., Inc.
WAFB-FM, Baton Rouge; Modern Bcstg. Co.
WBRL, Baton Rouge; Baton Rouge Bcstg. Co., Inc.
WLCS-FM, Baton Rouge; Air Waves, Inc.
KVOL-FM, Lafayette Evangeline Bcstg. Co., Inc.
KMLB-FM, Monroe; Liner's Bcstg. Station, Inc.
WDSU-FM, New Orleans; WDSU Bcstg. Corp.
WRCM, New Orleans; Supreme Bcstg. Co., Inc.
WWMT, New Orleans; Fidelity Bcstg. Co., Inc.
KTBS-FM, Shreveport; KTBS, Inc.
KRMD-FM, Shreveport; Radio Station KRMD
KWKH-FM, Shreveport; International Bcstg. Corp.

MAINE

WCOU-FM, Lewiston; Twin City Bcstg. Co., Inc.

MARYLAND

WNAV-FM, Annapolis; The Capital Bcstg. Co.
WCAO-FM, Baltimore; The Monumental Radio Co.
WITH-FM, Baltimore; Maryland Bcstg. Company
WUST-FM, Bethesda; Bcstg. Management, Inc.
WCUM-FM, Cumberland; The Tower Realty Co.
WJEJ-FM, Hagerstown; Hagerstown Bcstg. Co.
WBUZ, Oakland; Chesapeake Bcstg. Co., Inc.

MASSACHUSETTS

WCOP-FM, Boston; Post Publishing Co.
WEEI-FM, Boston; Columbia Bcstg. System, Inc.
WHDH-FM, Boston; WHDH, Inc.
WNAC-FM, Boston; General Teleradio, Inc.
WBET-FM, Brockton; Enterprise Publishing Co.
WXHR, Cambridge; Middlesex Bcstg. Corp.
WHAI-FM, Greenfield; John W. Haigis
WLLH-FM, Lowell; Merrimac Bcstg. Co., Inc.
WLYN-FM, Lynn; Puritan Broadcast Service
WBSM-FM, New Bedford; Bay State Bcstg. Co.
WNBH-FM, New Bedford; E. Anthony & Sons, Inc.
WBEC-FM, Pittsfield; Western Mass. Bcstg. Co.
WHYN-FM, Springfield; Hampden-Hampshire Corp.
WMAS-FM, Springfield; WMAS, Inc.
WCRB-FM, Waltham; Charles River Bcstg. Co.
WOCB-FM, West Yarmouth; E. Anthony & Sons, Inc.
WTAG-FM, Worcester; WTAG, Inc.

MICHIGAN

WUOM-FM, Ann Arbor, Michigan U.
WBCM-FM, Bay City; Bay Broadcasting Co., Inc.
WHFB-FM, Benton Harbor; Palladium Publishing Co.
WTVB-FM, Coldwater; Twin Valley Bcstrs., Inc.
WKMH-FM, Dearborn; WKMH, Inc.
CKLW, Detroit
WBRI, Detroit; Booth Radio & TV Stations, Inc.
WDET-FM, Detroit; Wayne University
WDTR-FM, Detroit, Sch. of Ed.
WJBK-FM, Detroit; Storer Bcstg. Co.
WJR-FM, Detroit; WJR, The Goodwill Station, Inc.
WMUZ, Detroit; Michigan Music Co.
WWJ-FM, Detroit; The Evening News Association
WXYZ-FM, Detroit; WXYZ, Inc.
WKAR, E. Lansing, Mich. St. U.
WFUM, Flint; Regents of University of Michigan
WFBE, Flint; Flint Bd. of Ed.
WFWN, Flint
WJEF-FM, Grand Rapids; Fetzer Bcstg. Co.
WLAV-FM, Grand Rapids; Versluis Radio & TV, Inc.

Call Letters	City	Licensee

DISTRICT OF COLUMBIA

WASH, Washington; Commercial Radio Equipment Co.
WCFM, Washington; Cooperative Bcstg. Assoc.
WFAN, Washington; United Bcstg. Co., Inc.
WGMS-FM, Washington; Good Music Station, Inc.
WMAL-FM, Washington; Evening Star Bcstg. Co.
WOL-FM, Washington; Washington Bcstg. Co.
WRC-FM, Washington; National Bcstg. Co.
WTOP-FM, Washington; WTOP, Inc.
WWDC-FM, Washington; Capitol Bcstg. Co.

FLORIDA

WNDB-FM, Daytona Beach; News-Journal Corp.
WRUF-FM, Gainesville; University of Florida
WJAX-FM, Jacksonville; City of Jacksonville
WJHP-FM, Jacksonville; Jacksonville Journal Co.
WMBR-FM, Jacksonville; Washington Post Co.
WGBS-FM, Miami; Storer Bcstg. Co.
WIOD-FM, Miami; Isle of Dreams Bcstg. Corp.
WQAM-FM, Miami; Miami Bcstg. Co.
WWPB-FM, Miami; Paul Brake
WKAT-FM, Miami Beach; WKAT, Inc.
WLRD, Miami Beach; Mercantile Bcstg. Co.
WDBO-FM, Orlando; Orlando Bcstg. Co., Inc.
WHOO-FM, Orlando; WHOO, Inc.
WORZ-FM, Orlando; Central Florida Bcstg. Co.
WWPG-FM, Palm Beach; Palm Beach Bcstg. Corp.
WDLP-FM, Panama City; Panama City Bcstg. Co., Inc.
WTSP-FM, St. Petersburg; Pinellas Bcstg. Co.
WTAL-FM, Tallahassee; John H. Phipps
WDAE-FM, Tampa; Tampa Times Co.
WFLA-FM, Tampa; The Tribune Company
WPKM, Tampa; FM Broadcasters

GEORGIA

WGAU-FM, Athens; J. K. Patrick & Co.
WAKE, Atlanta
WGKA, Atlanta
WAGA-FM, Atlanta; Storer Bcstg. Co.
WBGE-FM, Atlanta; General Bcstg. Co.
WGST-FM, Atlanta; Georgia Institute of Tech.
WSB-FM, Atlanta; Atlanta Newspapers, Inc.
WAQM, Atlanta; Glenkaren Associates, Inc.
WAUG-FM, Augusta; Garden City Bcstg. Co.
WBBQ-FM; Augusta; Savannah Valley Bcstg. Co.
WRBL-FM, Columbus; Columbus Bcstg. Co.
WDWD-FM, Dawson; Dawson Bcstg. Co.
WEAS, Decatur, E. D. Rivers
WDUN-FM, Gainesville; Northeast Georgia Bcstg. Co.
WKEU-FM, Griffin; Radio Station WKEU
WLAG-FM, LaGrange; LaGrange Bcstg. Co.
WMAZ-FM, Macon; Southeastern Bcstg. Co.
WCOH-FM, Newnan; Newnan Bcstg. Co.
WRGA-FM, Rome; Rome Broadacsting Corp.
WSAV-FM, Savannah; WSAV, Incorporated
WTOC-FM, Savannah; Savannah Bcstg. Co.
WJAT-FM, Swainsboro; Jack A. & Nancy M. Thompson
WLET-FM, Toccoa; R. G. LeTourneau
WRLD, West Point, Valley Bcstg. Co.

HAWAII

KAIM, Honolulu; Christian Bcstg. Assn.

ILLINOIS

WJBC-FM, Bloomington; Bloomington Bcstg. Corp.
WBYS-FM, Canton; Fulton County Bcstg. Co.
WROY-FM, Carmi; Carmi Bcstg. Co.
WCNT-FM, nr. Centralia; Southern Illinois Bcstg. Corp.
WDWS-FM, Champaign; The Champaign News-Gazette
WBBM-FM, Chicago; Columbia Bcstg. & System, Inc.
WBEZ, Chicago; Bd. of Ed., City of Chicago
WBIK, Chicago; Balaban & Katz Corporation
WEFM, Chicago; WHFC, Inc.
WEHS, Chicago
WENR-FM, Chicago; American Bcstg. Co., Inc.
WFJL, Chicago; Lewis College of Science & Tech.
WFMF, Chicago; Functional Music, Inc.
WFMT-FM, Chicago; Fale Bcstg. Co., Inc.
WSEL, Chicago; Chicago Skyway Bcstg. Co.
WMAQ-FM, Chicago; National Bcstg. Co., Inc.
WNIB, Chicago
WSOY-FM, Decatur; Illinois Broadcasting Co.
WLEY, Elmwood Park; Elmwood Park Bcstg. Corp.
WSEI, Effingham; Illinois Bcstg. Co.
WEAW-FM, Evanston; North Shore Bcstg. Co., Inc.
WFJS, Freeport; Stephenson Corp.
WEBQ-FM, Harrisburg; Harrisburg Bcstg. Co.
WLDS-FM, Jacksonville; Jacksonville Radio & TV Bcstg. Corp.
WLBH-FM, Mattoon; Mattoon Bcstg. Co.
WMIX-FM, Mt. Vernon; Mt. Vernon Radio & TV Co.
WOPA-FM, Oak Park; Village Bcstg. Co.
WVLN-FM, Olney; Olney Bcstg. Co., Inc.
WPRS-FM, Paris; Paris Bcstg. Corp.
WMBD-FM, Peoria; WMBD, Inc.
WGEM-FM, Quincy; Quincy Bcstg. Co.
WTAD-FM, Quincy; Lee Broadcasting, Inc.
WROK-FM, Rockford; Rockford Broadcasters, Inc.
WHBF-FM, Rock Island; Rock Island Bcstg. Co.
WTAX-FM, Springfield; WTAX, Inc.
WKID-FM, Urbana; WKID Bcstg. Co.
WILL, Urbana
WIUC-FM, Urbana, Ill. U.

INDIANA

WFIU, Bloomington, Trustees of Ind. University
WCNB-FM, Connersville; News-Examiner Company
WBBS, Crawfordsville, First Baptist Church
WTRC-FM, Elkhart; Truth Publishing Co., Inc.
WCMR, Elkhart; Clarence C. Moore
WIKY-FM, Evansville; South Central Bcstg. Corp.
WMLL, Evansville; On the Air, Inc.
WKJG-FM, Ft. Wayne; Northeastern Ind. Bcstg. Co.
WJOB-FM, Hammond; South Shore Bcstg. Corp.
WITZ-FM, Jasper; Jasper On the Air, Inc.

Call Letters City Licensee

WFAM, near Lafayette; WFAM, Inc.
WINL, Lebanon; Lebanon Bcstg. Co.
WORX, Madison; Electronics Lab., Inc.
WMRI-FM, near Marion; Chronicle Publishing Co., Inc.
WIMS-FM, Michigan City; Northern Ind. Bcstrs., Inc.
WMUN, near Muncie; Tri-City Radio Corp.
WCTW, New Castle; The Courier-Times, Inc.
WBOW-FM, Terre Haute; Banks of the Wabash, Inc.
WTHI-FM, Terre Haute; Wabash Valley Bcstg. Corp.
WRSW-FM, Warsaw; Reub Williams & Sons, Inc.
WFML, Washington; Washington Radio, Inc.

IOWA

WOI-FM, Ames, Iowa St. Coll.
KFGQ-FM, Boone; Boone Biblical College
KROS-FM, Clinton; Clinton Bcstg. Corp.
WOC-FM, Davenport; Tri-City Bcstg. Company
KRNT-FM, Des Moines; Cowles Bcstg. Co.
KSO-FM, Des Moines; Murphy Bcstg. Company
WHO-FM, Des Moines; Central Bcstg. Co.
WDBQ-FM, Dubuque; Dubuque Bcstg. Co.
KOKX-FM, Keokuk; Keokuk Bcstg. Co.
KGLO-FM, Mason City; Lee-Radio, Incorporated
KWPC-FM, Muscatine; Muscatine Bcstg. Co., Ltd.
KSCJ-FM, Sioux City; Perkins Brothers Co.
KAYL-FM, Storm Lake; Cornbelt Bcstg. Company

KANSAS

KIND-FM, Independence; Central Bcstg. Inc.
KFH-FM, Wichita; Radio Station KFH Company

KENTUCKY

WCMI-FM, Ashland; Ashland Bcstg. Company
WLBJ-FM, Bowling Green Bcstg. Co.
WFUL-FM, Fulton; Ken-Tenn Bcstg. Corp.
WHOP, Hopkinsville
WSON-FM, Henderson; Henderson Bcstg. Co., Inc.
WBKY-FM, Lexington, Ky. U.
WLAP-FM, Lexington; American Bcstg. Co.
WFMW-FM, Madisonville; Messenger Bcstg. Co., Inc
WKTM, Mayfield
WNGO, Mayfield
WOMI-FM, Owensboro; Owensboro Bcstg. Company
WVJS-FM, Owensboro; Owensboro on the Air, Inc.
WKYB-FM, Paducah; WKYB, Inc.
WPAD-FM, Paducah; Paducah Bcstg. Co., Inc.

LOUISIANA

KALB-FM, Alexandria; Alexandria Bcstg. Co., Inc.
WAFB-FM, Baton Rouge; Modern Bcstg. Co.
WBRL, Baton Rouge; Baton Rouge Bcstg. Co., Inc.
WLCS-FM, Baton Rouge; Air Waves, Inc.
KVOL-FM, Lafayette Evangeline Bcstg. Co., Inc.
KMLB-FM, Monroe; Liner's Bcstg. Station, Inc.
WDSU-FM, New Orleans; WDSU Bcstg. Corp.
WRCM, New Orleans; Supreme Bcstg. Co., Inc.

Call Letters City Licensee

WWMT, New Orleans; Fidelity Bcstg. Co., Inc.
KTBS-FM, Shreveport; KTBS, Inc.
KRMD-FM, Shreveport; Radio Station KRMD
KWKH-FM, Shreveport; International Bcstg. Corp.

MAINE

WCOU-FM, Lewiston; Twin City Bcstg. Co., Inc.

MARYLAND

WNAV-FM, Annapolis; The Capital Bcstg. Co.
WCAO-FM, Baltimore; The Monumental Radio Co.
WITH-FM, Baltimore; Maryland Bcstg. Company
WUST-FM, Bethesda; Bcstg. Management, Inc.
WCUM-FM, Cumberland; The Tower Realty Co.
WJEJ-FM, Hagerstown; Hagerstown Bcstg. Co.
WBUZ, Oakland; Chesapeake Bcstg. Co., Inc.

MASSACHUSETTS

WCOP-FM, Boston; Post Publishing Co.
WEEI-FM, Boston; Columbia Bcstg. System, Inc.
WHDH-FM, Boston; WHDH, Inc.
WNAC-FM, Boston; General Teleradio, Inc.
WBET-FM, Brockton; Enterprise Publishing Co.
WXHR, Cambridge; Middlesex Bcstg. Corp.
WHAI-FM, Greenfield; John W. Haigis
WLLH-FM, Lowell; Merrimac Bcstg. Co., Inc.
WLYN-FM, Lynn; Puritan Broadcast Service
WBSM-FM, New Bedford; Bay State Bcstg. Co.
WNBH-FM, New Bedford; E. Anthony & Sons, Inc.
WBEC-FM, Pittsfield; Western Mass. Bcstg. Co.
WHYN-FM, Springfield; Hampden-Hampshire Corp.
WMAS-FM, Springfield; WMAS, Inc.
WCRB-FM, Waltham; Charles River Bcstg. Co.
WOCB-FM, West Yarmouth; E. Anthony & Sons, Inc.
WTAG-FM, Worcester; WTAG, Inc.

MICHIGAN

WUOM-FM, Ann Arbor, Michigan U.
WBCM-FM, Bay City; Bay Broadcasting Co., Inc.
WHFB-FM, Benton Harbor; Palladium Publishing Co.
WTVB-FM, Coldwater; Twin Valley Bcstrs., Inc.
WKMH-FM, Dearborn; WKMH, Inc.
CKLW, Detroit
WBRI, Detroit; Booth Radio & TV Stations, Inc.
WDET-FM, Detroit; Wayne University
WDTR-FM, Detroit, Sch. of Ed.
WJBK-FM, Detroit; Storer Bcstg. Co.
WJR-FM, Detroit; WJR, The Goodwill Station, Inc.
WMUZ, Detroit; Michigan Music Co.
WWJ-FM, Detroit; The Evening News Association
WXYZ-FM, Detroit; WXYZ, Inc.
WKAR, E. Lansing, Mich. St. U.
WFUM, Flint; Regents of University of Michigan
WFBE, Flint; Flint Bd. of Ed.
WFWN, Flint
WJEF-FM, Grand Rapids; Fetzer Bcstg. Co.
WLAV-FM, Grand Rapids; Versluis Radio & TV, Inc.

Call Letters	City	Licensee

WBSE, Hillsdale, Baw Besse Bcstrs.
WKBZ-FM, Muskegon; Ashbacker Radio Corp.
WLDM, Oak Park; Lincoln Bcstg. Company
WCAR-FM, Pontiac; WCAR, Inc.
WOMC, Royal Oak; Sparks Bcstg. Co.
WSAM-FM, Saginaw; Saginaw Bcstg. Co.
WSTR-FM, Sturgis; WSTR, Inc.

MINNESOTA

KYSM-FM, Mankato; Southern Minn. Supply Co.
KTIS-FM, Minneapolis; Northwestern Sch.-Bible College
WTCN-FM, Minneapolis; Minn. TV Pub. Serv. Corp.
WCAL, Northfield, St. Olaf Coll.
KFAM-FM, St. Cloud; The Times Publishing Co.
WMIN-FM, St. Paul; Franklin Bldg. Co.
KWNO-FM, Winona; Winona Radio Service

MISSISSIPPI

WGCM-FM, Gulfport; WGCM Bcstg. Company
WRFM-FM, Hattiesburg; Forest Bcstg. Co., Inc.
WJDX-FM, Jackson; Lamar Life Insurance Co.

MISSOURI

KFUO-FM, Clayton; Lutheran Church-Missouri Synod
KWOS-FM, Jefferson City; Capital Bcstg. Company
WMBH-FM, Joplin; Joplin Bcstg. Company
KCMO-FM, Kansas City; Meredith Engrg. Co.
KBOA-FM, near Kennett; Kennett Bcstg. Corp.
KMFM, Mountain Park
KWOC-FM, Poplar Bluff; Poplar Bluff Bcstg. Co.
KTTS-FM, Springfield; Independent Bcstg. Co.
KCFM, St. Louis; Commercial Bcstg. Co.
KWPM-FM, West Plains; Robert F. Neathery

NEVADA

KENO-FM, Las Vegas; Nevada Bcstg. Company
KNEV, Reno; Everett B. Cobb

NEW HAMPSHIRE

WMOU-FM, Berlin; White Mts. Bcstg. Co., Inc.
WTSV-FM, Claremont; Grandview, Inc.
WKBR-FM, Manchester; Granite State Bcstg. Co., Inc.
WOTW-FM, Nashua; Nashua Bcstg. Corp.

NEW JERSEY

WJLK-FM, Asbury Park; Asbury Park Press, Inc.
WFPG, Atlantic City, Neptune Bcstg.
WSNJ-FM, near Bridgeton; Eastern States Bcstg. Corp.
WAAT-FM, Newark; Bremer Bcstg. Corp.
WCTC-FM, New Brunswick; Chanticleer Bcstg. Co.
WSOU, So. Orange, Seton Hall U.
WTOA, Trenton; Mercer Broadcasting Co.
WAWZ-FM, Zare Phath; Pillar of Fire Inc.

Call Letters	City	Licensee

NEW MEXICO

KHFM, Albuquerque; CHE Bcstg. Co., Inc.

NEW YORK

WMBO-FM, Auburn; WMBO, Inc.
WRBS, Bay Shore; Great South Bay Bcstg. Co.
WKOP-FM, Binghamton; Binghomton Bcstrs., Inc.
WRRE, Bristol Center; Northeast Radio Corp.
WBEN-FM, Buffalo; WBEN, Inc.
WBNY-FM, Buffalo; Roy L. Albertson
WWOL-FM, Buffalo; Greater Erie Bcstg. Co.
WXRC, Buffalo; Western New York Bcstg. Co.
WRRC, Cherry Valley; Northeast Radio Corp.
WCLI-FM, Corning; Radio Corning Inc.
WKRT-FM, Cortland; Radio Cortland, Inc.
WRRD, DeRuyter; Northeast Radio Corp.
WSHS-FM, Floral Pk., Sewauka H. S.
WHLI-FM, Hempstead; FM Broadcasting Corp.
WWHG-FM, Hornell; The W. H. Greenhow Co.
WHCU-FM, Ithaca; Cornell University
WRRA, Ithaca; Northeast Radio Corp.
WJTN-FM, Jamestown; James Bcstg. Co., Inc.
WMSA-FM, Massena; The Brockway Company
WNRC-FM, New Rochelle; Radio New Rochelle Inc.
WABC-FM, New York; American Bcstg. Co., Inc.
WABF, New York; Metropolitan Bcstg. & TV, Inc.
WBAI-FM, New York, Broadcast Assoc., Inc.
WBFM, New York
WCBS-FM, New York; Columbia Bcstg. System, Inc.
WEVD-FM, New York; Debs Memorial Fund, Inc.
WFUV-FM, N. Y., Fordham U.
WGHF, New York; WGHF, Inc.
WHOM-FM, New York; Atlantic Bcstg. Co., Inc.
WMGM-FM, New York; Loew's, Inc.
WRCA-FM, New York; National Bcstg. Co., Inc.
WNYC-FM, New York; City of N. Y. Municipal Bcstg. System
WOR-FM, New York; General Teleradio, Inc.
WQXR-FM, New York; Interstate Bcstg. Co., Inc.
WWRL-FM, New York; Long Island Bcstg. Corp.
WHLD-FM, Niagara Falls; Earl C. Hull
WSLB-FM, Ogdensburg; St. Lawrence Bcstg. Corp.
WHDL-FM, Olean; WHDL, Inc.
WALK-FM, Patchogue; Suffolk Bcstg. Corp.
WKIP, Poughkeepsie
WHFM, Rochester; Stromberg-Carlson Company
WRNY-FM, Rochester; Rochester Bcstg. Co., Inc.
WGFM, Schenectady; General Electric Company
WSYR-FM, Syracuse; Central New York Bcstg. Corp.
WFLY, Troy; The Troy Record Company
WRUN-FM, Utica; Rome Sentinel Company
WWNY-FM, Watertown; The Brockway Company
WWRL, Weathersfield; Northeast Radio Corp.
WFAS-FM, White Plains; Westchester Bcstg. Corp.

NORTH CAROLINA

WGWR-FM, Asheboro; Asheboro Broadcasting Co.
WLOS-FM, Asheville; Skyway Bcstg. Co.
WBBB-FM, Burlington; Alamance Bcstg. Co., Inc.
WFNS-FM, Burlington; Burlington-Graham Bcstg. Co

Call Letters City Licensee

WSOC-FM, Charlotte; Radio Station WSOS, Inc.
WDNC-FM, Durham; Durham Radio Corp.
WIFM-FM, Elkin; James B. Childress
WFNC-FM, Fayetteville; Cape Fear Bcstg. Co.
WBBO-FM, nr. Forest City; Rutherford County Radio Co., Inc.
WGNC-FM, Gastonia; Catherine T. McSwain
WEQR, Goldsboro; Eastern Carolina Bcstg. Co., Inc.
WHNC-FM, Henderson; Henderson Radio Corp.
WNOS, High Point; The North State Bcstg. Co.
WHPE-FM, High Point; High Point Bcstg. Co.
WMFR-FM, High Point; Radio Station WMFR, Inc.
WEWO-FM, Laurinburg; Scotland Bcstg. Co.
WLOE-FM, Leaksville; WLOE, Inc.
WBUY-FM, nr. Lexington; Davidson County Bcstg. Co.
WMIT, Marion; Mt. Mitchell Bcstg. Co.
WFMB, nr. Mayodan; Mayo Bcstg. Co.
WKIX, Raleigh
WNAO-FM, Raleigh; WPTF Radio Company
WPTF, Raleigh
WRAL-FM, Raleigh; Capitol Bcstg. Co., Inc.
WREV-FM, Raleigh; Capitol Bcstg. Co., Inc.
WREV-FM, Reidsville; the Reidsville Bcstg. Co., Inc.
WKFM, Roanoke Rapids; WCBT, Inc.
WFMA, Rocky Mount; Eastern Carolina Electronics, Inc.
WEED-FM, Rocky Mount; William Avera Wynne
WSTP-FM, Salisbury; Piedmont Bcstg. Co.
WWGP-FM, Sanford; Sandhills Bcstg. Corp.
WOHS-FM, Shelby; Western Carolina Radio Corp.
WSIC-FM, Statesville; Statesville Bcstg. Co., Inc.
WCPS-FM, Tarboro; Coastal Plains Bcstg. Co., Inc.
WTNC-FM, nr. Thomasville; Thomasville Bcstg. Co.
WMFD-FM, Wilmington; Richard Austin Dunlea
WAIR-FM, Winston-Salem; Radio-Winston-Salem, Inc.
WSJS-FM, Winston-Salem; Piedmont Publishing Co.
WMIT, Yancey County; Mt. Mitchell Bcstrs., Inc.

OHIO

WAKR-FM, Akron; Summit Radio Corporation
WFAH-FM, Alliance; Review Publishing Company
WATG-FM, Ashland; Ashland Bcstg. Co.
WICA-FM, Ashtabula; WICA, Inc.
WTRX-FM, Belaire; Ohio-W. Virginia Broadcasting Co.
WHBC-FM, Canton; The Ohio Bcstg. Co.
WCPO-FM, Cincinnati; Scripps-Howard Radio, Inc.
WKRC-FM, Cincinnati; Radio Cincinnati, Inc.
WSAI-FM, Cincinnati
WDOK-FM, Cleveland; Civic Bcstrs., Inc.
WERE-FM, Cleveland; Cleveland Bcstg. Co.
WGAR-FM, Cleveland; Peoples Bcstg. Corp.
WHK-FM, Cleveland; United Bcstg. Co.
WJW-FM, Cleveland; WJW, Inc.
KYW-FM, Cleveland; Westinghouse Bcstg. Co., Inc.
WSRS-FM, Cleveland Hts.; WSRS, Inc.
WCOL-FM, Columbus; Air Trails, Inc.
WOSV, Columbus
WVKO-FM, Columbus; Sky Way Bcstg. Corp.
WHIO-FM, Dayton; Miami Valley Bcstg. Corp.
WEOL-FM, Elyria; Elyria-Lorain Bcstg. Co.
WFIN-FM, Findlay; The Findlay Publishing Co.
WFOB-FM, Fostoria; Seneca Radio Corp.
WFRO-FM, Fremont; Wolfe Bcstg. Corp.
WMOH-FM, Hamilton; The Fort Hamilton Bcstg. Co
WIMA-FM, Lima; Northwestern Ohio Bcstg. Corp.
WMRN-FM, Marion; Marion Bcstg. Co.
WMVO, Mt. Vernon; The Mt. Vernon Bcstg. Co.
WCLT-FM, Newark; The Advocate Printing Co.
WPAY-FM, Portsmouth; The Scioto Bcstg. Co.
WSTV-FM, Steubenville; WSTV, Inc.
WSPD-FM, Toledo; Storer Bcstg. Co.
WTOL-FM, Toledo; Community Bcstg. Co.
WTRT, Toledo; Unity Corp., Inc.
WWST-FM, Wooster; Wooster Republican Bcstg. Co.
WKBN-FM, Youngstown; WKBN Bcstg. Corp.

OKLAHOMA

KMUS-FM, Muskogee; Eastern Okla. Bcstg. Co.
WNAO, Norman
KSPI-FM, Stillwater; Stillwater Publishing Co.

OREGON

KWIL-FM, Albany; Central Williamette Bcstg. Co.
KUGN-FM, Eugene; KUSN, Inc.
KGPO, Grants Pass; Southern Oregon Bcstg. Co.
KEX-FM, Portland; Westinghouse Bcstg. Co.
KQFM, Portland; H. Quentin Cox
KOIN-FM, Portland; Mount Hood Radio & TV Bcstg. Corp.
KPFM, Portland; Oregon Bcstrs., Ltd.
KPOJ-FM, Portland; KPOJ, Inc.

PENNSYLVANIA

WFMZ, Allentown; Penn-Allen Bcstg. Co.
WSAN-FM, Allentown; Lehigh Valley Bcstg. Co.
WVAM-FM, Altoona; The General Bcstg. Corp.
WGPA-FM, Bethlehem; Bethlehems' Globe Publ. Co.
WBUT-FM, Butler; J. Patrick Beacom
WCHA-FM, Chambersburg; Chambersburg Bcstg. Co.
WFRM-FM, Coudersport, F & H Bcstg. Co.
WCED-FM, Dubois; Tri-County Bcstg. Co., Inc.
WEEX, near Easton; Easton Publishing Co.
WEST-FM, Easton; Associated Bcstrs., Inc.
WERC-FM, Erie; Presque Isle Bcstg. Co.
WLEU-FM, Erie; Commodore Perry Bcstg. Service Inc.
WHP-FM, Harrisburg; WHP, Inc.
WAZL-FM, Hazleton; Hazleton Bcstg. Co., Inc.
WARD-FM, Johnstown; Central Bcstg. Co., Inc.
WJAC-FM, Johnstown; WJAC, Incorporated
WGAL-FM, Lancaster; WGAL, Inc.
WLAN-FM, Lancaster; The Peoples Bcstg. Co.
WLBR-FM, Lebanon; Lebanon Bcstg. Service Co.
WLTN, Lewistown; Lewistown Bcstg. Co.
WMGW-FM, Meadville; Meadville Bcstg. Service, Inc.
WCAU-FM, Philadelphia; WCAU, Inc.
WFIL-FM, Philadelphia; Triangle Publications, Inc.
WFLN, Philadelphia; Franklin Bcstg. Corp.
WHAT-FM, Philadelphia; Independence Bcstg. Co
WIBG-FM, Philadelphia; Seaboard Bcstg. Corp.
WIP-FM, Philadelphia; Pennsylvania Bcstg. Co.
WPEN-FM, Philadelphia; Wm. Penn Bcstg. Co.
KDKA-FM, Pittsburgh; Westinghouse Bcstg. Co., Inc.
WJAS-FM, Pittsburgh; Pittsburgh Radio Supply House

Call Letters City Licensee

WKJF, Pittsburgh; Mrs. A. J. R. Greer
WWSW-FM, Pittsburgh; WWSW, Inc.
WPPA-FM, Pottsville; Pottsville Bcstg.
WGBI-FM, Scranton; Scranton Broadcasters, Inc.
WEJL, Scranton; Scranton Times
WPIC-FM, Sharon; Sharon Herald Bcstg. Co.
WKOK-FM, Sunbury; Sunbury Bcstg. Corp.
WRRN, Warren; Northern Allegheny Bcstg. Co.
WJPA-FM, Washington; Washington Bcstg. Co.
WBRE-FM, Wilkes-Barre; Louis G. Baltimore
WLYC-FM, Williamsport; Lycoming Bcstg. Co.
WRAK-FM, Williamsport; WRAK, Inc.
WNOW-FM, York; The Helm Coal Co. (Bcstg. Div.)
WRZE, York; White Rose Broadcasting Co.

RHODE ISLAND

WPFM, Providence; Nobscot Bcstg. Corp.
WPJB-FM, Providence; Providence Journal Co.
WPRO-FM, Providence; Cherry & Webb Bcstg. Co.
WWON-FM, Woonsocket; Woonsocket Bcstg. Co.

SOUTH CAROLINA

WCAC, Anderson; Wilton E. Hall
WCSC-FM, Charleston; WCSC, Inc.
WTMA-FM, Charleston; Atlantic Coast Bcstg. Co.
WCOS-FM, Columbia; Radio Columbia
WIS-FM, Columbia; The Bcstg. Co. of the South
WDSC-FM, Dillon; Border Bcstg. Co.
WAKE-FM, Greenville; Piedmont Bcstg. Co.
WESC-FM, Greenville; Greenville Broadcasting Co.
WFBC-FM, Greenville; WMRC Inc.
WCRS-FM, Greenwood; Greneo, Inc.
WORG, Orangeburg; WTND, Inc.
WRHI-FM, Rock Hill; York County Bcstg. Co.
WSNW-FM, Seneca; Blue Ridge Bcstg. Co., Inc.
WDXY, Spartanburg; Word, Inc.
WSPA-FM, Spartanburg; The Spartan Radiocasting Co.
WALD-FM, Walterboro; Walterboro Bcstg. Co.

TENNESSEE

WOPI-FM, Bristol; Radiophone Bcstg. Sta. WOPI, Inc.
WAPO-FM, Chattanooga; WAPO Bcstg. Serv. Inc.
WDOD-FM, Chattanooga; WDOD Bcstg. Co.
WAEW-FM, Grossville; WAEW, Inc.
WHBT-FM, Harriman; Harriman Bcstg. Co.
WTJS-FM, Jackson; The Sun Publishing Co., Inc.
WJHL-FM, Johnson City; WJHL, Inc.
WKPT-FM, Kingsport; Kingsport Bcstg. Co., Inc.
WBIR, Knoxville
WLIL, Lenair City; WLIL, Inc.
WMCF, Memphis; Memphis Publishing Company
WHCY, Nashville; Nashville Bcstg. Co.

TEXAS

KREL-FM, Baytown; Tri-Cities Bcstg. Co.
KRIC-FM, Beaumont; The Enterprise Co.
KCLE-FM, Cleburne; Marti, Inc.
KCCT-FM, Corpus Christi; International Radio Co.
KIXL-FM, Dallas; Variety Bcstg. Co., Inc.
KRLD-FM, Dallas; KRLD Radio Corporation
WRR-FM, Dallas; City of Dallas
KDNT-FM, Denton; Harwell V. Shepard
WBAP-FM, Fort Worth; Carter Publications, Inc.
KLUF-FM, Galveston; The KLUF Bcstg. Co., Inc.
KPRC-FM, Houston; The Houston Post Company
KTRH-FM, Houston; KTRH Bcstg. Co.
KLTI-FM, near Longview; Le Tourneau Radio Corp.
WTPR, Paris
KISS, San Antonio; The Walmac Co.
KITE-FM, San Antonio; Radio KITE, Inc.
KONO-FM, San Antonio; Mission Bcstg. Co.
KTSA-FM, San Antonio; Sunshine Bcstg. Co.
KCMC-FM, Texarkana; KCMC, Inc.

Call Letters City Licensee

UTAH

KDYL-FM, Salt Lake City; Intermountain Bcstg. & TV Corp.
KSL-FM, Salt Lake City; Radio Serv. Corp. of Utah
KUTF, Salt Lake City; Utah Bcstg. & TV Co.

VIRGINIA

WARL-FM, Arlington; Northern Virginia Bcstrs., Inc.
WINA-FM, Charlottesville; Charlottesville Bcstg. Co.
WSVS-FM, Crewe; Southern Virginia Bcstg. Corp.
WBTM-FM, Danville; Piedmont Bcstg. Corp.
WEVA-FM, Emporia; Stone Bcstg. Corp.
WSVA-FM, Harrisonburg; Shenandoah Valley Bcstg. Corp.
WLVA-FM, Lynchburg; Lynchburg Bcstg. Corp.
WWOD-FM, Lynchburg; Old Dominion Bcstg. Corp.
WMVA-FM, Near Martinsville; Martinsville Bcstg. Co.
WGH-FM, Newport News; Hampton Roads Bcstg. Corp.
WRVC, Norfolk; Larus & Brother Co., Inc.
WTAR-FM, Norfolk; WTAR Radio Corporation
WNVA, Norton
WCOD, Richmond; Havens & Martin, Inc.
WLEE-FM, Richmond; Lee Bcstg. Corp.
WRNL-FM, Richmond; Richmond Newspapers, Inc.
WRVD, Richmond; Larus & Brother Co., Inc.
WDBJ-FM, Roanoke; Times-World Corporation
WROV-FM, Roanoke; Radio Roanoke, Inc.
WSLS-FM, Roanoke; Shenandoah Life Stations, Inc.
WRFL, Winchester; Richard Field Lewis, Jr.

WASHINGTON

KALE-FM, Richland; KALE, Inc.
KING-FM, Seattle; KING Bcstg. Company
KIRO-FM, Seattle; Queen City Bcstg. Co., Inc.
KISW, Seattle; Ellwood W. Lippincott
KREM-FM, Spokane; Louis Wasmer
KTNT-FM, Tacoma; Tribune Publishing Co.

WEST VIRGINIA

WJLS-FM, Beckley; Joe L. Smith, Jr., Inc.
WKNA-FM, Charleston; Joe L. Smith, Jr., Inc.
WJPB-FM, Fairmount; Fairmount Bcstg. Co.
WHTN-FM, Huntington; Greater Huntington Radio Corp.
WLOG-FM, Logan; Clarence H. Frey & Robert O. Greever
WEPM-FM, Martinsburg; Martinsburg Bcstg. Co.
WAJR-FM, Morgantown; West Virginia Radio Corp.
WOAY-FM, Oak Hill; Robert R. Thomas, Jr.
WPAR-FM, Parkersburg; Ohio Valley Bcstg. Corp.
WKWK-FM, Wheeling; Community Bcstg., Inc.
WWVA-FM, Wheeling; Storer Bcstg. Co.

WISCONSIN

WEAU-FM, Eau Claire; Central Bcstg. Company
WWCF, Greenfield; Wm. C. Forrest
WCLO-FM, Janesville; Gazette Printing Co.
WHA-FM, Madison; State of Wisc., State Radio Council
WIBA-FM, Madison; Badger Bcstg. Co.
WISC-FM, nr. Madison; Radio Wisconsin, Inc.
WMFM, Madison; Earl W. Fessler
WDLB-FM, Marshfield; Dairyland's Bcstg. Serv., Inc.
WLIN, Merrill; Alvin E. O'Konski
WEMP-FM, Milwaukee; Milwaukee Bcstg. Co.
WRJN-FM, Racine; Racine Bcstg. Corp.
WJMC-FM, Rice Lake; WJMC, Inc.
WHBL-FM, Sheboygan; WHBL, Inc.
WFHR-FM, Wisconsin Rapids; William F. Huffman Radio, Inc.

Radio-Television Daily's Almanac of Holidays and Special Events 1956

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January

1: New Year's Day (In all States, Territories, District of Columbia and Possessions).
Paul Revere born (1735).
Emancipation Proclamation (1863).
Blue Network organized (1927).
2: Georgia admitted (1778).
3: Battle of Princeton (1777).
William S. Paley is elected president of CBS (1929).
4: Utah admitted (1896).
5: Stephen Decatur born (1779).
George Washington Carver died (1943).
Week of Prayer, first week in January.
6: Carl Sandburg born (1878).
New Mexico admitted (1912).
7: Millard Fillmore, 13th President born (1800).
Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).
8. Anniversary of the Battle of New Orleans (Louisiana).
9: Connecticut ratified the U. S. Constitution (1778).
Connecticut admitted (1788).
10: Ethan Allen born (1737).
11: Alexander Hamilton born (1757).
12: John Singer Sargent born (1856).
13: Salmon Portland Chase born (1808).
14: First Written Constitution adopted at Hartford, Conn. (1639).
15: Mathew B. Brady died (1896).
17: Benjamin Franklin born (1706).
Feast of St. Anthony.
18: Daniel Webster born (1782).
19: Robert E. Lee's birthday (1807) (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
Edgar Allen Poe born (1809).
20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
Return of POW's from Korea began (1954).
21: Foundation Day. In the Canal Zone.
Thomas Jonathan (Stonewall) Jackson born (1824).
23: S. S. Republic collides with S. S. Florida off N. Y. harbor and flashes CQD signal, summoning rescuers, proving value of Marconi apparatus in time of disaster at sea (1909).
24: Gold discovered in Calif. (1848).
25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder predicts 12 months of wind and death." (Shepherd's Almanack, 1676).
Scottish poet Robert Burns born (1759).
26: Michigan admitted (1837).
General Douglas MacArthur born (1880).
A.E.F. landed in Ireland (1942).
FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).
27: Wolfgang Amadeus Mozart born (1756).
Lewis Carroll, pen name of Charles Lutwidge Dodgson, born (1832).
28: Thomas Edison granted patent on his incandescent light (1880).
29: William McKinley born (1843).
Kansas admitted (1861).
30: Franklin D. Roosevelt born (1882).
31: Franz Schubert born (1797).
Child Labor Day. Last Sunday in January, also the Saturday preceding and the Monday following.

February

1: Victor Herbert born (1859).
Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790).
CQD is adopted as wireless distress call by Marconi Co. (1904).
2: Fritz Kreisler born (1875).
Ground Hog Day.
Candlemas.
Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
3: Horace Greeley born (1811).
6: Massachusetts admitted (1788).
Aaron Burr born (1756).
American Forces recapture Manila from Japan (1945).
George Herman ("Babe") Ruth born (1895).
7: Charles Dickens born (1812).
8: Boy Scout Day.
9: William Henry Harrison, 9th President, born (1773).
Nebraska Admitted (1867).
10: Peace Treaty signed with Spain, ending Spanish-American War (1899).
11: Thomas A. Edison born (1847).
Daniel Boone born (1734).

12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.
14: Valentine's Day.
Arizona admitted (1912).
Oregon admitted (1859).
15: Destruction of the Maine (1898).
Constitution Day. In the Canal Zone.
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 states and 3 territories have honored the day by special proclamations.
16: Katharine Cornell born (1898).
18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
Ash Wednesday.
19: Ohio admitted (1803).
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
Phonograph patented by Edison (1878).
20: U. S. purchased the Danish West Indies (1917).
21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.
Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.
22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
Edgar Wilson ("Bill") Nye died (1896).
James Russell Lowell born (1819).
23: Johannes Gutenberg died (1468).
President Calvin Coolidge signs Dill-White Radio Bill, creating Federal Radio Commission and ending chaos caused by industry's wild growth (1926).
25: Enrico Caruso born (1873).
John Adams appointed first Minister of U. S. to England (1785).
26: William F. Cody (Buffalo Bill) born (1846).
27: Henry Wadsworth Longfellow born (1820).
29: Leap Year. The name given to every year of 366 days.

March

1: Nebraska admitted (1867).
Five Congressmen shot in House of Representatives by Puerto Rican Nationalists (1954).
2: Texas Independence Day.
3: Florida admitted (1845).
First Postage Stamp used in U. S. (1847).
Alexander Graham Bell born (1842).
4: Pennsylvania Day.
Vermont admitted (1791).
5: Boston Massacre (1770).
6: Fall of the Alamo (1836).
7: Luther Burbank born (1849).
Maurice Ravel born (1875).
Patent granted to Alexander Graham Bell for first telephone (1876).
8: Oliver Wendell Holmes, Jr. born (1841).
9: Battle of the "Monitor" and "Merrimac" off Hampton Roads, Va. (1862).
Edwin Forrest born (1806).
10: Lillian D. Wald born (1867).
11: Johnny Appleseed, properly John Chapman, died (1847).
The great blizzard in New York City and New England states (1888).
12: U. S. Post Office established by act of Congress (1789).
Girl Scout's birthday.
13: Standard Time established in U. S. (1884).
14: Albert Einstein born (1879).
First Trans-Atlantic radio broadcast (1925).
15: Maine admitted (1820).
Andrew Jackson born (1767).
16: James Madison born (1751).
U. S. Military Academy established at West Point by act of Congress (1802).
17: Saint Patrick's Day.
Evacuation Day. In Boston, Chelsea, Revere. Winthrop and Suffolk County.
18: Feast of Esther.
Grover Cleveland born (1837).
19: William Jennings Bryan born (1860).
21: First Day of Spring.
22: Emancipation Day (Puerto Rico).
23: Patrick Henry delivered his famous speech (1775).
25: The Annunciation Day.
Arturo Toscanini born (1867).
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).
Maryland Day.
27: President Washington signed the act creating the U. S. Navy (1794).
Marconi flashes first wireless signals across English Channel (1889).
29: John Tyler born (1790).
30: Seward Day. Alaska (Not observed by federal employees).
Good Friday.
31: Transfer Day. In the Virgin Islands.

April

1: Easter Sunday.
2: Sergei Rachmaninoff born (1873).
U. S. Mint established (1792).
3: First Pony Express riders left Sacramento to ride east and St. Joseph, Mo. to ride west.
Washington Irving born (1783).

4: Adoption of the present American flag's design (1818).
5: Elihu Yale Born (1648).
7: Peary discovered North Pole (1909).
Louisiana admitted (1812).
Bell Telephone Laboratories demonstrates wire television between Washington and New York, and radiovision between Whippany, N. J., and New York (1927).
Henry Ford died (1947).
8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
9: Surrender of General Lee (1865).
Bell Telephone Laboratories demonstrate two-way television in which speakers at the ends of a 3-mile circuit see each other as they converse (1930).
10: Salvation Army Founder's Day.
William Booth born (1829).
Joseph Pulitzer born (1847).
U. S. Patent System established by Congress (1790).
National Be Kind to Animals Week falls about this date.
11: Charles Evans Hughes born (1862).
12: Franklin Delano Roosevelt died (1945).
Halifax Independence Resolution (N. C.).
13: Thomas Jefferson born (1743).
National Sunday School Week.
14: Pan-American Day.
S. S. Titanic disaster at sea proves value of wireless (1912).
15: Abraham Lincoln assassinated (1865).
16: Charles Spencer Chaplin born (1889).
17: Charter granted American Academy of Arts and Letters (1916.
18: San Francisco Fire (1906).
19: Patriots' Day. (Maine, Massachusetts).
20: Adolf Hitler born (1889).
21: Anniversary of Battle of San Jacinto (Texas).
22: First nationwide telecast of atomic explosion from Yucca Field, Nev. (1953).
Widest use of television ever made by the public from Apr. 22-June 17, during hearings of the Senate subcommittee investigations the Army's charges against Sen. Jos. R. McCarthy (1954).
23: James Buchanan born (1791).
William Shakespeare born (1564).
St. George Day (English).
Marconi transatlantic American-Europe service opened (1910).
24: First newspaper issued in America (1704).
U. S.-Mexican War (1846).
U.N. Charter Conference opens in San Francisco (1945).
25: War declared with Spain (1898).
St. Mark's Day.
Guglielmo Marconi born (1874).
26: Confederate Memorial Day (Florida, Georgia, Mississippi).
Slavery abolished in U. S. (1865).
First shot of war with Germany (1917).
John James Audubon born (1785).
27: General U. S. Grant born (1822).
CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).
28: James Monroe born (1758).
Maryland admitted (1788).
29: Sir Thomas Beecham born (1879).
30: Boys and Girls Week always includes May 1.
Louisiana purchased (1803).
Washington became First President (1789).
Rhode Island settled (1636).
Benito Mussolini executed (1945).

May

1: May Day.
Child Health Day
Labor Day (Canal Zone).
Dewey's victory in Manila Bay (1898).
2: Stonewall Jackson fatally wounded (1863).
National Music Week.
FCC authorized full commercial television (1941).
3: Shenandoah Valley Apple Blossom Festival.
4: Rhode Island Independence Day.
5: Napoleon's death (1821).
Arbor Day.
6: Corregidor surrender (1942).
Admiral Robert E. Peary born (1856).
Roger Bannister runs mile in 3:59.4. (1954).
7: Germany surrendered to United States, England and Russia (1945).
Lusitania torpedoed (1915).
Johannes Brahms born (1833).
Robert Browning born (1812).
Plans to spend $1,000,000 for field television tests are announced by R.C.A. president David Sarnoff; tests to start from Empire State Building, N. Y. early in 1936 (1935).
8: V.E. Day (1945).
9: John Brown born (1833).
10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
Mothers Day, second Sunday in May.
Completion of First Transcontinental Railroad (1869).
11: Minnesota admitted (1858).
12: Florence Nightingale Born (1820).
13: WDRC-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).
14: Rockefeller Foundation granted Charter (1913).
Free State of Israel proclaimed (1948).
15: First regular Air Mail service in the world inaugurated by the U. S. Government.
17: "I am An American Day," often referred to as Citizenship Recognition Day.
Norwegian Independence Day (1814).
Supreme Court rules against segregation in the public schools (1954).
18: World Good-Will Day, formerly Peace Day.

19: First American Confederation of United Colonies of New England (1643).
20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina) (1775).
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).
Armed Forces Day.
21: Lindbergh's Flight to Paris (1927).
22: National Maritime Day.
23: South Carolina admitted (1788).
24: First telegraph message sent (1844).
25: Ralph Waldo Emerson born (1803).
27: Golden Gate Bridge, San Francisco opened (1937).
29: Wisconsin admitted (1848).
Rhode Island admitted (1790).
Patrick Henry born (1736).
30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).
President Eisenhower is first chief executive ever to address NARTB convention in person. (1955).
31: Walt Whitman born (1819).
The Johnstown (Pa.) flood (1889).
Battle of Jutland (1916).

June

1: Kentucky admitted (1792).
Tennessee admitted (1796).
3: Confederate Memorial Day (Louisiana, Tennessee).
King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
6: American Marines victorious at Belleau Wood, June 6-10 (1918).
Nathan Hale born (1756).
D-Day (1944).
Television network Eurovision, linking 8 European nations (Britain, France, West Germany, Italy, Belgium, the Netherlands, Denmark and Switzerland) went into operation (1954).
7: Daniel Boone Day (Kentucky)
8: Battle of New Orleans (1815).
Children's Day, second Sunday in June.
Regular TV schedule, three times weekly, inaugurated by WGY, Schenectady (1928).
9: Feast of St. Columba.
Confederate Memorial Day (Petersburg, Virginia).
11: Feast of St. Barnabas.
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin, Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776).
Kamehameha, first King of Hawaii, observed in Hawaii.
TransAtlantic radiophoto of Pope Pius XI by Korn appearing in the New York World declared "a miracle of modern science." (1922).
12: John Augustus Roebling born (1806).
Baseball Centennial Celebration of the invention of the game at Cooperstown, N. Y. (1939).
13: Proponents and opponents of pay-as-you-see TV present views to FCC. (1955).
14: Hawaii organized as U. S. territory (1900).
Harriet Beecher Stowe born (1811).
Flag Day.
15: Pioneer Day (Idaho).
Franklin demonstrated the identity of electricity and lightning by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
Oregon boundary treaty signed at Washington by Great Britain and the U. S.
16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
17: Bunker Hill Day. (In Massachusetts, Suffolk County).
18: Battle of Waterloo (1815).
19: Beginning of War of 1812.
King John of England signed Magna Carta (1215).
20: West Virginia Day.
21: Longest Day in Year.
Father's Day; 3rd Sunday in June.
New Hampshire Joined the Union (1788).
Constitution Ratified (1788).
22: Bolivarian Day (Canal Zone).
24: San Juan Day (Puerto Rico).
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).
25: Virginia Admitted (1788).
North Korean Communists attack So. Korea (1950).
Battle of Little Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
CBS presents first commercial color program (1951).
26: Virginia ratified the U. S. Constitution (1788).
President Truman orders U. S. troops into Korea battle (1950).
First American Troops land in France (1917).
27: Helen Keller born (1880).
28: Archduke Franz Ferdinand assassinated in Sarajevo (1914).
U. S. purchased rights and franchises of France in the Panama Canal (1902).
Treaty of Versailles ending World War I signed (1919).
29: George Washington Goethals born (1858).
St. Peter's Day.
30: St. Paul's Day.
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public

park (1864). The valley was discovered in 1851.
Fourth Atomic Bomb dropped (experimental over water) Bikini (1946).
First telecast of an eclipse of the sun over NBC and CBS (1954).

July

1: Battle of San Juan Hill (1898).
Dominion Day (Canada).
Battle of Gettysburg (1863).
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.
Dept. of Commerce organizes a radio division to enforce Wireless Act of June 24, 1910 (1911).
2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).
Garfield assassinated (1881).
3: Idaho admitted (1890).
John Singleton Copley born (1737).
4: Independence Day.
U. S. Military Academy at West Point opened (1802).
Calvin Coolidge born (1872).
Slavery abolished in New York (1825).
Providence, R. I. founded by Roger Williams (1636).
Work on Erie Canal commenced (1817).
Thomas Jefferson died (1826).
James Monroe died (1831).
John Adams died (1826).
Cornerstone of Washington Monument laid (1848).
Surrender of Vicksburg (1863).
Bartholdi's Statue of Liberty presented to U. S. in Paris (1833).
American pilots first participated in air raids over Germany (1942).
5: Admiral David G. Farragut born (1801).
6: Republican Party founded (1854).
John Paul Jones born (1747).
Columbia University opened (1754).
7: U. S. annexed Hawaii (1898).
8: John D. Rockefeller born (1839).
Liberty Bell cracked tolling death of John Marshall (1835).
9: Elias Howe born (1819).
10: Wyoming admitted (1890).
James McNeill Whistler born (1834).
11: John Quincy Adams born (1767).
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).
12: Orangeman's Day.
13: Forrest's Day (Tennessee).
14: Stars and Stripes adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry opened first negotiations for trade with Japan (1853).
First sports event in color, races at Monmouth Park, N. J. (1951).
15: St. Swithin's Day.
16: Mary Baker Eddy born (1881).
First Atomic Bomb exploded (experimental) New Mexico (1945).
17: Munoz Rivera's birthday (Puerto Rico).
18: William Makepeace Thackeray born (1811).
Thomas F. O'Neil, v.p. of General Tire and Rubber Co., and pres. of General Teleradio, Inc., (parent company of MBS), buys RKO Radio Pictures, Inc. from Howard Hughes for $25,000,000. (1955).
19: Franco-Prussian War began (1870).
20: Guglielmo Marconi died (1937).
21: Spanish Armada defeated by England (1588).
Society of Jesuits abolished by Pope Clement XIV (1773).
First battle of Bull Run (1861).
CBS begins TV broadcasting from station W2XAB (1931).
24: Simon Bolivar born (1783).
Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).
25: Occupation Day (Puerto Rico).
Fifth Atomic Bomb exploded (experimental under water) Bikini (1946).
26: George Bernard Shaw born (1856).
Serge Koussevitzky born (1874).
New York ratified the U. S. Constitution (1788).
27: First successful Atlantic Cable (1866).
Barbosa's birthday, in the Canal Zone.
28: Austria declared war on Serbia (1914).
Volunteers of America Founder's Day.
National Vegetable Week begins.
29: Booth Tarkington born (1869).
Benito Mussolini born (1883).
30: Henry Ford born (1863).
First Representative Assembly in America convened (1607).
First patent for wireless telegraphy granted in U. S. (1872).
Experimental television transmitter W2XBS opened by NBC in N. Y. (1930).
31: Feast of St. Ignatius Loyola.

August

1: Colorado Day.
Beginning of World War I (1914).
2: Government of India transferred to British Crown (1858).
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
3: Civic Holiday (Canada).
Germany declared war on England and France (1914).
Columbus sailed from Spain (1492).
4: Feast of St. Dominic.
5: Battle of Mobile Bay (1864) with Admiral Farragut in command.
Second Atomic Bomb dropped (1945) Hiroshima.

6: Feast of the Transfiguration.
Westinghouse discloses Stratovision plan (1945).
Emilie Dionne, of the Dionne quintuplets, died (1954).
7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.
Creation of War Department (1789).
Society of Jesuits restored by Pope Pius VII (1814).
8: Charles A. Dana born (1819).
Third Atomic Bomb dropped (1945) Nagasaki.
9: First Train Drawn in U. S. by Steam Locomotive (1831).
Izaak Walton born (1593).
10: Herbert Clark Hoover born (1874).
Russia declared war against Japan (1945).
11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).
First baseball game in color, Brooklyn Dodgers vs. Boston Braves at Ebbets Field (1951).
U.S. Army used portable television transmitters to direct infantry operations remotely. Demonstration was seen by coast-to-coast audience (1954).
14: V-J Day (1945).
Atlantic Charter agreement between President F. D. Roosevelt and Prime Minister Winston Churchill (1941).
15: Panama Canal opened (1914).
16: Bennington Battle Day (Vermont).
First transatlantic cable opened (1858).
George Herman ("Babe") Ruth died (1948).
18: Virginia Dare born (1587).
19: National Aviation Day.
Orville Wright born (1871).
20: Benjamin Harrison born (1833).
21: Lincoln-Douglas debate began (1858).
22: Claude Debussy born (1862).
23: Oliver Hazard Perry born (1785).
24: British burn White House (1814).
St. Bartholomew's Day Massacres, France (1572).
Festival of St. Bartholomew.
25: Edgar Wilson ("Bill") Nye born (1850).
26: Suffrage for Women—19th Amendment (1920).
27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
28: Spanish landed at the site of St. Augustine, Fla. (1565).
Johann Wolfgang von Goethe born (1749).
29: Oliver Wendell Holmes born (1809).
30: Germany declared war on Poland (1939).
Beginning of World War II.
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).

September

1: Germany invaded Poland (1939).
Official V-J Day (1945). (Surrender terms signed aboard U.S.S. Missouri.)
Labor Day.
Eugene Field born (1850).
3: First American Peace Treaty with England (1783).
Allies invaded Italy (1943).
4: Henry Hudson discovered Manhattan Island (1609).
First Electrical power station in world in New York (1882).
First telecast coast-to-coast via coaxial cable and microwave relays. Occasion of Pres. Harry S. Truman opening Japanese Peace Treaty Conference (1951).
5: First Continental Congress (1774).
6: Lafayette Day.
First Battle of the Marne (1914):
7: James Fenimore Cooper born (1789).
Japanese Peace Treaty (WW II) signed (1951).
8: Dutch surrendered New Amsterdam (New York) to British (1664).
Italy surrendered (1943).
Crimean War ended (1855).
9: Admission Day (California—1850).
10: Arthur Holly Compton born (1892).
Rosh Hashonah.
11: Harvest Festival.
O. Henry (pen name William Sydney Porter) born (1862).
Defender's Day (Maryland).
12: Battle of Lake Erie (1813).
13: Walter Reed born (1851).
John Joseph Pershing born (1860).
Battle of Quebec (1759).
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
14: Great Britain and its colonies in America adopted the Georgian calendar (1752).
"The Star Spangled Banner" written by Francis Scott Key (1814).
15: Independence Day of the Central American Republics (1821).
William Howard Taft born (1857).
16: Russians burned Moscow (1812).
17: Constitution Day.
18: Cornerstone of U. S. Capitol laid in Washington, D. C. (1793).
N. Y. Times established (1851) when its first issue appeared.
Columbia Broadcasting System goes on air with basic network of 16 stations. Major J. Andrew White is president (1927).
19: Washington issued his farewell address to people of U. S. (1796).
Yom Kippur.
21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).

22: Lincoln issued the preliminary proclamation freeing the slaves (1862).
Nathan Hale executed (1776).
First day of Autumn.
23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
24: John Marshall born (1775).
25: Balboa discovered the Pacific (1513).
Bill of Rights (1789).
26: George Gershwin born (1898).
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
27: American Indian Day (4th Friday).
28: Georges Eugene Benjamin Clemenceau born (1841).
29: Michaelmas Day.
30: Mutual Broadcasting System starts as co-operative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).

October

7: Francisco Franco proclaimed head of Spanish Nationalist Government (1935).
Germany crossed border into Czechoslovakia (1938).
2: Ferdinand Foch born (1851).
Mohandas Gandhi born (1869).
3: Religious Education Week. First full week in October.
4: Rutherford B. Hayes born (1822).
Wright Brothers took first long distance flight in an airplane (1905).
Chester A. Arthur born (1830).
5: Missouri Day.
National Business Women's Week, generally the second week of Oct.
7: Stamp Act Congress held and Declaration of Rights issued by Colonies (1765).
James Whitcomb Riley born (1853).
8: Edward Vernon Rickenbacker born (1890).
9: Fire Prevention Week.
Fraternal Day (Alabama).
Chicago Fire (1871).
10: U. S. Naval Academy in Annapolis opened. (1845).
11: Eleanor Roosevelt born (1884).
Farmer's Day (2nd Friday) (Florida).
YMCA Founder's Day—Sir George Williams born (1821).
FCC approves CBS color TV tests (1950).
National Bible Week.
12: Columbus Day.
14: William Penn born (1644).
15: First public demonstration of ether as an anesthetic, Massachusetts General Hospital (1846).
16: Noah Webster born (1758).
17: Surrender of General Burgoyne at Saratoga (1777).
18: General Tojo appointed Premier of Japan (1941).
Alaska Day.
FCC sets aside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc. (1937).
Hurricane "Hazel" hits U.S. Eastern coast (1954).
19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) passed (1919).
John Adams born (1735).
20: FCC decided it would be undemocratic for TV shows to be censored by the government, after protests that crime shows increased juvenile delinquency.
22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
23: Sarah Bernhardt born (1845).
Al Jolson died (1950).
24: Transcontinental telegraph line completed (1861).
Pennsylvania Day.
United Nations Day
William Penn born (1644).
Light's Diamond Jubilee, largest commercial television hook-up (1954).
25: First cabinet meeting televised (1954).
26: Erie Canal opened to traffic (1825).
Better Parenthood Week, observed last week in Oct.
27: Theodore Roosevelt born (1858).
28: Dedication of Statue of Liberty (1866).
31: Hallowe'en.
Admission Day, Nevada (1864).

November

1: All Saints' Day (Louisiana).
Liberty Day (St. Croix, Virgin Islands only).
National Broadcasting Co. is organized with WEAF and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
2: General Election Day.
North Dakota admitted (1889).
South Dakota admitted (1889).
James K. Polk born (1795).
Warren G. Harding born (1865).
George Bernard Shaw died (1950).
3: Panama declared its independence of Colombia (1903).
4: John Philip Sousa born (1854).
5: Guy Fawkes Day (English).
U. S. General Election Day.
6: Static-less radio system based on FM instead of AM is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the institute of Radio Engineers, N. Y. (1935).
American Art Week.
7: Marie Skladouska Curie born (1867).
8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858)
Montana admitted (1889).

Opening performance of Metropolitan Opera in New York was televised by closed circuit to 32 theaters in more than 25 cities, and seen by some 70,000 persons.
9: Great Fire in Boston (1872).
American Education Week.
10: Martin Luther born (1483).
U. S. Marine Corps was created by the Continental Congress (1775).
11: Armistice Day, World War I.
Washington admitted (1889).
13: Robert Louis Stevenson born (1850).
Edwin Booth born (1833).
14: Robert Fulton born (1765).
Book Week.
15: Pike's Peak discovered (1806).
16: Oklahoma admitted (1907).
17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal opened (1869).
18: Standard Time went into effect in the U. S. (1883).
Dr. V. K. Zworykin demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).
19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
James A. Garfield born (1831).
21: North Carolina admitted (1789).
Edison Announced invention of Phonograph (1877).
23: Franklin Pierce born (1804).
24: Zachary Taylor born (1784).
28: Thanksgiving Day (4th Thursday).
29: Admiral Byrd Discovered South Pole (1929).
30: Samuel L. Clemens (Mark Twain) born (1835).
Russia invaded Finland (1939).
Winston Churchill born (1874).

December

2: Promulgation of the Monroe Doctrine (1823).
3: Illinois admitted (1818).
Gilbert Stuart born (1755).
5: Martin Van Buren born (1782).
Walt Disney born (1901).
7: Pearl Harbor attacked (1941).
Roosevelt, Churchill, Stalin confer at Teheran (1943).
Delaware Day.
Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938).
First coast-to-coast medical telecast in color, surgery in Los Angeles, via closed circuit (1951).
8: Eli Whitney born (1765).
U. S. declared war on Japan (1941).
9: Germany-Italy declare war on U. S. (1941).
10: U.S. Declared War on Germany-Italy (1941).
Peace Treaty signed with Spain (1899).
Mississippi admitted (1817).
Human Rights Day.
11: Alfred Nobel born (1833).
Indiana admitted (1816).
12: First Marconi Wireless across Atlantic (1901).
Pennsylvania admitted (1787).
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
13: Council of Trent (1545).
14: Alabama admitted (1819).
George Washington died at Mt. Vernon (1799).
15: Bill of Rights Day.
Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).
16: Boston Tea Party.
Ludwig von Beethoven born (1770).
17: John Greenleaf Whittier born (1807).
Aviation Day.
First mechanical airplane flight by Wright Brothers (1903).
FCC approved color TV (1953).
18: New Jersey admitted (1787).
First Sunday paper published (1796).
19: Tyrus (Ty) Cobb born (1886).
Washington went into winter quarters at Valley Forge (1776).
20: First electrical lights on Broadway (1880).
21: Pilgrims landed at Plymouth Rock (1620).
First day of winter.
23: George Washington resigned Army commission (1783).
NBC establishes a permanent coast-to-coast network (1928).
24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.
Reginald Fessenden transmits human voice by wireless (1906).
25: Washington crossed the Delaware to attack Trenton (1776).
Christmas Day.
26: Battle of Trenton (1776).
Record snow fall in New York, exceeding in depth the blizzard of 1888 (1947).
27: Louis Pasteur born (1822).
28: Iowa admitted (1848).
Woodrow Wilson born (1856).
Irish Free State became State of Eire (Ireland).
29: Texas admitted (1845).
Andrew Johnson born (1808).
First American YMCA established in Boston (1851).
MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of California and other stations (1936).
30: Rudyard Kipling born (1865).
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S (1853).
31: New Year's Eve.

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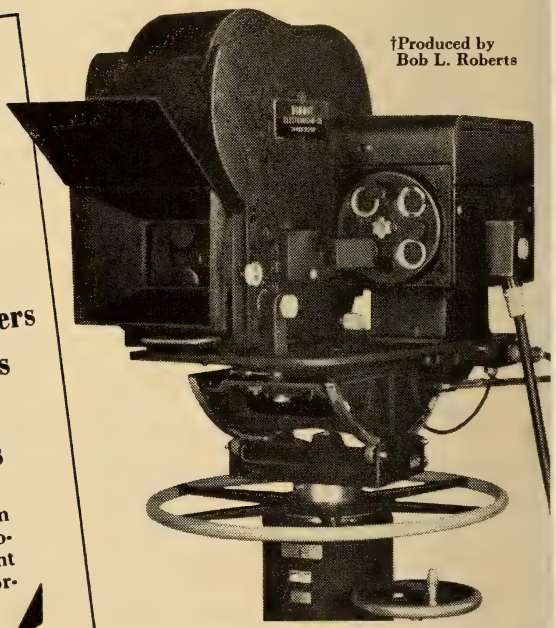

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1956

Television Year Book

NINETEENTH ANNUAL EDITION

JACK ALICOATE
Editor-in-Chief

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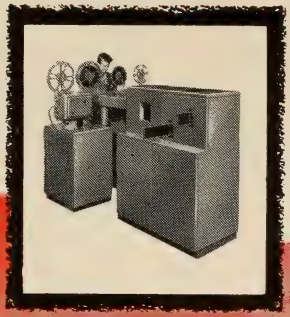
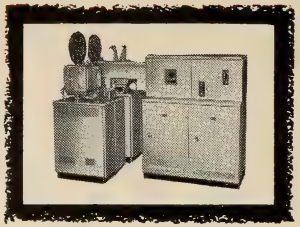
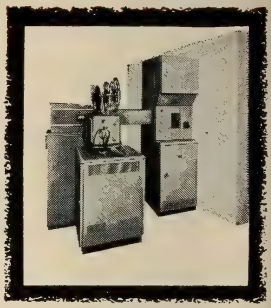


1 Excellent monochrome slides, opaques, and 16 mm film.



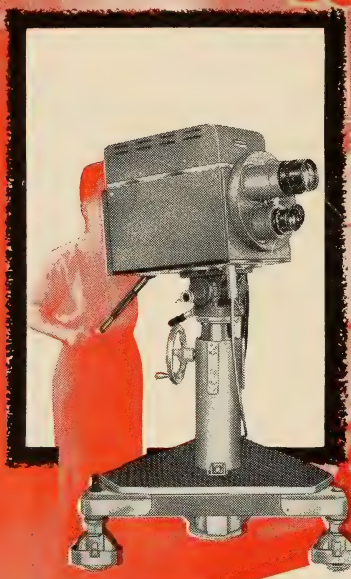
2 Superior color slides, opaques and 16 mm film, as well as monochrome.



3 Limited live color in addition to slides, opaques, and 16 mm film. Unlimited Live Color.

Here's one you can control!

the vitascan



4 UNLIMITED LIVE COLOR

And now, the biggest news of all... the Vitascan camera, a portable light source for live color TV broadcasting. The light source is a simple, portable camera assembly that provides unlimited live programming at a cost far below other color systems. Again, Du Mont shows the way for simple, practical television broadcasting.

● Start your scanner operations at any point you need! If you need a source for only monochrome film, opaques, and slides choose the Monochrome Multi-Scanner. If you plan color for later on, you can always convert at minimum expense. At any time, you can add live color with either the fixed or portable light sources. Here is television broadcasting equipment **tailored** to your exact needs!

DU MONT®

Television Transmitter Department
Allen B. Du Mont Laboratories, Inc.
Clifton, New Jersey

Use of TV by President Heralds New Era

☆ ☆ ★

"I'm going directly to the American people and tell them the full facts." With these words President Dwight D. Eisenhower announced his plan to use commercial television to inform the whole nation of the reasons for his decision to run for renomination. And with these words commercial television was accorded its rightful place as the only true medium for vital news in the twentieth century.

The right—and the duty—of every American citizen to hear immediately his elected officials speak their minds on important issues was performed more than ever before in the President's dramatic telecast of February 29, 1956. Sixty-five million people—more than voted in the last election—saw and heard the President on both radio and television. By watching his face for twenty minutes they were able to form their own decision on the essential problem—the President's health.

The impact of the President's preference for television as the medium to reach all the people at once will be felt strongly on the coming presidential election—and most likely on all future elections. He has announced that observation car barnstorming—at least for him—is as outmoded as the era of the big city "bosses." Television and radio will be the primary weapons of the campaign. The hitherto traditional and old-fashioned methods will be used only to supplement his appearances on television.

The President has long been an advocate of television. He was the first President to address the annual convention of the National Association of Radio and Television Broadcasters, and at that time expressed his high regard for the medium.

Shown here is a view of President Eisenhower at his news conference as he made public his "affirmative" decision to seek re-election.

the best in Sunday evening

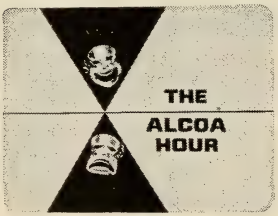
entertainment

NBC-TV 9-10 P.M., E.S.T.

Aluminum Company of America

presenting

THE ALCOA HOUR



Fuller & Smith & Ross, Inc.

ADVERTISING

Goodyear Tire & Rubber Company, Inc.

presenting

THE GOODYEAR PLAYHOUSE

Young & Rubicam, inc.

ADVERTISING

Pay TV Starts Greatest Controversy of '55

By
EDWARD J. LOWE
Equipment Editor
Radio-Television Daily

A CLOUD no bigger than the palm of a man's hand appeared on the horizon of American television in 1955, a cloud that can conceivably transform our time-honored concept of broadcasting, and will certainly cause the most violent controversy in the industry's third of a century. That cloud is subscription television, or toll TV, the future of which the Federal Communications Commission has been considering since September 9. The advocates of this new system claim that it will make possible hitherto unreachable fields of culture and entertainment, side by side with the sponsored programs of today. Those opposed say that toll TV will destroy free television, and drive the medium out of range of those that rely on it most.

☆ ☆ ☆

Three major forms have been advanced, but the underlying principle of all is to make a program available only to those willing and able to pay for it. The broadcaster would transmit his program in a coded, or scrambled, form. The ability to unscramble the signal would be available, for a fee, to those with the required electronic attachment on their set.

Phonevision, the product of the Zenith Radio Corporation, generally held to be the pioneer in the field, would attach to the set a device with five dials, each with seven numbers. Turning the dials to a previously assigned code number for a particular program would unscramble the signal. The viewer would get the numbers by punching out an insert on a card beside the listing for a specific show. The card would be a record of programs seen, which he would return to the company, and would then be billed.

☆ ☆ ☆

The method of Skiatron, Inc., provides for the insertion of an IBM card with a printed electronic circuit. Pressing a button would simultaneously unscramble the picture and punch the card, making it also a record of shows seen.

The third system, Telemeter, proposed by a subsidiary of Paramount Pictures, differs from the others in two important respects. First, two signals would be transmitted on one channel. An advertisement for the show would be received on existing sets, the show itself for those who wished to pay for it. Secondly, coins inserted before the show into an attached device would directly activate the unscrambler.

☆ ☆ ☆

September 9 was the closing date for the submission of rebuttals to arguments already submitted to the FCC. The crux of the legal aspect of their problem is contained in Section 3 of the Federal Communications Act of 1934, which defines broadcasting as "the dissemination of radio communications intended to be received by the public." If the Commission finds that the recipients of toll TV are not "the public," but the paying public, then it is debatable if the Commission has the power to decide the issue. In that case the problem would be referred to Congress, and perhaps eventually to the Supreme Court. In addition, the Commission must decide which system is most desirable. In view of all these problems, and the fact that 1956 is an election year, no speedy action is expected. It may in fact take several years.

The controversy made many strange bedfellows. The motion picture exhibitors, organized as the Joint Committee on Toll TV, aligned themselves with their rivals for public favor, the broadcasting networks and the National Association of Radio and Television Broadcasters, who were in turn aligned with the American Federation of Radio and Television Artists. All came out unequivocally against toll TV, the NARTB stating that it is "completely repugnant to the historical concept of public ownership of the air waves." Those in favor are composed mainly of motion picture producers and sporting interests, in addition to the developers of the system.

☆ ☆ ☆

The most effective action taken by either side during 1955 was in answer to the contention that toll TV will provide to the public many programs that sponsors are unable to afford, among which were cited recent Hollywood features. General Teleradio's purchase of $25,000,000 worth of feature pictures, which the public will see without charge, effectively answered this argument, and showed the vitality of the sponsored medium.

Of one thing we can be sure — the controversary is not over, probably has not really started. Through its purchase of Hollywood features the young, free, medium has struck a strong blow for itself. We can be sure that 1956 will see much more of the same.

You have to see it to believe it!

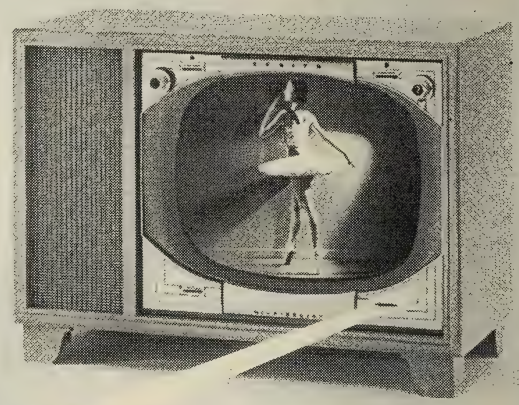
FLASH-MATIC TUNING by ZENITH®

Shoot off annoying commercials with a flash of magic light... picture remains on screen while commercial is silent so you can tell when to turn on sound again.

The flash of light also turns set on, off, changes channels—you remain in your easy chair.

Just imagine! You can tune your Flash-Matic television set from across the room with a "magic" flash of light (no wires, no cords). Flash-Matic Tuning is a built-in part of several new 1956 Zenith television sets. See it at your Zenith dealer's. Only Zenith has it!

The Touraine. 24-inch screen, Flash-Matic Tuning, new Royal "X" Chassis, Cinébeam®, Ciné-Lens, high fidelity sound system, removable protective glass. Also push-button tuning. In grained blond oak color (X2674EQ), $525.* In mahogany color (X2674RQ), $499.95*.



Zenith Quality... *the best of everything in everything Zenith makes.*

Backed by 36 years of experience in radionics exclusively

ALSO MAKERS OF FINE HEARING AIDS

Zenith Radio Corporation, Chicago 39, Illinois

COPR. 1955

*Manufacturer's suggested retail price. Prices and specifications subject to change with

1955 NETWORK NEWS SELECTIONS

The networks' evaluations of the top ten news stories follow:

☆ ☆ ☆

— ABC —

1—President Eisenhower has a heart attack.
2—Salk Vaccine pronounced effective.
3—Big Four chiefs meet at Geneva for the first time in ten years.
4—Malenkov ousted as Russian Premier by Kruschchev; Bulganin succeeds.
5—Northeastern states hit twice by floods.
6—Reds free eleven Americans as Formosa crisis eases.
7—Princess Margaret declines marriage to Peter Townsend.
8—Churchill resigns as Prime Minister.
9—Juan Peron ousted as dictator of Argentina.
10—Ann Woodward kills her husband, owner of race horse Nashua.

— CBS RADIO —

1—President Eisenhower suffers heart attack.
2—Geneva Summit meeting.
3—Success of the Salk anti-polio vaccine.
4—The eastern floods.
5—Russia sells arms to Egypt.
6—Peron deposed in Argentina.
7—Princess Margaret rejects Peter Townsend.
8—Banner year for U. S. business.
9—AFL-CIO merger.
10—The Dodgers, at long last!

— CBS TV —

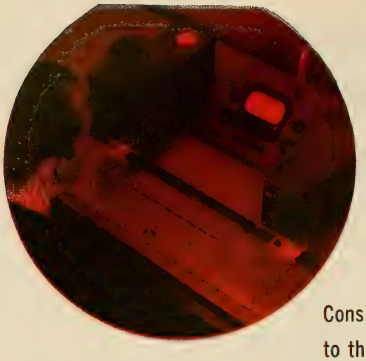
1—Eisenhower illness.
2—Salk vaccine.
3—Northeast-Northwest floods.
4—Meeting at the Summit.
5—Move towards implementation of de-segregation in south.
6—Margaret Rose-Peter Townsend story.
7—Ouster of Peron.
8—Earth Satellite launching plans announced.
9—Woodward shooting.
10—Brooklyn Dodgers finally win world series.

— NBC —

1—President Eisenhower's heart attack.
2—Geneva meeting of the Big Four.
3—The Salk polio immunization vaccine and test.
4—The Malenkov resignation and Kremlin shake-up.
5—The romance of Princess Margaret and Captain Townsend.
6—The hurricanes and floods in New England.
7—The Supreme Court's order ending segregation in the nation's schools.
8—Merger of the AFL and CIO.
9—Crash of a United Airlines plane near Denver in which 44 died.
10—Overthrow of Argentine dicator Juan Peron.

— MBS —

1—The illness of President Eisenhower.
2—The Big Four Conference and subsequent breakdown of Russian and American relations.
3—The Eastern hurricanes and floods.
4—The conflict and rise of nationalism in the Middle East and Africa.
5—The fall of Dictator Juan Peron.
6—The distribution of polio vaccine.
7—The AFL-CIO merger and the guaranteed annual wage.
8—The Woodward tragedy.
9—The plans for an Earth satellite.
10—The broken romance of Princess Margaret.



Consistently reliable service
to the motion picture
industry since 1920

HOLLYWOOD'S ONLY COMPLETE LABORATORY SERVICE

35mm BLACK & WHITE
35mm EASTMAN COLOR
16mm BLACK & WHITE
16mm KODACHROME
16mm EASTMAN COLOR
16mm REEVES MAGNA-STRIPING
TITLES • OPTICALS • INSERTS

CONSOLIDATED FILM INDUSTRIES

Hollywood: 959 Seward St., HOllywood 9-1441
New York: 521 W. 57th St., JUdson 6-1700

CFI

GRADE A COVERAGE

(Prepared by CBS-TV Engineering)

☆ ☆ ☆

VHF CHANNELS 2-6—GRADE A SERVICE CONTOURS (68db 2.5 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power 1 KW	10 KW	50 KW	100 KW
300 FT.	7	12	18	21
500 FT.	9	16	23	27
700 FT.	11	19	27	31
1000 FT.	13	23	32	37
2000 FT.	19	34	46	50
5000 FT.	32	55	70	77

VHF CHANNELS 7-13—GRADE A SERVICE CONTOURS (71db 3.55 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power 1 KW	10 KW	50 KW	100 KW	200 KW	316 KW
300 FT.	7	12.5	18.5	21	25	28
500 FT.	9	16.5	24	28	32	35
700 FT.	11	20	29	34	37	40
1000 FT.	13.5	25	36	40	43	46
2000 FT.	21	40	50	54	59	61
5000 FT.	32	62	76	82	88	91

UHF CHANNELS 14-83—GRADE A SERVICE CONTOURS (74db 5 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power 1KW	10KW	50KW	100KW	200KW	316KW	1000KW
300 FT.	5	9	13	15	18	20	26
500 FT.	6.5	11.5	17	20	23	25	32
700 FT.	8	13.5	20	23	27	30	37
1000 FT.	9	16.5	24	28	32	35	43
2000 FT.	13	24	35	41	46	49	57
5000 FT.	21	41	57	64	70	75	85

The standard of quality wherever films are used

EASTMAN PROFESSIONAL MOTION PICTURE FILMS

THE EASTMAN 16mm PROJECTOR, MODEL 250

THE EASTMAN 16mm CONTINUOUS PROJECTOR, MODEL 300

THE EASTMAN TELEVISION RECORDING CAMERA

Whether you use film to bridge the coast-to-coast gap of time and space . . . to overcome the confinements of studio walls . . . or to pre-test your investment in time and talent, Eastman is always the first choice both for production and projection.

Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N. Y.

Agents for the Sale and Distribution of Eastman Professional Motion Picture Films

W. J. GERMAN, INC.

Fort Lee, N. J., Chicago, Ill.; Hollywood, Calif.

GRADE B COVERAGE

(Prepared by CBS-TV Engineering)

☆ ☆ ☆

VHF CHANNELS 2-6—GRADE B SERVICE CONTOURS (47db 0.22 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power 1 KW	10 KW	50 KW	100 KW
300 FT.	22	35	46	50
500 FT.	28	43	52	57
700 FT.	33	47	58	63
1000 FT.	39	54	65	70
2000 FT.	52	69	81	86
5000 FT.	79	100	113	118

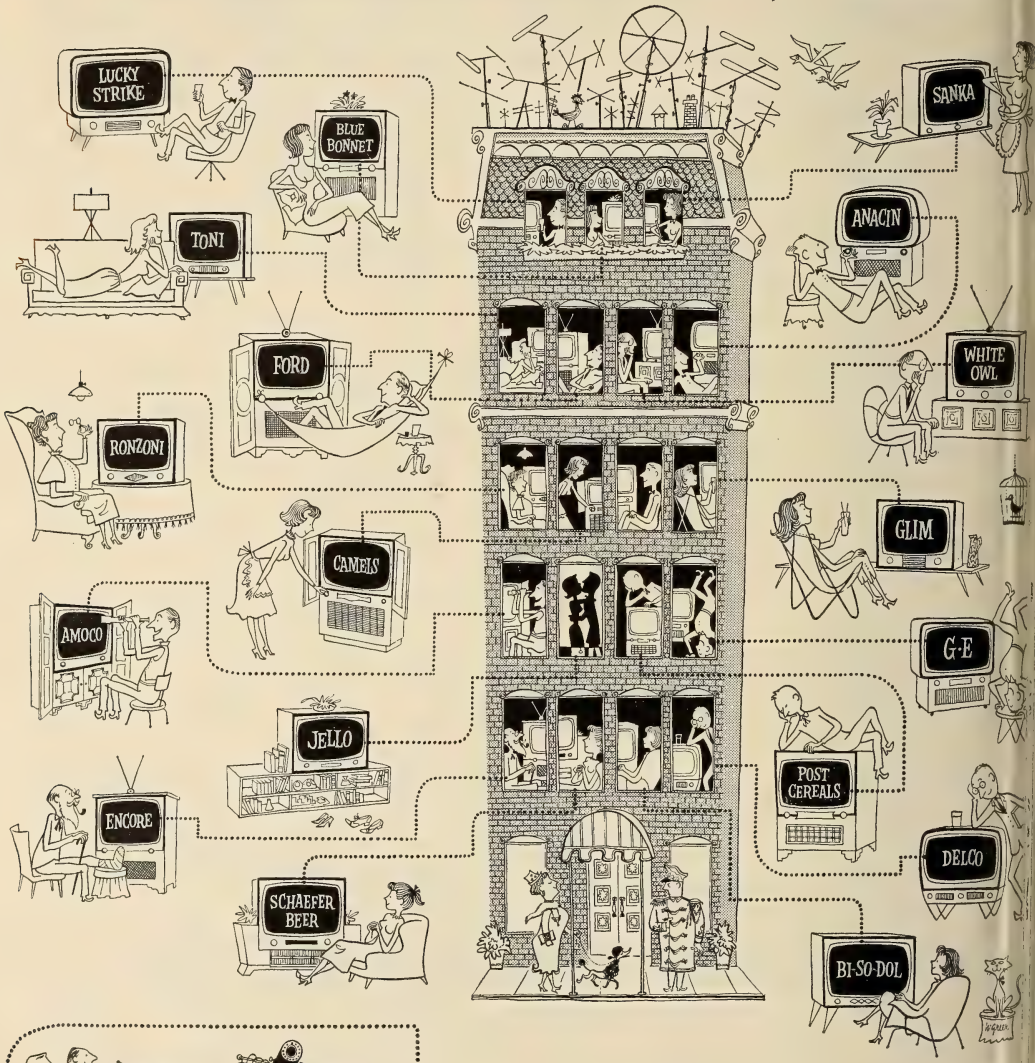
VHF CHANNELS 7-13—GRADE B SERVICE CONTOURS (56db 0.63 MV/M)

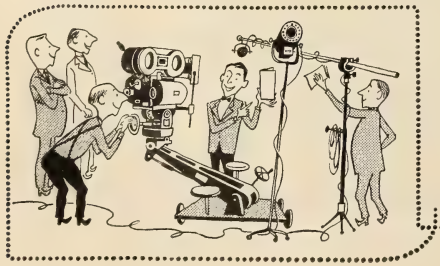
Antenna Height	Distance (Miles) for Effective Radiated Power 1 KW	10 KW	50 KW	100 KW	200 KW	316 KW
300 FT.	17	28	37	40	43	45
500 FT.	22	35	43	46	49	52
700 FT.	27	40	48	50	54	57
1000 FT.	33	46	54	57	61	63
2000 FT.	47	61	70	74	77	80
5000 FT.	73	91	102	106	107	113

UHF CHANNELS 14-83—GRADE B SERVICE CONTOURS (64db 1.58 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power 1KW	10KW	50KW	100KW	200KW	316KW	1000KW
300 FT.	9	15	22	26	29	31	40
500 FT.	11.5	20	28	32	37	40	47
700 FT.	13.5	23	33	37	41	45	52
1000 FT.	16.5	28	39	43	47	50	59
2000 FT.	24	41	52	57	62	65	74
5000 FT.	41	64	79	85	90	95	105

Everyone's Eye is on TV Commercials filmed by BLAKE





George Blake Enterprises Inc.

Producing films for Television and Industry in our own air-conditioned studio at 1600 Broadway in the heart of New York

TELEVISION OWNERSHIP

As a Percentage of All Families in the U. S. and in Each of 28 Geographic and Family Type Groups

• *Figures released by the Market Research Corporation of America, based on a nationwide study of* 28 *geographic and family-type groups of viewers, indicate a continued steady purchase increase of TV sets. The following table released during* 1956 *revealed these percentage increases:*

Per Cent of Families in Each Group With Television Sets

	April '55	July '55	Oct. '55	Jan. '56
UNITED STATES TOTAL	67%	68%	85%	86%
Regions:				
Northeast	84%	85%	85%	86%
South	50	54	56	61
North Central	70	70	72	77
Mountain & Southwest	46	52	54	60
Pacific	65	66	70	74
City Size:				
Farm	38%	43%	47%	51%
Under 2,500	53	56	57	63
2,500 to 50,000	50	53	56	62
50,000 to 500,000	74	75	77	80
500,000 and Over	87	87	88	89
Total Family Income:				
Upper Fourth	77%	81%	83%	86%
Next Fourth	72	76	77	81
Next Fourth	69	69	71	75
Lowest Fourth	48	48	50	54
Education of Family Head:				
Grade School	60%	62%	64%	67%
High School	74	75	78	82
College	71	73	74	79
Size of Families:				
1 & 2 Members	57%	59%	62%	66%
3 Members	73	73	74	77
4 & 5 Members	77	78	80	84
6 Members & Over	62	66	68	74
Age of Housewife:				
Under 35 Years	73%	75%	77%	81%
35 thru 44 Years	74	74	75	79
45 Years & Over	59	61	63	67
Presence of Children:				
5 Years & Under	73%	75%	77%	80%
6-12 Years	75	76	78	82
13-20 Years	69	71	72	76
No Children	60	61	63	68

HOW THEY WATCH AND LISTEN

☆ ☆ ☆

Here in table form is how people in Videotown (actually New Brunswick, New Jersey) have watched television and listened to radio. This is the eighth Videotown report by Cunningham & Walsh, New York advertising agency, which since 1948 has been conducting the study of trends in TV sales and set usage and the impact of television on family life in Videotown. Statistics pertain to television homes.

	WATCH TV					LISTEN TO RADIO				
	1951	1952	1953	1954	1955	1951	1952	1953	1954	1955
Wives										
Morning	2%	10%	12%	22%	17%	25%	33%	42%	45%	43%
Afternoon	10	18	19	25	27	15	19	16	17	13
Evening	71	73	78	79	89	7	13	12	15	14
All Day	72	76	80	83	92	34	42	50	52	52
All People—Average										
Morning	1	5	8	14	11	10	15	12	23	25
Afternoon	7	15	14	16	20	6	9	8	8	8
Evening	68	70	73	74	85	5	8	9	10	10
All Day	70	72	76	77	87	16	22	28	30	33

REPORT ALSO REVEALED:

- Reading and movie attendance are up.
- People backward about color at present prices.
- Radio listening remains high.

WTVJ *Miami . . .*

NOW 7 YEARS "ON-THE-AIR" EXPERIENCE.

Channel 4 with 100,000 watts full power telecast from a 1,000 ft. tower is the only TV station giving complete coverage of the entire South Florida market.

Merchandising and promotion are our "by-words". . . the tools that add an extra plus to your sales curve.

Represented Nationally by Peters, Griffin, Woodward, Inc.

BASIC AFFILIATE

FLORIDA'S FIRST TV STATION

WTVJ·Channel 4

MIAMI

Reports Over 22,000 Women In Radio-TV

By
JEAN GIBSON
Editorial Researcher,
Radio Annual,
Television Yearbook

WOMEN are as essential to the broadcasting industry today as the television camera or the studio clock.

The feminine set may have first entered broadcasting as secretaries at radio stations. Then they progressed to become traffic managers and continuity writers. Later, women became commentators on their own programs. Gradually, women in radio were joined by colleagues in television. Women in TV worked up, as in radio, often remaining behind the scenes to help produce or direct. Many women have made the grade in the management end of radio and television.

☆ ☆ ☆

According to a July, 1955, Survey of Current Business, published by the Office of Business Economics, U. S. Dept. of Commerce, there were 76,000 people employed in radio and television in 1954. An FCC financial statement reports that in this same year, of this total, 29,412 people were employed in television. In other words, although television was barely seven years old, (say it actually got underway in 1947), a little over a third of the employees in the broadcasting industry were in this new media of communication.

☆ ☆ ☆

Figures aren't available for the number of women employed in radio and television in 1954. But in 1950, the Census revealed that a total of 15,690 women were working in the broadcasting field. Of these 7,980 were clerical; 4,590 were professional, and 1,770 held jobs as salaried managers or officers. Since in 1950, there were 104 television stations and 2,144 radio stations on the air, each station averaged about 7 women employees. Assuming the fairer sex was sprinkled evenly among individual TV and radio stations, women in radio outnumbered their TV sisters by about 21 to 1. In round numbers, there may have been about 15,000 women in radio, and 725 or so in TV.

The story is different today. Television has grown steadily, leap-frogging into big business. The 104 stations in 1950 have jumped to approximately 450 on the air with many others pending FCC approval. If the figure of 7 women per TV station is used here, which is undoubtedly conservative, we find that there are now 3,150 women employed in TV. Women in radio currently lead by only 6 to 1.

☆ ☆ ☆

This is not to say that opportunities in radio have lessened, however. Even though television has become a competitor to radio for the listening ear, radio is still enjoying growth. Many more stations are going on the air, and other stations are expanding. Radio Advertising Bureau has estimated that the total number of radio sets in the U. S. was 121 million as of July, 1955. Eighty million of these sets are in homes where women can and do listen to some 2,800 radio stations, where about 19,600 women have a part in the operations.

Taking radio and TV together, there are currently about 22,750 women employed in the broadcasting industry. They serve their industry as traffic managers, researchers, continuity writers, commentators, record librarians, secretaries, receptionists and managers, to name a few.

☆ ☆ ☆

It was mentioned before that television was becoming big business. This holds true for the whole broadcasting industry. In 1954, the U. S. Department of Commerce reported that national income originating in TV and radio amounted to $551,000,000. In contrast to this, automobiles and equipment, a subdivision of manufacturing, showed a total of $6,472,000,000 that year. Utilities, both electric and gas, contributed $5,709,000,000. (National Income Number of the Survey of Current Business, July, 1955.) But women in the broadcasting industry, as well as the men, can take satisfaction in having helped to keep our country prosperous. The huge income of other businesses would not be so impressive without the selling job that broadcasting does.

With the addition of television to broadcasting, and the expansion of radio, more jobs have opened for women, either "behind the mike" or "before the camera." Every indication points toward more women in broadcasting. Wherever women are, it is certain that the broadcasting industry is better for having the help of a feminine hand.

BMI *For Service in TV*

Service continues to be one of the basic theme songs at BMI. Not only are its facilities offered to its TV licensees, but to producers, advertising agencies and their clients, TV film distributors, music conductors, directors, and everyone in TV concerned with music and programming.

This service is apparent in the day to day activities of BMI and is provided in many forms, such as:

- Assistance in the selection or creation of music for theme, background, bridge, cue or incidental mood music
- Aid in music clearance
- Help in protecting music ownership rights
- Answers to questions concerning copyrights, music rights for future residual usage and help in solving all other problems concerning the use of music in TV

Let BMI give you the TV Music Story today

Call or Write BMI TV SERVICE Department

BROADCAST MUSIC, INC.

589 Fifth Avenue, New York 17, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Television Networks

EXECUTIVE PERSONNEL

ARTICLES

MAPS

1956 TV's Greatest Political Role

By JOHN DALY

ABC Vice President in Charge of News, Special Events, Sports & Public Affairs

THROUGHOUT the length and breadth of our land, on the farm and in the city, the attention of the country this Summer and Fall will focus on two separate weeks and one day that will make history.

Like Topsy, Television has "growed and growed," and our citizenry almost as a whole will witness the exciting, significant and dramatic political conventions and elections of 1956.

As a prelude to these events will come the various tests of strength by opposing candidates in state primary balloting. In August, with battle lines drawn, will follow the conventions of Democratic and Republican parties to select their standard bearers.

☆ ☆ ☆

Thereafter in rapid succession will take place the campaigns by the nominees and the climactic Election Day on November 6.

Television, serving with older and more familiar media, will find itself cast in its greatest role to date. It can and will bring the public the facts, issues and candidates of the conventions and campaigns with the new dimension and greater impact inherent in its visual factor.

Radio with its swiftness and mobility will spread the news to every corner of the country. But television — personal and penetrating — will make it possible for everyone to be on the scene, to interpret and decide on the basis of first hand information. Honored and acknowledged for its influence and impact in 1952, television will be unrivaled in 1956.

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The audience this year will probably include four out of every five TV-equipped homes, or a total of more than 28 million living rooms, almost double that of the 1952 TV audience. Wherever TV goes, it will profoundly influence those who watch. It will have vast influence on their votes and the outcome of the election.

There is little doubt that radio, newspapers, magazines and other means of reaching the people have been able to exert an influence over segments of the population. But never has one media, in the control of comparatively few, been able to affect so many throughout the breadth of the land in such proportions.

This challenge, I am sure, will be met with the highest of standards by television's trained personnel. In planning and execution, the men and women, who have added to the talents with which they served so effectively in the great tradition of radio convention and election coverage, are dedicated to objectivity, depth and breadth of reporting.

☆ ☆ ☆

Unfettered by government controls as exist in many totalitarian countries, the television industry will be able to present all shades of opinion — an unbiased report of political developments when they happen, exactly as they take place.

ABC's team, of which I can speak personally, provides a typical example of the balance provided. Such veteran and capable newsmen as Erwin D. Canham, George Sokolsky, John W. Vandercook, Edward P. Morgan, Martin Agronsky, Paul Harvey, Quincy Howe, Bryson Rash, John MacVane, Gunnar Back, Don Goddard and Ted Malone will report for both ABC Radio and television at these conventions and on election night.

☆ ☆ ☆

Each in his own way will contribute new chapters to the glowing history of journalism in the United States. The long line of traditions which have established the freedoms of press and speech in our country have prepared them well.

In future years, their achievements will likewise aid those faced with even greater responsibility in the continuance of democratic processes.

As our economy and size have expanded, so too have our skills in the field of reporting. Television is the beneficiary of this heritage, and we are determined that the newest medium shall be worthy of its great heritage.

A. B. C. TELEVISION NETWORK

☆ ☆ ☆

JOHN H. MITCHELL

Vice President in Charge of ABC Television Network

John H. Mitchell, vice president in charge of the American Broadcasting Company Television Network, was elected to the position on November 1, 1954. He joined ABC in February 1953 as vice president in charge of WBKB, ABC's owned television station in Chicago. In July 1953 he became vice president and general manager of WABC-TV, New York. Before joining the network, Mitchell was with Balaban & Katz Corporation which he joined in 1931. In 1939 he moved to South Bend, Indiana, in charge of Indiana theatres owned by Great States Theatres, Inc., a subsidiary of Balaban & Katz. In 1946, Mitchell was placed in charge of the Central Division of Great States Theatres, Inc., making his headquarters in Peoria, Illinois. Two years later he was transferred to Chicago in charge of the Balaban & Katz television station there, as general manager, which he left to join ABC. A native of Indianapolis, Mitchell now lives in Manhattan.

SLOCUM CHAPIN

Vice President in Charge of Sales for ABC-TV

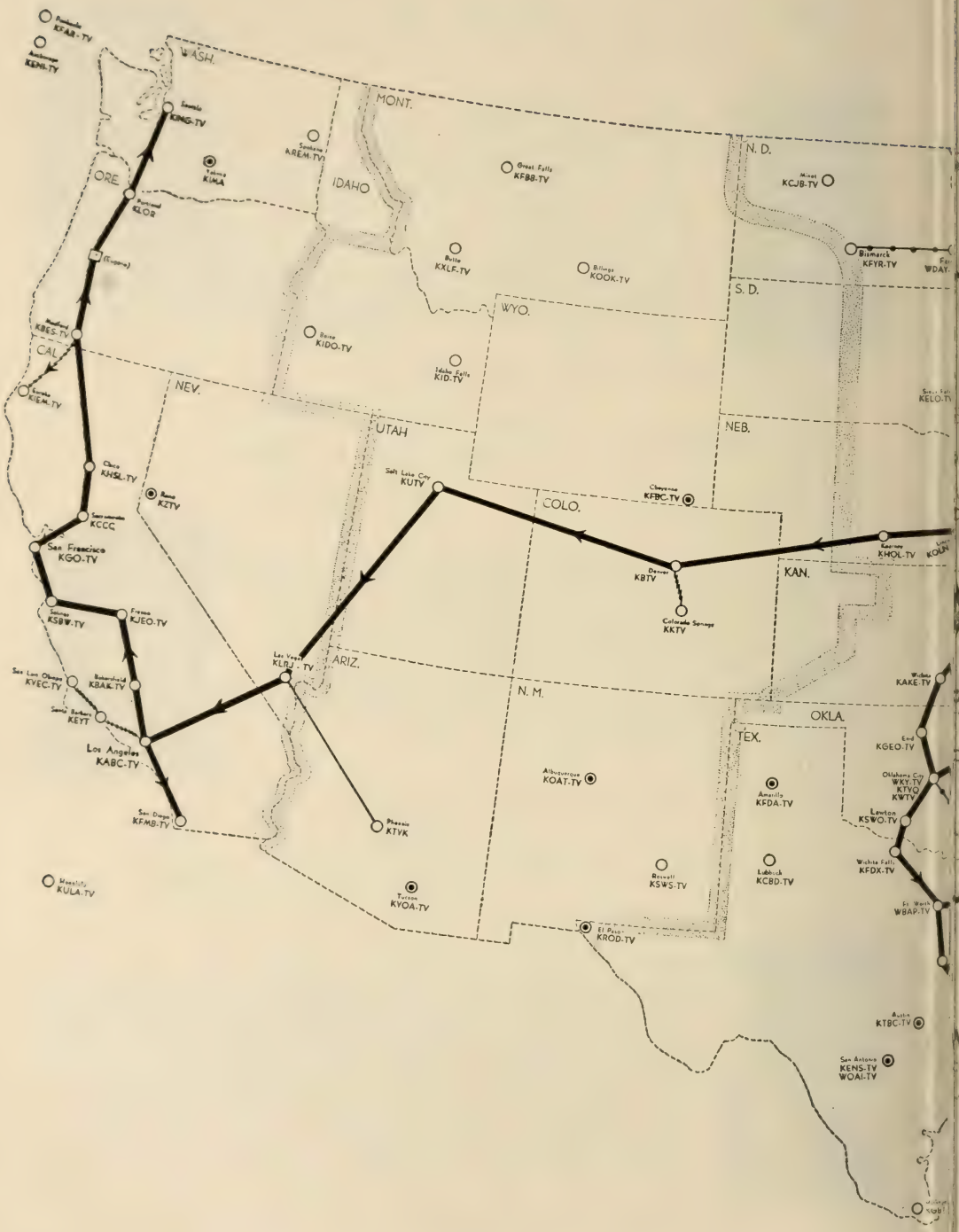
Slocum Chapin, vice president in charge of sales for the ABC-TV network, joined WJZ (now WABC) in 1942 as Sales Manager. He had served in sales promotion for the World Broadcasting System, Inc., in sales with WOC, Davenport, Iowa, as Sales Manager of WKBN, Youngstown, Ohio, and as General Manager of WSTC, Stamford, Conn. In 1944 Mr. Chapin moved to the radio network sales department, and in 1948 was appointed Eastern Sales Manager for ABC-TV when that department was created in June, 1948. In May, 1951, he was named vice president in charge of owned and operated stations for ABC, which he held until named to his present post in 1954. Mr. Chapin is a native of Quincy, Mass., but was brought up in Vermont. He is married, and a graduate of Dartmouth College.

ROBERT F. LEWINE

Vice President in Charge of Programming and Talent for ABC-TV

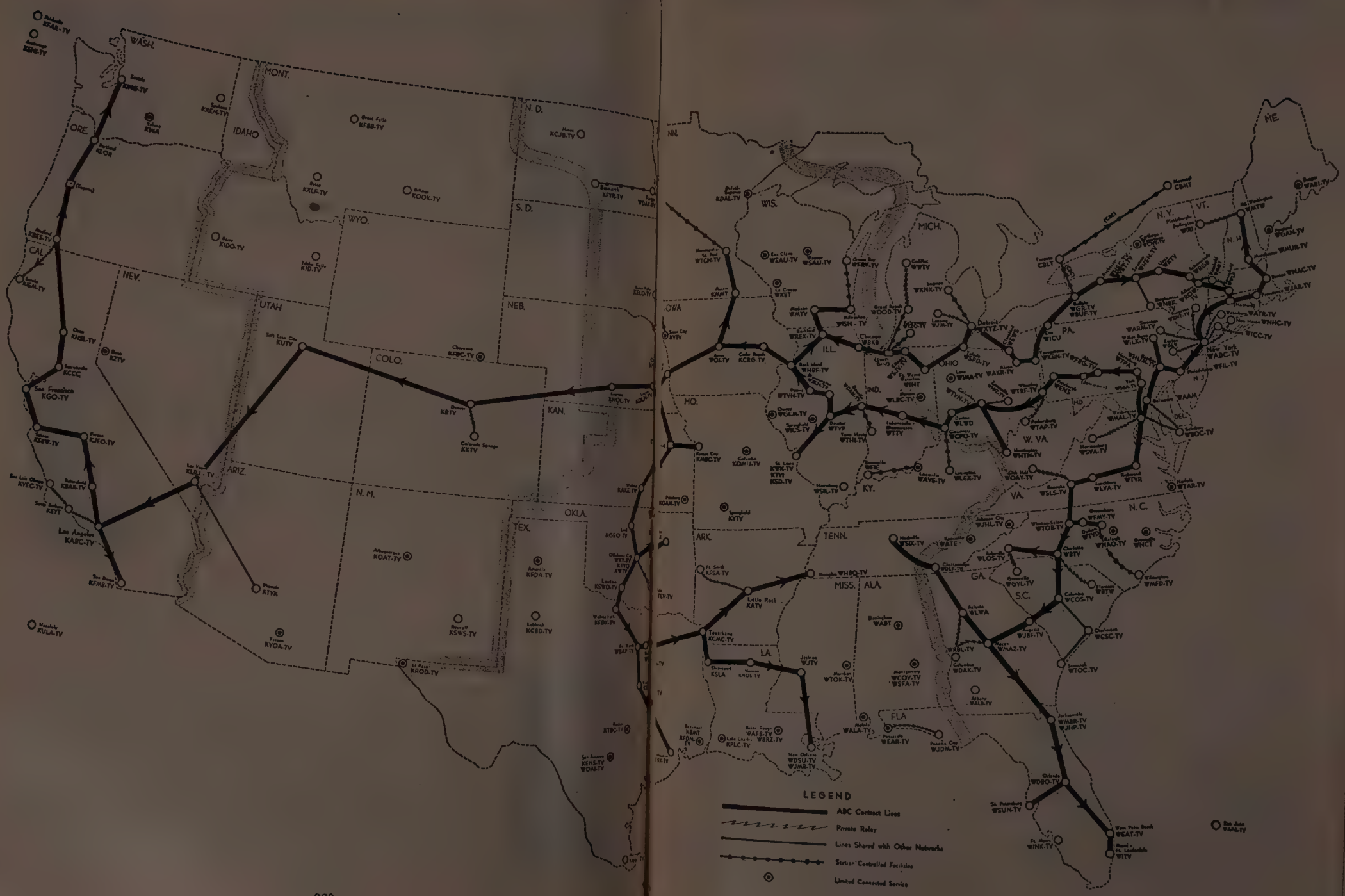
Robert F. Lewine, vice president in charge of programming and talent for ABC television, was elected to the post in January, 1956. Mr. Lewine joined the American Broadcasting Company in February, 1953, as Eastern Program Director. He was named director of the ABC-TV Network's Program Department in Sept., 1954. Prior to joining ABC, he was the director of radio and TV for Hirshon-Garfield, Inc. Previously he had organized Rockhill Productions, was an independent motion picture producer and TV consultant, and the eastern representative for Dudley Pictures Corporation. From 1945 to 1947 he was associated with Cine-Television Studios, Inc., as production manager, and later as vice president in charge of operations. Mr. Lewine is a graduate of Swarthmore College, and served in the Navy during World War II..

AMERICAN BROAD



CASTING COMPANY

AMERICAN BROADCASTING COMPANY



AMERICAN BROADCASTING COMPANY, INC.

☆ ☆ ☆

(A Division of American Broadcasting-Paramount Theaters, Inc.)

7 West 66th Street, New York 23, N. Y.
Telephone Number: SUsquehanna 7-5000

OFFICERS

Robert E. Kintner.....President
Earl E. Anderson.....Vice-President
Charles T. Ayres.....Vice-President
Slocum Chapin.....Vice-President
James H. Connolly.....Vice-President
John Daly.....Vice-President
Don Durgin.....Vice-President
Robert H. Hinckley.....Vice-President
Earl Hudson.....Vice-President
Ernest Lee Jahncke, Jr.....Vice-President & Ass't to President
Frank Marx.....Vice-President
John H. Mitchell.....Vice-President
Michael J. Foster.....Vice-President
Robert Lewine .....Vice-President
Harold L. Morgan, Jr.....Vice-President & Controller
Sterling C. Quinlan.....Vice-President in charge of WBKB
Thomas Velotta.....Vice-President
Geraldine B. Zorbaugh.....Secretary & General Counsel
Omar Elder..... Ass't. Secretary & Ass't. General Counsel

TELEVISION

John H. Mitchell.....Vice-President in Charge of Television Network

Engineering & General Services

Frank Marx.....Vice-President in Charge
Clure Owen.....Administrative Assistant
John Preston..Director of Engineering Facilities & General Services
Richard Bailey.....Traffic Coordinator
Thomas F. Foy.....Purchasing Agent
Joseph J. Spagnola.....Director of Office & Studio Services
William Trevarthen.....Director of Eng. Ops.
Richard Hamilton..Supervisor of Communications
Lawrence A. Ruddell.....Recording Director
Reginald Willcocks.....Traffic Manager
Merle Worster.....Eastern Engineering Operations Manager

Finance, Personnel

Harold L. Morgan, Jr.....V.P. and Controller
Marie McWilliams.....Director of Personnel
Jason Rabinovitz.....Assistant Controller
J. Russell Gavin.....Chief Accountant

Labor Relations

Mortimer Weinbach.....Vice-President & Director of Labor Relations

Legal & Business Affairs

Geraldine B. Zorbaugh..Sec. and General Counsel
Omar Elder....Asst. Sec. and Asst. Gen. Counsel
James Stabile.....Vice-President & Director of Business Affairs Department

Program

Robert Lewine.....Vice-President in Charge of Programming and Talent
Richard Depew.....Manager of TV Program
Arthur Dopener.....Administrative Manager
Freelon Fowler.....Film Program Manager
Charles Mortimer.....Mgr. Prog. Prod.
A. Willard Mellor.....Mgr. TV Prog. Service

Services

Bernard Pallsin...Director of Television Services Department
Ruth K. Blainey.....Operations Manager
Leonard Maskin....Television Services Manager
James McNaughton.....Executive Art Director
Harold Sobolov.....Studio Supervisor
Frederick J. Schuhman.....Studio Services Coordinator

News, Special Events, Sports & Public Affairs

John Daly....Vice-President in Charge of News, Special Events, Sports & Public Affairs
Thomas Velotta,.....Vice-President & Administrative Officer of News, Special Events, Sports & Public Affairs
Francis N. Littlejohn.News and Public Affairs Dir.
Donald G. Coe....Dir. of Special Events and Ops.
William A. Whitehouse.....Director of Radio & TV Sports

Advertising, Publicity, Promotion & Continuity Acceptance

Michael J. Foster.....V.P. in charge of Press Information, Advertising
Hank Warner.....Dir. Press Information
John Eckstein.Director of Advertising, Promotion
Adolph Seton.....Asst. Dir Press Info. in Charge Exploitation
Robert Grebe.....Trade News Editor
Ruth Crawford.....Librarian
Ellen Heagerty.....Supervisor of Audience Info.
Willis B. Parsons.....Manager of Advertising

Station Clearance

Donald S. Shaw Jr.,.Director of Station Clearance
Joseph Giaquinto....Manager Station Clearance

Sales

Slocum Chapin.....Vice-President in Charge of Television Network Sales
Charles R. Abry.....TV National Sales Manager
William Gillogly.Eastern TV Network Sales Mgr.
Henry T. Hede....Business Mgr.-TV Network
Alice Stamatis....Manager of Order Processing

Station Relations

Alfred R. Beckman.....Director of Station Relations for TV Network
Robert Curran.....Manager of Co-Operative Sales-TV

Research and Sales Development

Donald Coyle.....Director of Research & Sales Development
Bert Briller.....Mgr. of Sls. Development
Julius Barnathan.....Mgr. of Research

ABC Film Syndication, Inc.

10 E 44 Street, New York, N.Y.

George T. Shupert.....President
Richard P. Morgan.....Vice-President in Charge Business Affairs
Donald L. Kearney....Vice-President in Charge of Sales
John B. Burns.....Vice-President & Director of National Sales
William L. Clark.....Vice-President & Director of Western Sales Division
Lee Francis..Advertising & Promotion Manager
Joseph F. Greene.....Client Service Manager
Patric Rastall.....Midwest Manager

CHICAGO

20 N. Wacker Drive, Chicago 6, Ill.

Sterling C. Quinlan...Vice-President in Charge of WBKB
James W. Beach.....Director of Network TV
Elliott W. Henry, Jr.....Pub. and Prom. Dir.
William P. Kusack.....Manager of Engineering Department
Con O'Der.....Manager WBKB News & Special Events
Rex Harpin.....Director of Music for WBKB
Daniel Schuffman.....Program Manager WBKB
Clar Heider.National Spot Sales Manager WBKB
Matthew Vieracker.....Treasurer—Central Division
Ralph Andrews....Manager WBKB Film Dept.
Harold Wettersten..Sales Manager TV Network Central Division

DETROIT

1700 Stroh Bldg., Detroit 26, Mich.

Elizabeth Ashton.....Traffic Manager
Robert Baldrica.....Adv. and Prom. Mgr.
Joseph C. Cassel.....Controller
Ralph Dawson.....Television Sales Manager
Charles Kocher.....Chief Engineer
John Lee.....Television Program Manager
Marty Mogoe.....Publicity Director
John Pival.....Vice-President for Television
James Riddell....President & General Manager
Peter Strand.....Executive Producer

HOLLYWOOD

ABC Television Center
Hollywood 27, Calif.

Karl Hudson...Vice-President, Western Division
J. Clifford Anderson..Director of Labor Relations
Jack Brembeck.....Promotion Manager
Dorothy L. Brown.....Continuity Acceptance Editor, Western Division
Edwin C. Conklin....News Editor, Western Div.
Vernon England.....Film Director, KABC TV
Kenneth B. Craig.....National & Regional TV Network Program Coordinator, Western Division
Sanford Cummings..ABC Coordinator, Disney TV
Ralph G. Denechaud.....Adm. Ass't to Engineering Coordinator, Western Division Operations
Ernest Stern....Director of Promotion-Publicity, Western Division
Richard Drummy.....Regional TV Network Sales Manager
Elton Rule.....Sales Manager, KABC-TV
Florence T. Schiro.....Personnel Director
Allen Elrod.....Sales Promotion Art Director
Selig Seligman...General Manager of KABC-TV Business Coordinator
John C. Wagner...Controller, Western Division

HOLLYWOOD

Thomas Lufkin.....ABC-MGM-TV Coordinator
Courtney McLeod.....Traffic & Scheduling Spv. National & Regional TV & Radio Network
James Mandulay.....Production Manager KABC-TV
Allan E. Maynard.....Purchasing Agent & Building Maintenance Supervisor
Norma T. Olson.Director TV Program Operations
Cameron Pierce.....Engineering Coordinator Western Division
J. English Smith.....ABC-Warner Bros. TV Coordinator
Hunt Stromberg, Jr.....Executive Producer KABC-TV
Robert P. Myers....Pacific Coast Counsel ABC

SAN FRANCISCO

420 Taylor St., San Francisco 2, Calif.

Frank R. Baker.....Program Manager
Jon Barkhurst.....Prom. and Pub. Mgr.
James H. Connolly....Vice-President in Charge of San Francisco Office
Lorraine Duchene.....Continuity Acceptance Editor
Vincent Francis.Western Division Sales Manager TV Network
Harry Jacobs.....Chief Engineer & Building Maintenance Manager
Edith Kirby.....Traffic Manager
Robert Mitchell.....Film Editor
Victor Reed..Manager of News & Special Events
Jeanne Rieman.....Sales Service Manager
David Sacks....Sales Manager KGO &KGO-TV
Henry Saroyan....Controller & Purchasing Agent
Edward Smith.....Production Manager

WASHINGTON

1735 DeSales St., N.W.
Washington, D. C.

Robert H. Hinckley....Vice-President in Charge of Washington Office

WABC-TV, NEW YORK

7 West 66th St., New York 22, N. Y.

Robert L. Stone..General Manager of WABC-TV
Gordon Kunz..Production Manager of WABC-TV
Grady Jensen.....Treasurer of WABC-TV
George Rice.....Program Manager

ABC-TV Stations Advisory Committee

Roger Clipp.....WFIL-TV—Philadelphia, Pa.
Otto Brandt.....KING-TV—Seattle, Wash.
E. K. Hartenbower.KCMO-TV—Kansas City, Mo.
Harold Hough..WBAP-TV—Fort Worth, Texas
William P. Robinson.....WLW-A—Atlanta, Ga.
Franklin Snyder.....WXEL—Cleveland, O.

FOR ADDITIONAL PERSONNEL LISTING SEE PAGE 259

This will be our second leap year in a row

Last year was leap year at ABC Television.

Business leapt with the Disneyland and Mickey Mouse Club sell-outs. Bounded up when Hollywood came to TV on the MGM Parade and Warner Bros. shows. Shot higher with the new *adult* Western concept of

"Wyatt Earp." And wound up with plans for the new Afternoon Film Festival, the daytime show with the big-time, nighttime look.

Advice to advertisers and their agencies: if you want to get the jump on competition, hop to it – get on ABC-TV.

ABC TELEVISION NETWORK

TV "Greatest New Force In American Life"

By
J. L. VAN VOLKENBURG
President
CBS Television

TELEVISION in 1956 gives every evidence of living up to its recent description by U. S. News and World Report as "the greatest new force in American life."

And I do not think it is presumptious to suggest that advertisers, and we at CBS Television, as broadcasters, have together played a major role in developing this force and, by extension, the vitality of the American system of broadcasting.

We at CBS Television believe that three basic ingredients nourishing this "greatest new force in American life" are: advertising investment; audience interest; and creative activity — in a well-balanced mixture.

☆ ☆ ☆

Advertising investment in television has grown from $57.8 millions in 1949 to an estimated $1 billion 49.5 millions in 1955. CBS Television leads the industry as the largest single advertising medium in the world, with an estimated gross billings in 1955 of better than $190,000,000. And there is evidence to believe that in 1956 CBS Television will increase this leadership.

Audience interest in U. S. television is one of the truly amazing developments of modern times. The number of stations in the United States has grown from 48 in 1949, to 425 in September of 1955. According to the Bureau of the Census last June, there were more than 32 million television homes in this country, with the number growing daily. This is 67.2 of all the nation's households.

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But of even greater significance than the numerical increase in stations and television homes is the fact that in America televiewing has become a national habit, with the average family spending nearly five hours a day in front of its television set. This is an incredible statistic. It means that they are devoting more time to watching television than they spend on anything else except working and sleeping. And what's more, there seems to be no indication that they intend to stop, since they are watching television today more than ever before.

At this stage, I am sure I don't have to convince anyone of television's impact. No advertising medium in the world can approach it. No advertising medium in the world so closely associates an advertiser's goods or services with entertainment and information which is absolutely free to the viewer beyond the investment in a television receiver. And part and parcel of our national habit of watching television programs is, I believe, the habit of also watching the sponsor's message.

☆ ☆ ☆

The tremendous increase in set ownership, and the firmly rooted national habit of television watching is of course one of the key factors influencing advertising investment. But we at CBS Television have every reason to believe that behind it all is creative activity, our incessant preoccupation with the problem of providing the best in entertainment, information, and public service programming it is possible for money, talent and brains to create. That we have succeeded in doing so is quite evident: We are broadcasting the majority of the most popular programs day and night. A recent Trendex report gave CBS Television 9 out of the 10 top shows, and in the Nielsen rating CBS Television had 6 out of 10.

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In short, we at CBS Television believe that our industry leadership has resulted from the fact that we have built the best program structure in the country, which in turn has earned loyal audiences, who in turn are buying our advertisers' goods and services.

All of us who participate in the advertising process play a crucial role in the economic health of the nation. For this health is contingent as much on the effectiveness of our activity as it is on any other single factor. The more expertly we employ our knowledge and skills in helping stimulate production and distribution of goods and services, the greater will be our contribution toward making a stronger America.

C. B. S. TELEVISION NETWORK

☆ ☆ ☆

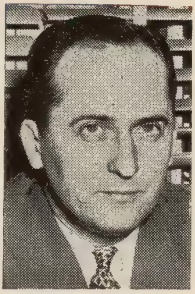
HUBBELL ROBINSON, JR.

Executive Vice President in Charge of Network Programs

Hubbell Robinson, Jr. was named vice president and director of CBS Television network programs in 1951 when CBS was reorganized into separate network operations for television and radio. Robinson joined CBS in July, 1947 as vice president in charge of network programs. Prior to his affiliation with CBS, Robinson was vice president and director of radio for Young & Rubicam, for 16 years, from 1928 to 1944. He joined the Blue Network, now ABC, in 1944, as vice president and director of programs. Robinson moved to Foote, Cone and Belding as vice president in charge of radio in 1945. Born in Schenectady, N. Y. on Oct. 16, 1905, he was graduated from Brown University. Following his graduation he was a reporter on the Schenectady Union Star and the Knickerbocker Press in Albany. In 1928, he moved to New York and entered advertising.

SIG MICKELSON

Vice President in Charge of CBS News and Public Affairs



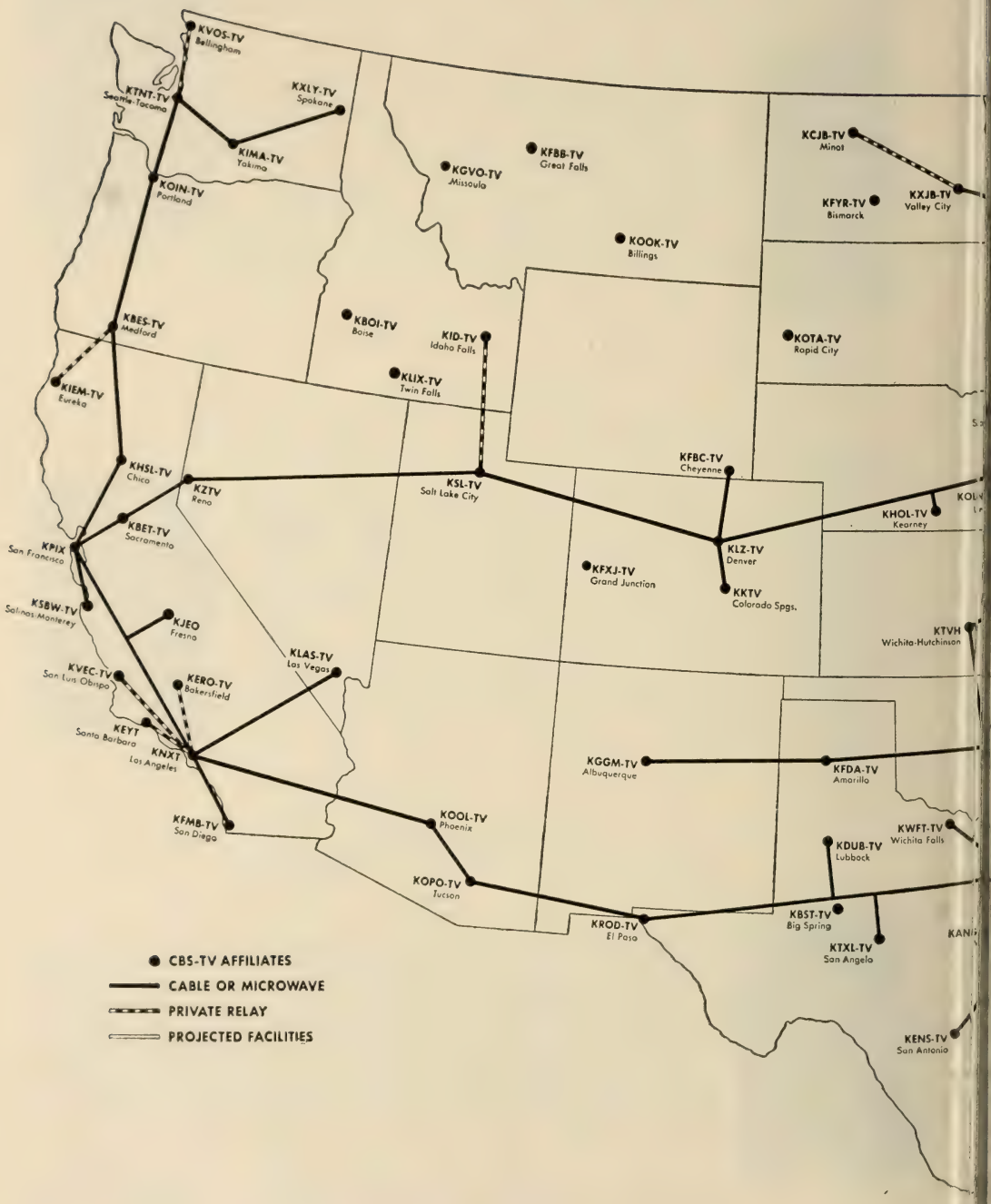
Sig Mickelson, was appointed Vice President in Charge of CBS News and Public Affairs in 1954, when the Radio and Television News and Public Affairs Departments were combined. He had served as Director of News and Public Affairs for television, prior to that. Mickelson's entire career has been devoted to journalism, first on newspapers and then in radio and television. He was reporter, then editor of the Sioux Falls, S. Dak., Argus Leader and newscaster for Station KSOO, Sioux Falls. He instructed journalism at Louisiana State University and was an assistant professor of journalism at Kansas University and the University of Minnesota. In 1943, Mickelson joined CBS as news editor of Station WCCO, Minneapolis, an outlet then owned by CBS. He was successively director of news and special events, director of public affairs and production manager there. In December, 1949, he transferred to New York to be CBS Director of Public Affairs. Two years later he headed News and Public Affairs for Television. Mickelson was graduated from Augustana College, S. Dak., in 1934 and alter obtained his master's degree at the University of Minnesota.

WILLIAM H. HYLAN

Vice President in Charge of Network Sales

William H. Hylan, who has been associated with CBS for eighteen years, was named vice president in charge of network sales for CBS Television in 1952. Hylan entered military service with the army after four years as an account executive with CBS Radio Sales, from 1937 to 1941. In 1945, he returned to CBS Radio and was appointed assistant to the director of station administration. He switched to the network's new TV sales staff as an account executive in 1948. In 1951, he was named assistant sales manager. Early the next year he was appointed eastern sales manager. Hylan was born in New York City in 1905. He spent a good part of his youth as a resident of the Island of Puerto Rico. Hylan was graduated from Yale University.

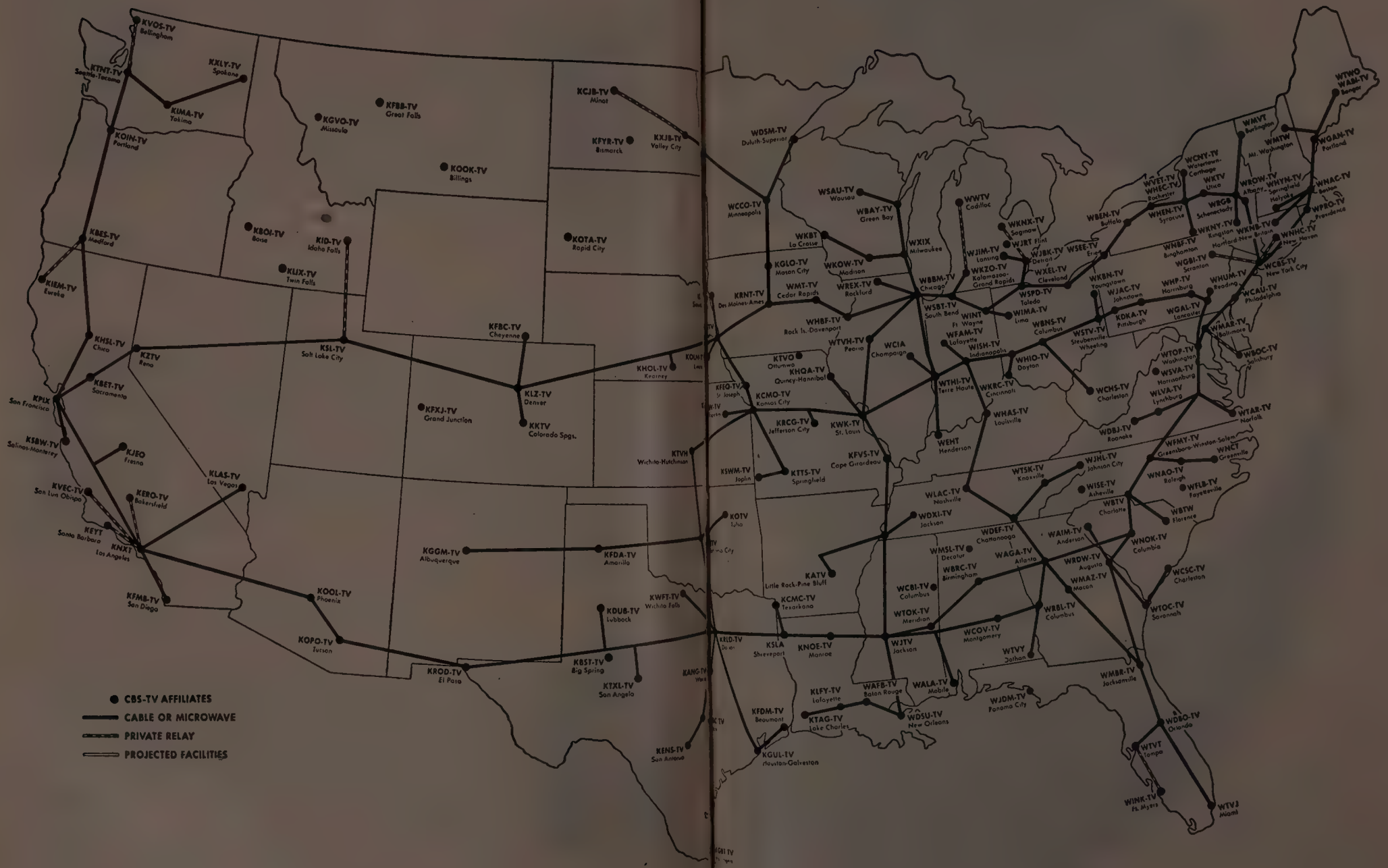
CBS TELEVIS


KVOS-TV Bellingham
KTNT-TV Seattle-Tacoma
KXLY-TV Spokane
KIMA-TV Yakima
KOIN-TV Portland
KGVO-TV Missoula
KFBB-TV Great Falls
KCJB-TV Minot
KXJB-TV Valley City
KFYR-TV Bismarck
KOOK-TV Billings
KBES-TV Medford
KBOI-TV Boise
KID-TV Idaho Falls
KLIX-TV Twin Falls
KOTA-TV Rapid City
KIEM-TV Eureka
KHSL-TV Chico
KZTV Reno
KSL-TV Salt Lake City
KFBC-TV Cheyenne
KHOL-TV Kearney
KBET-TV Sacramento
KPIX San Francisco
KLZ-TV Denver
KFXJ-TV Grand Junction
KKTV Colorado Spgs.
KSBW-TV Salinas-Monterey
KJEO Fresno
KTVH Wichita-Hutchinson
KLAS-TV Las Vegas
KVEC-TV San Luis Obispo
KERO-TV Bakersfield
KEYT Santa Barbara
KNXT Los Angeles
KGGM-TV Albuquerque
KFDA-TV Amarillo
KFMB-TV San Diego
KOOL-TV Phoenix
KWFT-TV Wichita Falls
KDUB-TV Lubbock
KOPO-TV Tucson
KROD-TV El Paso
KBST-TV Big Spring
KTXL-TV San Angelo
KENS-TV San Antonio
CBS-TV AFFILIATES
CABLE OR MICROWAVE
PRIVATE RELAY
PROJECTED FACILITIES

ION NETWORK

WTWO
WABI-TV
Bangor
WDSM-TV
Duluth-Superior
WMVT
Burlington
WMTW
Mt. Washington
WGAN-TV
Portland
WCNY-TV
Watertown-Carthage
WVET-TV
WHEC-TV
Rochester
WKTV
Utica
WROW-TV
Albany
WHYN-TV
Springfield-Holyoke
WNAC-TV
Boston
WPRO-TV
Providence
WSAU-TV
Wausau
WBAY-TV
Green Bay
WCCO-TV
Minneapolis
WWTV
Cadillac
WKNX-TV
Saginaw
WJRT Flint
WJBK-TV
Detroit
WSEE-TV
Erie
WBEN-TV
Buffalo
WHEN-TV
Syracuse
WRGB
Schenectady
WKNY-TV
Kingston
WKNB-TV
Hartford-New Britain
WNHC-TV
New Haven
WNBF-TV
Binghamton
WGBI-TV
Scranton
WCBS-TV
New York City
WKBT
La Crosse
WXIX
Milwaukee
WJIM-TV
Lansing
WKZO-TV
Kalamazoo-Grand Rapids
WXEL-TV
Cleveland
KGLO-TV
Mason City
WKOW-TV
Madison
WBBM-TV
Chicago
WKBN-TV
Youngstown
WJAC-TV
Johnstown
WHP-TV
Harrisburg
WHUM-TV
Reading
WCAU-TV
Philadelphia
KRNT-TV
Des Moines-Ames
WMT-TV
Cedar Rapids
WREX-TV
Rockford
WSPD-TV
Toledo
WSBT-TV
South Bend
WINT
Ft. Wayne
WIMA-TV
Lima
WBNS-TV
Columbus
KDKA-TV
Pittsburgh
WGAL-TV
Lancaster
WHBF-TV
Rock Is.-Davenport
WTVH-TV
Peoria
WCIA
Champaign
WFAM-TV
Lafayette
WISH-TV
Indianapolis
WSTV-TV
Steubenville-Wheeling
WMAR-TV
Baltimore
KTVO
Ottumwa
KHQA-TV
Quincy-Hannibal
WHIO-TV
Dayton
WTOP-TV
Washington
WBOC-TV
Salisbury
WSVA-TV
Harrisonburg
FEQ-TV
St. Joseph
KCMO-TV
Kansas City
WTHI-TV
Terre Haute
WKRC-TV
Cincinnati
WCHS-TV
Charleston
WLVA-TV
Lynchburg
WTAR-TV
Norfolk
KRCG-TV
Jefferson City
KWK-TV
St. Louis
WHAS-TV
Louisville
WDBJ-TV
Roanoke
WEHT
Henderson
KFVS-TV
Cape Girardeau
WFMY-TV
Greensboro-Winston-Salem
WNCT
Greenville
KSWM-TV
Joplin
KTTS-TV
Springfield
WTSK-TV
Knoxville
WJHL-TV
Johnson City
WNAO-TV
Raleigh
WFLB-TV
Fayetteville
WLAC-TV
Nashville
WISE-TV
Asheville
WBTV
Charlotte
WBTW
Florence
KOTV
Tulsa
WDXI-TV
Jackson
WDEF-TV
Chattanooga
WAIM-TV
Anderson
WNOK-TV
Columbia
WMSL-TV
Decatur
WAGA-TV
Atlanta
WRDW-TV
Augusta
WCSC-TV
Charleston
KATV
Little Rock-Pine Bluff
WBRC-TV
Birmingham
WMAZ-TV
Macon
WCBI-TV
Columbus
KCMC-TV
Texarkana
WTOK-TV
Meridian
WRBL-TV
Columbus
WTOC-TV
Savannah
KSLA
Shreveport
KNOE-TV
Monroe
WJTV
Jackson
WCOV-TV
Montgomery
WTVY
Dothan
WMBR-TV
Jacksonville
KLFY-TV
Lafayette
WAFB-TV
Baton Rouge
WALA-TV
Mobile
WJDM-TV
Panama City
KFDM-TV
Beaumont
KTAG-TV
Lake Charles
WDSU-TV
New Orleans
WDBO-TV
Orlando
KGUL-TV
Houston-Galveston
WTVT
Tampa
WINK-TV
Ft. Myers
WTVJ
Miami

CBS TELEVISION NETWORK



TARGET

In 1955 CBS Television achieved a nine-year objective: delivering the most popular programs to the largest audience at the lowest cost in all television.

TARGET

In 1955 CBS Television achieved a nine-year objective: delivering the most popular programs to the largest audience at the lowest cost in all television.

CBS TELEVISION
A DIVISION OF CBS, INC.

☆ ☆ ☆

485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 1-2345
Production Center: 524 W. 57th St., New York 19, N. Y.
Telephone: JUdson 6-6000
Registered Telegraphic Address—CBSINC NEW YORK

NOTE: A full listing of the CBS, Inc., Board of Directors and Officers, as well as Radio Div. executive personnel will be found on Page 266.

CBS TELEVISION DIVISION OFFICERS

J. L. Van Volkenburg.....President
Harry G. Ommerle....Vice-President in Charge of Network Programs, New York
Alfred J. Scalpone....Vice-President in Charge of Network Programs, Hollywood
R. M. Weitman.....V.P. Prog. Devel.
H. Leslie Atlass.....Vice-President in Charge of Central Division
Edward L. Saxe....V.P. in Charge of Operations
Merle S. Jones.....Exec. V.P. in Charge of CBS Owned Television Stations and General Services
William H. Hylan....Vice-President in Charge of Network Sales
Hubbell Robinson Jr.....Exec. V.P. in Charge of Network Programs
W. Spencer Harrison...Vice-President in Charge of Legal & Business Affairs
Herbert V. Akerberg..Vice-President in Charge of Station Relations
William B. Lodge....Vice-President in Charge of Engineering
Howard S. Meighan....Vice-President in Charge of Western Division
Leslie Harris.....Vice-President & General Manager, CBS Television Film Sales, Inc.
William J. Flynn.....Controller

Network Sales

William H. Hylan.....Vice-President in Charge of Network Sales
Thomas H. Dawson.....General Sales Manager
George E. Klayer.....Eastern Sales Manager
Sam K. Maxwell....Midwestern Sales Manager
Charles R. Sterritt.....Detroit Sales Manager
William J. Fagan.....Business Manager
T. D. Connolly.....Program Sales Manager
Edward F. Lethen, Jr.....Manager of Network Sales Development
Frank Smith.....Assistant Manager of Network Sales Development
Robert F. Jamieson.....Sales Service Manager
Terrence McGuirk.....Sales Manager, EMP
George A. Kolpin.....Contract Manager

Network Programs

Hubbell Robinson, Jr...Vice-President in Charge of Network Programs
Harry G. Ommerle....Vice-President in Charge of Network Programs, New York
Alfred J. Scalpone....Vice-President in Charge of Network Programs, Hollywood
R. M. Weitman.....V.P. Prog. Devel.
Harry S. Ackerman.....Executive Director of Special Projects
Jack Rayel.....Dir. Net. Progs., L.A.
Lester Gottlieb.....Dir., Day Prog.
Marlo Lewis.....Executive Producer, Music & Variety Programs
Gilbert A. Ralston.....Executive Producer Dramatic Programs
Louis G. Cowan.....Prod., Prog. Develop.
Robert D. Martin....Talent & Casting Director New York
Milo Frank.Talent& Casting Director, Hollywood
Richard Lewine.....Executive Producer
E. Carlton Winckler.....Production Manager
Charles Holden..Production Manager, Hollywood
John Hundley.....Manager, Program Service

Operations

Edward L. Saxe.....Vice-President in Charge of Operations
Henry Grossman.....Director of Operations
R. G. Thompson.....Director of Technical Operations
H. C. Meier....Manager of Network Operations
Walter R. Pierson.....Manager of Production Operations
Albert J. Raymond.....Mgr. of Theater and Stage Operations
Anthony Boschetti.....Manager of Procurement
Paul Wittlig.....Manager of New Effects Development
Orville Sather,..Manager of Technical Operations
Lawrence B. Gumbinner.....Traffic Manager
M. Clay Adams....Manager of Film Productions Operation
Gordon Shadwick.....Manager of Film Service Operations
George Lehmann.....Manager of Scenery Construction

Station Relations

Herbert V. Akerberg...Vice-President in Charge of Station Relations
Edward P. Shurick.....National Director

Robert Wood.....Assistant Director
Bert Lown.....Western Manager
Ed Scovill.....Midwest Manager
David R. Williams.....Eastern Manager
Donald Clancy.....Business Manager

Advertising & Sales Promotion

William Golden.....Creative Director
John P. Cowden.....Operations Director
Robert Strunsky.....Copy Chief
Alex Kennedy....Director of Program Promotion
George Bristol....Director of Sales Presentations
Thomas Means.....Director of CBS Owned Television Stations Promotion Service
Edward Side.....Production Manager

Press Information

Charles J. Oppenheim.....Director
Larry Lowenstein.....Director—N.Y.
James J. Kane.....Director—Hollywood
Lee Beckwith.....Photo Editor
Robert F. Blake....Manager of Special Projects
Arthur Danashon.....Copy Editor
Jack Goldstein.....Mgr., Exploitation, N. Y.
Harry Feeney.....Trade News Editor
Dorothy Leffler....Director of Magazine Division
Arthur Perles....Assistant to the Director, N. Y.
Henry Lewis.....Assistant to the Director, La.
Beryl Reubens.....Supervisor of News & Public Affairs Publicity
Ted Wick.....Mgr. of Special Projects, L.A.
John Walsh.Asst. To Manager of Special Projects

Research

Oscar Katz.....Director
Rose Marie O'Reilly.....Manager of Ratings
Tore Hallonquist..Manager of Program Analysis
Leonard DeNooyer.....Mgr., Coverage Div.
Jay Eliasberg.....Research Projects Supervisor

Engineering

William B. Lodge.....V.P., Engineering
A. B. Chamberlain.....Chief Engineer
H. A. Chinn.....Chief Audio-Video Engineer
J. D. Parker.....Chief Radio Engineer

Business Affairs

W. Spencer Harrison.....Vice-President
Charles Woodward.....Senior Attorney
Merritt H. Coleman..Director of Business Affairs
Louis T. Stone.....Dir. of Talent Commitments
Philip Feldman..Director of Business Affairs, L. A.
David Klinger.....Budget Control Manager

CBS Television Enterprises

Sydney Rubin .....Director

Accounting

William J. Flynn.....Comptroller
Norman C. Hadley....Director, Accounting Ops.

Executive Division, Hollywood

Howard S. Meighan.....V.P., West. Div.
H. G. Theis....Director of Operation, Hollywood
Lester H. Bowman.....Dir., Phys. Ops., L.A.
James Melick.....Director of Production Adm.

News & Public Affairs

Sig Mickelson.....Vice-President in Charge of News and Public Affairs
John F. Day.....Director of News
Irving Gitlin.....Director of Public Affairs
Elmer Lower.....Director of Special Projects
Howard Kany.....Manager of Newsfilm
Jack Bush....Manager of News Film Production
George Crothers.....Director of Educational & Religious Broadcasts
Henry Wefing.....Executive Assistant to Director News
James Burke.....Assignment Editor, CBS News
David Zellmer..Executive Producer of TV News
Robert Skedgell..Exec. Producer of Radio News
Judson Bailey.....Director of Sports
Helen Sioussat..... ....Director of Talks
Theodore F. Koop.....Director of News and Public Affairs, Washington

CBS Television Spot Sales

Clark B. George.....General Sales Manager
Ben Margolis.....Business Manager
Robert F. Davis.....Research Manager
Walter Stein.....Ass't Research Manager
John A. Schneider.....Eastern Sales Manager
Frank Elliott Jr.....Director Sales Development
B. Colvig.....Director Sales Promotion

Branch Offices

Tom W. Judge.....Midwestern Sales Manager
410 N. Michigan Ave., Chicago
H. H. Holtshouser.....Atlanta Manager
800 Peachtree St., N.E., Atlanta, Ga.
Richard R. Loftus.....Detroit Manager
902 Fisher Bldg., Detroit 2, Mich.
John White.....San Francisco Manager
Palace Hotel, San Francisco
Edward A. Larkin.....Los Angeles Manager
1313 N. Vine St., Los Angeles

CBS Television Film Sales, Inc.

Leslie Harris..Vice-President & General Manager
Wilbur S. Edwards.....General Sales Manager
Fred Mahlstedt.....Director of Operations
Eugene Moss.....Sales Promotion Manager
Walter Scanlon.....Merchandising Manager

Terrytoons Division

Paul Terry, Newell T. Schwin

CBS-OWNED TELEVISION STATIONS

Craig Lawrence.....Director of Station Administration

WCBS-TV, 488 Madison Ave. New York 22, N. Y.

Sam Cook Digges.....General Manager
Frank Shakespeare Jr.....Sales Manager
Clarence Worden..Assistant to General Manager
Hal Hough.....Program Director
Robert Patt.....Promotion Manager
William C. Lacey.....Film Manager
Robert Fuller.....Publicity Manager

WBBM-TV, 410 N. Michigan Ave. Chicago, Ill.

H. Leslie Atlass.....Vice-President, Central Division

KNXT, 1313 North Vine St. Los Angeles 28, Calif.

James T. Aubrey, Jr.....General Manager

WXIX, 5445 North 27th St. Milwaukee, Wis.

Edmund C. Bunker.....General Manager

Trial and Risk—A Network's Inherent Duty

By
THOMAS A.
McAVITY
Vice-President
in Charge of NBC-TV

HOW many people are using television as a major source of information and entertainment?

This question is far more vital to the future of television than any hassle over day-to-day ratings.

Television can claim success only if it attracts the entire public—the light, finicky viewers as well as the heavy, habit viewers.

And if we are to appeal to this entire audience, we must have fresh vital programming—the kind of programming no one can afford to miss.

☆ ☆ ☆

But this implies a risk—the risk of new and untried formats, personalities, concepts. It also implies overall planning to insure a balanced viewing diet. For these reasons, fresh programming must be the responsibility of the network.

For only a network can afford the risk necessary to gamble on shows, talent and projects required for providing this type programming to all viewers and as a useful selling medium for every advertiser—big and small.

We must refresh and rebuild our programs from year to year, for we know that any known schedule of attractions begins to lose audience and our medium falls short.

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The conventional so-called "hit" half-hour shows are great for many types of personalities and for story-telling. But this form can be limiting.

The form that television can do so well is the one-shot or the occasional show—"idea television." First of all, such a show can be worked on longer than the regular series show. It also saves the artist from over-exposure and enables the artists from all fields to meet the challenge of television on an occasional basis.

This irregular, "idea" television is spearheaded by our firm belief that a network is its programming, and sets the responsibilty for influencing the minds of its viewers by offering something for everyone.

This means not only presenting a Sid Caesar, a Bob Hope, a Groucho Marx, a "Hit Parade," but also a "Richard III," a "Magic Flute," a Maurice Evans in "The Devil's Disciple," a "Caesar and Cleopatra," an "Assignment: India," a "Twisted Cross," a Wanda Landowska, plus a "Peter Pan" and a "Sleeping Beauty."

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But television must have all forms. We should not choose between them. We want them all. In order to do this, we must fight anything that would restrict television, that would limit its usefulness for over 160,000,000 people. We must keep it so that it programs for everyone. And when we find a large segment of women who do not want soap operas in the daytime then we must create a "Matinee Theatre" or a "Home."

We believe that the television industry must have significance in a time of world crisis. With the talent development projects and the searching programming that we and others have and must continuously enlarge, we believe we will find a great increase in the number of talented people available to us and from them an intelligent direction will come excellence in one-shots and specials as well as hits.

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NBC, which pioneered in bringing excitement and expectancy through its Spectaculars has been joined now by the other networks in 90-minute "specials."

NBC believes this seasoning of programming by means of great cultural events—based by a large amount of hit TV and guided by the network's policy of enlightenment through exposure—will keep the network the rich national service it deserves to be and not merely a product of universal expediency.

N. B. C. TELEVISION NETWORK

☆ ☆ ☆

DAVID SARNOFF
Chairman of the Board of RCA

Elected president of RCA in 1930 at the age of 39, Brig. Gen. David Sarnoff, chairman of the board of RCA and director of NBC, was named commercial manager of RCA when it was formed in 1919. He had first entered the communications field at 15 as a messenger boy. As radio grew increasingly more important, he became Chief Inspector, Assistant Traffic Manager and in 1917, Commercial Manager of the Marconi Wireless Telegraph Company of America. When RCA was formed, it acquired the Marconi Company. During the following eleven years with RCA, he moved from commercial to general manager and then vice president and executive vice president. General Sarnoff was elected chairman of the board and chief executive officer of RCA in 1947. After the promotion of Sylvester L. Weaver, Jr. to Chairman of the Board of NBC, General Sarnoff continues as a member of the board of directors. During World War II, he served as Special Consultant on Communications to General Dwight D. Eisenhower at SHAEF in Europe.

SYLVESTER L. WEAVER, JR.
Chairman of the Board of NBC

Sylvester L. Weaver, Jr. was named Chairman of the Board of NBC in December, 1955, replacing Brig. Gen. David Sarnoff, who became a director. Weaver joined NBC in 1949 to head the television network. He was a veteran of 18 years in the broadcasting and advertising fields, including such positions as Vice President in Charge of Radio and Television for Young & Rubicam and Advertising Manager for the American Tobacco Company. In 1952, Weaver was made Vice President in Charge of Radio and Television for NBC and later that year was elected Vice Chairman of the Board. He was named President in 1953 and Chairman of the Board two years later. The concept of the Spectaculars, which began a regular series in the Fall of 1954, and the magazine concept of the Today, Home and Tonight shows, were first outlined by him. Weaver entered broadcasting as a writer, and later became program manager of the Don Lee network. He was graduated magna cum laude from Dartmouth, where he was elected to Phi Beta Kappa.

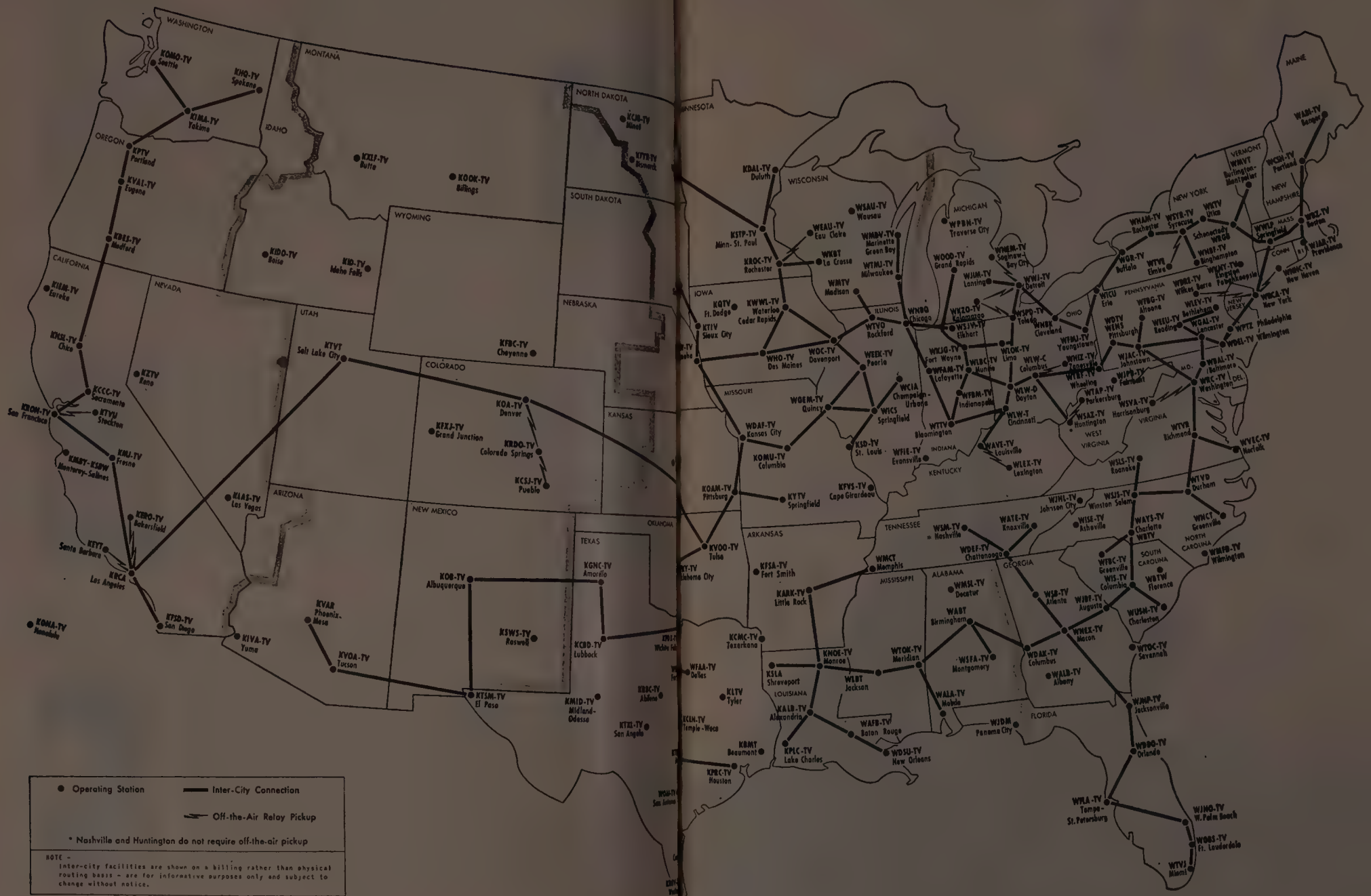
ROBERT W. SARNOFF
President of NBC

Robert W. Sarnoff, who at 37 can look back on a career that already includes service in the newspaper and magazine media and almost eight years with NBC in executive positions in programming, production and sales, was elected President of NBC in December, 1955. Sarnoff joined NBC in 1948 as an account executive in the Sales Department. After serving in various capacities including programming, production and program sales, he was appointed director of Unit Productions in 1951, where he launched "Victory at Sea," the famous NBC-Navy documentary of the Navy's role in World War II. For this he was awarded the Navy's Distinguished Public Service Award. Sarnoff was elected Vice President in 1951 and a year later was placed in charge of the NBC Film Division. He was named executive assistant to Sylvester L. Weaver, Jr. in 1953 and in the same year was elected to the Board of Directors and named Executive Vice President. In the early Spring of 1955, Sarnoff announced plans for a new radio programming service called "Monitor." This was followed in the Fall by "Weekday."

NATIONAL BROAD

CASTING COMPANY

NATIONAL BROADCASTING COMPANY



Say
hello
to
the
AMERICAN
VISCOSE CORP.
AMERICAN
CHARACTER DOLL CO.
APEX ELECTRICAL
MANUFACTURING CO.
BIRGE CO., INC.
E. L. BRUCE
CALORIC STOVE CORP.
CONNECTICUT
CHEMICAL RESEARCH CORP.
CULLIGAN, INC.
DAYSTROM FURNITURE CORP., INC.
DETROIT STEEL PRODUCTS CO.
DORMEYER CORP.
EASTMAN KODAK CO.
EDISON CHEMICAL CO.
GENERAL DYNAMICS CORP.
GLASS CONTAINERS MANUFACTURERS
INSTITUTE
HOBART MANUFACTURING CO.
INTERNATIONAL MOLDED PLASTICS.
INTERNATIONAL SALT CO., INC.
THE KALART CO., INC.
THE LAU BLOWER CO.
LEE, LTD.
LETTUCE, INC.
LORENTZEN HARDWARE
MANUFACTURING CORP.
MAGLA PRODUCTS
THE MAYBELLINE CO.
MORTON SALT CO.
MOTOR WHEEL CORP.
OUTBOARD MARINE & MANUFACTURING CO.
PAULSBORO MANUFACTURING CO.
PIONEER RUBBER CO.
PITTSBURGH COKE & CHEMICAL CO.
POLK MILLER PRODUCTS CORP.
A. H. POND CO., INC.
THE RATH PACKING CO.
O. M. SCOTT & SONS CO.
STERN'S NURSERIES
UNION UNDERWEAR CO., INC.
THE WEATHER-PROOF CO.
WEBSTER-CHICAGO CORP.
WECO PRODUCTS CO.
WHIRLPOOL CORP.
WHITEHOUSE CO.
THE J. B. WILLIAMS CO.
WOMAN'S DAY, INC.

During the first nine months of 1955, 51 new advertisers entered network television.

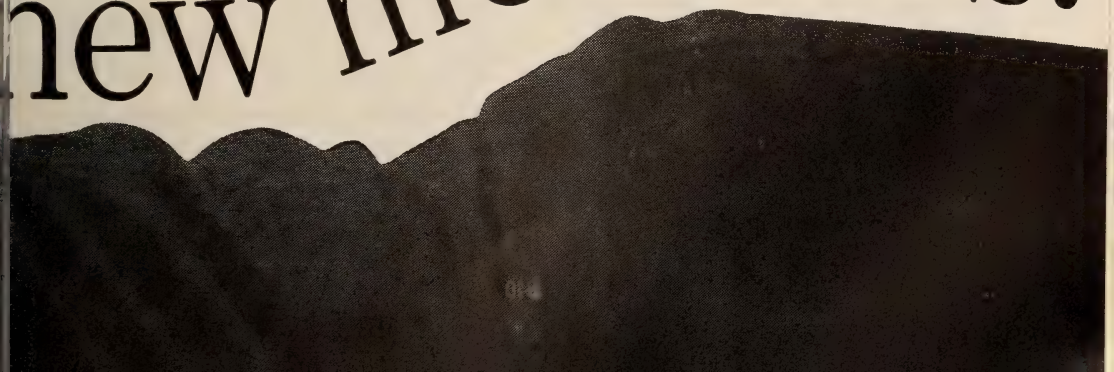
44 of these new advertisers were on NBC
42 of them were on NBC *exclusively*

Getting new advertisers, keeping old ones, NBC served 195 satisfied sponsors during this period...*more advertisers than the next two networks combined.*

NBC has proved itself the *pioneer network,* with its new programming patterns and sales plans; the *creative network,* with its Wide Wide World, Project 20 and the exciting and universally-imitated Spectaculars; the *follow-through network,* with its extensive merchandising support and extensive promotion.

Why not join up? *Exciting things are happening on* NBC television

new members!



NATIONAL BROADCASTING COMPANY, INC.

☆ ☆ ☆

30 Rockefeller Plaza, New York 20, N. Y.
Telephone: CIrcle 7-8300

Registered Telegraphic Address: NATBROCAST NEW YORK

NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 278.

ORGANIZATION UNDER THE CHAIRMAN AND PRESIDENT

Sylvester L. Weaver, Jr. . . . . Board Chairman
Robert W. Sarnoff . . . . . President
Thomas A. McAvity . . . . . Vice-President In Charge of NBC-TV Network

ADMINISTRATIVE DIVISION

J. M. Clifford . . . . . Administrative Vice-President

FINANCE AND SERVICES

Joseph V. Heffernan . . . . Financial Vice-President

Engineering Department

Andrew L. Hammerschmidt . . . . Vice-President & Chief Eng.
William A. Clarke . . . . . Administrative Ass't.
Edward R. Cullen . . . . . Liaison Engineer
Joseph D'Agostino . . . . . Liaison Engineer
Raymond F. Guy . . . Dir. of Radio Frequency Eng.
George M. Nixon . . . . . Manager of Engineering Development
Chester A. Rackey . . . . Mgr. of Audio-Video Eng.
James Wood, Jr. . . Manager of Technical Services

Integrated Services Department

William S. Hedges . . . . Vice-President in Charge of Integrated Services
Mildred Joy . . . . . Chief Librarian
Robert F. McCaw . . . . . Director, Facilities Administration
William Burke Miller . . . . Night Executive Officer
Peter M. Tintle . . . . . Guest Relations Manager

TELEVISION NETWORK SALES DIVISION

George H. Frey . . . . . Vice-President in Charge of Television Network Sales
Matthew J. Culligan . . . . . Vice-President National Sales Director

Sales Administration Department

Walter D. Scott . . . . . Vice-President, National Sales Manager
Michael H. Dann . . . . . V.P., Program Sales
Stephen Flynn . . . . . Manager of Television Sales Traffic Operations
Hamilton Robinson . . . Manager of Office Services

Treasurer

Joseph A. McDonald . . . . . Treasurer
William A. Williams . . . . . Assistant Treasurer

Public Relations Division

Kenneth W. Bilby . . . . . Vice-President for Public Relations

National Advertising and Promotion Department

John H. Porter . . . . . Manager of National Advertising & Promotion
Edwin Vane . . . . . National Audience Promotion Manager
John Graham . . . . . Art Director
Donald Foley . . National Sales Promotion Manager

Press and Publicity Department

Sydney H. Eiges . . . . . Vice-President in Charge of Press & Publicity
Mike Horton . . . . . Director of Information
Ellis Moore . . . . . Director of Press Department
Alexander S. Rylander . . . . Director, Exploitation
Cornelius K. Sullivan . . . . . Public Relations Representative
Milton Brown . . . . Manager of Program Publicity
Kathryn Cole . . . . . Manager of Information
William E. Anderson . . . . Manager of Business & Trade Publicity
Sidney Desfor . . . . . Manager, Photo Unit
Barbara McCusker . . . . . Magazine Editor

Planning & Development Department

Hugh M. Beville . . . . V.P., Planning, Development
Dr. Thomas E. Coffin . . . . . Manager of Research
Allen R. Cooper . . . Manager of Markets & Media
James Cornell . . . . . Manager of Audience Measurement
Barry Rumple . . . . . Manager of Plans

Station Relations Division

Harry Bannister.....Vice-President for Station Relations
Donald J. Mercer...Director of Station Relations

TELEVISION NETWORK PROGRAMS DIVISION

Richard A. Pinkham.....Vice-President

National Program Department

Mort Werner.....Vice-President, National Programs
Nat Wolff.....Director, Program Planning
Thomas O. Loeb.....Mgr. of TV Network Programs
LeRoy Passman.....Manager of Program Administration
Albert McCleery.....Executive Producer

Public Affairs Department

Davidson Taylor.....Vice-President in Charge of Public Affairs
Benjamin K. Park.....Director, Public affairs
Thomas S. Gallery.....Manager of Sports
William McAndrew.....Director of NBC News
Arch Robb.....Manager of Special Events
Edward Stanley.....Manager of Public Service Programs
Barry Wood.....Director of Special Events

Talent Department

James E. Denning.....Director, Talent & Program Contract Administration
Charles J. Moos.....Manager, Talent & Program Contract Administration
Martin J. Begley.....Casting Director

Production and Business Affairs Department

H. Earl Rettig.....Vice-President in Charge of Production & Business Affairs
Anthony M. Hennig.....Director of Production
Frederick Shawn.....Director of Production Operations
Ernest W. Theiss.....Manager of Production Operations
William V. Sargent....Divisional Business Mgr.
John J. Heywood.....Director, Business Administration
Edward J. Stegeman...Director of Prog. Services

FILM DIVISION

Carl M. Stanton.....Vice-President in Charge of Film Division
Edgar G. Sisson, Jr.....Director of Film Division
Robert A. Anderson.....Business Manager
Frederick A. Jacobi.....Manager of Publicity

WRCA-TV—New York

Thomas B. McFadden..Vice-President & General Manager of WRCA, WRCA-FM and WRCA-TV
William N. Davidson....Asst. Gen. Manager of WRCA, WRCA-FM and WRCA-TV
William A. Berns.....Manager of News & Special Events
Donald E. Bishop.....Director of Publicity
Max Buck.....Director of Advertising, Promotion & Merchandising
Stephen Krantz.....Program Manager for WRCA-TV
Arthur Hamilton.....Manager of Production & Business Affairs
Jay Heiten.....Sales Manager of WRCA-TV

WBUF-TV—Buffalo

Charles Bevis.....General Manager

WNBQ—Chicago

Jules Herbuveaux.....General Manager & Vice-President of WMAQ, WMAQ-FM, WNBQ

WRCV-TV—Philadelphia

Lloyd E. Yoder.....V.P., General Manager of WRCV, WRCV-TV

KRCA—Hollywood

Thomas C. McCray..V.P. & Gen. Mgr. of KRCA

WRC-TV—Washington

Carleton D. Smith....Vice-President & General Manager of WRC, WRC-FM, WRC-TV

NBC-OWNED STATIONS AND NBC SPOT SALES DIVISION

Charles R. Denny.....Vice-President in Charge of NBC-owned stations & NBC Spot Sales
Charles C. Bevis, Jr.....General Executive
Charles H. Colledge...Director of Engineering & Operations
Thomas S. O'Brien..Divisional Business Manager

WASHINGTON AND PACIFIC DIVISION OFFICES

Washington

Frank M. Russell....Vice-President, Washington

Pacific Division

John K. West.....Vice-President for the Pacific Division
Frederic W. Wile, Jr...Vice-President in Charge of Network Programs
Lewis S. Frost.....Coordinator of Regional Network Activities
Harold Kemp.....General Program Executive
John R. Kennedy.....Staff Engineer
Thomas W. Sarnoff.....Director of Production & Business Affairs
Oscar C. Turner.....Personnel & Labor Relations Manager
Sheldon B. Hickox, Jr.....Director of Station Relations, Pacific Division
Ralph F. Shawhan..Director of Press & Publicity

NOTE: A full listing of the personnel of NBC's O & O stations, as well as the organization of the Washington and Hollywood offices, will be found on Page 278.

UHF Death Total Now Numbers Fifty-Three

By
HAROLD H. THOMS
Former Chairman
UHF Industry
Coordinating Committee

THE UHF-ICC, composed of 70 contributing UHF stations and permittees, was the outgrowth of an enthusiastic effort by UHF broadcasters throughout the country to organize for the purpose of making a vigorous presentation for a solution to the UHF problem in the hearings before the Senate Subcommittee then headed by Senator Potter. Its objective has been the revision of the existing geographic television assignment plan upon a basis which would eliminate the gross competitive disparities inherent in the two spectrum assignments made under that plan and thereby to remove the obstacles inherent in that plan to a nationwide competitive television system. The magnitude of the efforts of UHF broadcasters who came from all over the country to testify in those hearings is now well known history. No immediate results were then achieved but those efforts were continued throughout the remainder of 1954 before the Congress and the FCC and were renewed and redoubled by UHF broadcasters, individually and through the UHF-ICC throughout the year 1955.

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In the past year, the UHF-ICC made several recommendations for remedial measures. These included deintermixture, confinement of TV stations to their own markets, private microrelay facilities for TV broadcasters, refusal of antenna and power increases in Zone 1, revision of the present TV plan to provide for additional VHF assignments, on a case-to-case basis, at reduced separations and power, with use of directionals, a broad network investigation, and a liberal policy of extension of outstanding UHF permits. It is now an active participant in the pending TV rulemaking proceedings before the FCC.

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Despite the tremendous efforts of UHF broadcasters, the year 1955 will go down as a year when UHF broadcasting and the cause of nationwide competitive television service were dealt a bitter blow. It was in the past year that hope for early and effective governmental measures to solve the critical problem caused by the intermixture of VHF and UHF stations, were dashed to the ground as a result of governmental refusal to pass upon the outstanding proposals for selective deintermixture. UHF broadcasters had been led to believe that remedial measures were on the way and their disappointment was all the more bitter because many of them had kept their stations going at continuing heavy financial loss only by the hope that such measures would be forthcoming soon.

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So far as UHF is concerned, the accounting for the year 1955 is a dismal one indeed: 21 more UHF stations ceased operations. The total of UHF deaths now stands at 53 at a cost to the public and investors of staggering sums of money. Although over 125 UHF permits have been outstanding during the course of the year 1955, only 4 commercial UHF stations were constructed during the year. 111 other UHF permits, which were granted since the lifting of the freeze, have been surrendered for cancellation. Grim evidence of the consequences of the present mixed up television situation was provided by the financial data released by the FCC during the course of the year. The UHF stations in operation sustained a loss of 10 million dollars; 104 UHF stations showed overall losses. Only 18 showed a profit. The losses of at least 31 stations were at the rate of more than $10,000 a month. Despite such discouraging developments, at year's end, no remedial plan had been proposed by the FCC itself; but the FCC had invited and received an infinite number of proposals from interested parties all of which recognized the critical need for remedial action.

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The year 1955 has therefore figuratively produced a scrambled television picture indeed. It is the fervent hope of UHF broadcasters throughout the country that 1956 will bring forth governmental action which will unscramble the picture by attacking the problem at the core, namely, by revision of the mixed up television allocation. The UHF-ICC will continue to dedicate itself to this end throughout 1956 and for as long as there may be surviving UHF operators with a will to continue the fight.

Television Stations In the United States

ALPHABETICALLY
LISTED BY STATES — CITIES

CALL LETTERS

PERSONNEL

FACILITIES

Index of The

TELEVISION STATIONS

of The United States

Station	City—State	Page
CKLW-TV	Detroit-Windsor, Mich.	887
KABC-TV	Los Angeles, Calif.	855
KAKE-TV	Wichita, Kans.	879
KALB-TV	Alexandria, La.	880
KARD-TV	Wichita, Kans.	879
KARK-TV	Little Rock, Ark.	851
KATV	Pine Bluff, Ark.	851
KBAK-TV	Bakersfield, Calif.	853
KBES-TV	Medford, Oreg.	919
KBET-TV	Sacramento, Calif.	857
KBMB-TV	Bismarck, N. Dak.	910
KBMT	Beaumont, Tex.	935
KBOI	Boise, Idaho	870
KBST-TV	Big Spring, Tex.	935
KBTV	Denver, Colo.	861
KCBD-TV	Lubbock, Tex.	941
KCCC-TV	Sacramento, Calif.	857
KCEN-TV	Temple, Tex.	946
KCJB-TV	Minot, N. Dak.	911
KCKT-TV	Great Bend, Kans.	877
KCMC-TV	Texarkana, Tex.	946
KCMO-TV	Kansas City, Mo.	893
KCOP-TV	Hollywood, Calif.	853
KCOR-TV	San Antonio, Tex.	945
KCRA-TV	Sacramento, Calif.	857
KCRG-TV	Cedar Rapids, Iowa	875
KCSJ-TV	Pueblo, Colo.	862
KDAL-TV	Duluth-Superior, Minn.	890
KDKA-TV	Pittsburgh, Pa.	925
KDLO-TV	Florence, S. Dak.	930
KDRO-TV	Sedalia, Mo.	895
KDUB-TV	Lubbock, Tex.	940
KEDD	Wichita, Kans.	879
KELO-TV	Sioux Falls, S. Dak.	930
KENI-TV	Anchorage, Alaska	959
KENS-TV	San Antonio, Tex.	945
KEPR-TV	Pasco, Wash.	953
KERO-TV	Bakersfield, Calif.	853
KEYD-TV	Minneapolis-St. Paul, Minn.	890
KEY-T	Santa Barbara, Calif.	830
KFAR-TV	Fairbanks, Alaska	959
KFBB	Great Falls, Mont.	896
KFBC-TV	Cheyenne, Wyo.	959
KFDA-TV	Amarillo, Tex.	935
KFDM-TV	Beaumont, Tex.	935
KFDX-TV	Wichita Falls, Tex.	949
KFEQ-TV	St. Joseph, Mo.	895
KFJZ-TV	Fort Worth, Tex.	939
KFMB-TV	San Diego, Calif.	859
KFSA-TV	Forth Smith, Ark.	851
KFSD-TV	San Diego, Calif.	857
KFVS-TV	Cape Girardeau, Mo.	893
KFXJ-TV	Grand Junction, Colo.	862
KFYR-TV	Bismarck, N. Dak.	910
KGBT-TV	Harlingen, Tex.	939
KGEO-TV	Enid, Okla.	918
KGGM-TV	Albuquerque, N. Mex.	899
KGLO-TV	Mason City, Iowa	876
KGMB-TV	Honolulu, Hawaii	959
KGNC-TV	Amarillo, Tex.	935
KGO-TV	San Francisco, Calif.	859
KGUL-TV	Galveston-Houston, Tex.	939
KGVO-TV	Missoula, Mont.	896
KHAD-TV	Laredo, Tex.	940
KHBC-TV	Hilo, Hawaii	959
KHJ-TV	Los Angeles, Calif.	855
KHOL-TV	Kearney, Nebr.	896
KHQ-TV	Spokane, Wash.	953
KHQA-TV	Hannibal, Mo.	893
KHSL-TV	Chico, Calif.	853
KID-TV	Idaho Falls, Idaho	870
KIDO	TV Boise, Idaho	870
KIEM-TV	Eureka, Calif.	853
KIMA-TV	Yakima, Wash.	954
KING-TV	Seattle, Wash.	953
KIVA	Yuma, Ariz.	851
KJEO-TV	Fresno, Calif.	853
KKTV	Colorado Springs, Colo.	861
KLAS-TV	Las Vegas, Nev.	898
KLEW-TV	Lewiston, Idaho	870
KLFY-TV	Lafayette, La.	880
KLIX-TV	Twin Falls, Idaho	870
KLOR	Portland, Oreg.	919
KLRJ-TV	Henderson, Nev.	898
KLTV	Tyler-Longview, Tex.	946
KLZ-TV	Denver, Colo.	862
KMAU	Wailuku, Hawaii	960
KMBC-TV	Kansas City, Mo.	893
KMID-TV	Midland, Tex.	942
KMJ-TV	Fresno, Calif.	853

Station	City—State	Page
KMMT	Austin, Minn.	890
KMTV	Omaha, Nebr.	897
KMVI-TV	Wailuku, Hawaii	960
KNOE-TV	Monroe, La.	881
KNOX-TV	Grand Forks, N. Dak.	911
KNTV	San Jose, Calif.	859
KNXT	Los Angeles, Calif.	855
KOA-TV	Denver, Colo.	862
KOAM-TV	Pittsburg, Kans.	877
KOAT-TV	Albuquerque, N. Mex.	899
KOB-TV	Albuquerque, N. Mex.	899
KOIN-TV	Portland, Oreg.	919
KOLN-TV	Lincoln, Nebr.	896
KOMO-TV	Seattle, Wash.	953
KOMU-TV	Columbia, Mo.	893
KONA	Honolulu, Hawaii	960
KOOK-TV	Billings, Mont.	896
KOOL-TV	Phoenix, Ariz.	850
KOPO-TV	Tucson, Ariz.	850
KOSA-TV	Odessa, Tex.	942
KOTA-TV	Rapid City, S. Dak.	930
KOTV	Tulsa, Okla.	919
KOVR	Stockton, Calif.	860
KPAR-TV	Sweetwater, Tex.	946
KPHO-TV	Phoenix, Ariz.	850
KPIC	Roseburg, Oreg.	920
KPIX	San Francisco, Calif.	859
KPLC-TV	Lake Charles, La.	880
KPRC-TV	Houston, Tex.	939
KPTV	Portland, Oreg.	920
KQTV	Fort Dodge, Iowa	876
KRBB	El Dorado, Ark.	851
KRBC-TV	Abilene, Tex.	935
KRCA	Hollywood, Calif.	855
KRCG-TV	Jefferson City, Mo.	893
KRDO-TV	Colorado Springs, Colo.	861
KREM-TV	Spokane, Wash.	953
KRGV-TV	Weslaco, Tex.	949
KRLD-TV	Dallas, Tex.	936
KRNT-TV	Des Moines, Iowa	875
KROC-TV	Rochester, Minn.	891
KROD-TV	El Paso, Tex.	939
KRON-TV	San Francisco, Calif.	859
KSAN-TV	San Francisco, Calif.	859
KSBW-TV	Salinas-Montgomery, Calif.	857
KSD-TV	St. Louis, Mo.	895
KSL-TV	Salt Lake City, Utah	951
KSLA	Shreveport, La.	882
KSTF	Scottsbluff, Nebr.	897
KSTP-TV	St. Paul-Minneapolis, Minn.	891
KSWM-TV	Joplin, Mo.	893
KSWO-TV	Lawton, Okla.	918
KSWS-TV	Roswell, N. Mex.	899
KSYD-TV	Wichita Falls, Tex.	949
KTAG-TV	Lake Charles, La.	880
KTBC-TV	Austin, Tex.	935
KTBS-TV	Shreveport, La.	882
KTEN	Ada, Okla.	918
KTHV	Little Rock, Ark.	851
KTIV	Sioux City, Iowa	877
KTLA	Los Angeles, Calif.	855
KTNT-TV	Tacoma, Wash.	954
KTRE-TV	Lufkin, Tex.	941
KTRK-TV	Houston, Tex.	940
KTSM-TV	El Paso, Tex.	939
KTTS-TV	Springfield, Mo.	895
KTTV	Los Angeles, Calif.	855
KTVA	Anchorage, Alaska	959
KTVE	Longview, Tex.	940
KTVF	Fairbanks, Alaska	959
KTVH	Hutchinson, Kans.	877
KTVI	St. Louis, Mo.	896
KTVK	Phoenix, Ariz.	850
KTVO	Ottumwa, Iowa	876
KTVR	Denver, Colo.	861
KTVT	Salt Lake City, Utah	951
KTVU	Stockton, Calif.	860
KTVW	Tacoma, Wash.	954
KTVX	Muskogee, Okla.	918
KTXL-TV	San Angelo, Tex.	942
KULA-TV	Honolulu, Hawaii	960
KUTV	Salt Lake City, Utah	951
KVAL-TV	Eugene, Oreg.	919
KVAR	Mesa, Ariz.	850
KVDO-TV	Corpus Christi, Tex.	936
KVEC-TV	San Luis Obispo, Calif.	859
KVOA-TV	Tucson, Ariz.	851
KVOO-TV	Tulsa, Okla.	919
KVOS-TV	Bellingham, Wash.	953
KVTV	Sioux City, Iowa	877
KVVG	Tulare, Calif.	860
KWK-TV	St. Louis, Mo.	895
KWTV	Oklahoma City, Okla.	918
KWTX-TV	Waco, Tex.	946
KWWL-TV	Waterloo, Iowa	877

Station	City—State	Page
KXJB-TV	Valley City, N. Dak.	911
KXLF-TV	Butte, Mont.	896
KXLY-TV	Spokane, Wash.	954
KYTV	Springfield, Mo.	895
KYW-TV	Cleveland, Ohio	913
KZTV	Reno, Nev.	898
WAAM-TV	Baltimore, Md.	883
WABC-TV	New York, N. Y.	903
WABD	New York, N. Y.	903
WABI-TV	Bangor, Maine	882
WABT	Birmingham, Ala.	849
WAFB-TV	Baton Rouge, La.	880
WAGA-TV	Atlanta, Ga.	868
WAIM-TV	Anderson, S. C.	929
WAKR-TV	Akron, Ohio	913
WALA-TV	Mobile, Ala.	849
WALB-TV	Albany, Ga.	867
WAPA-TV	San Juan, Puerto Rico	960
WARD-TV	Johnstown, Pa.	922
WARM-TV	Scranton, Pa.	925
WAST	Hagaman, N. Y.	901
WATE-TV	Knoxville, Tenn.	931
WATR-TV	Waterbury, Conn.	863
WATV	Newark, N. J.	899
WAVE-TV	Louisville, Ky.	879
WBAL-TV	Baltimore, Md.	883
WBAP-TV	Fort Worth, Tex.	939
WBAY-TV	Green Bay, Wis.	956
WBBM-TV	Chicago, Ill.	870
WBEN-TV	Buffalo, N. Y.	901
WBKB	Chicago, Ill.	871
WBLN	Bloomington, Ill.	870
WBNS-TV	Columbus, Ohio	915
WBOC-TV	Salisbury, Md.	885
WBRC-TV	Birmingham, Ala.	849
WBRE-TV	Wilkes-Barre, Pa.	927
WBRZ	Baton Rouge, La.	880
WBTV	Charlotte, N. C.	907
WBTW	Florence, S. C.	930
WBUF-TV	Buffalo, N. Y.	901
WBZ-TV	Boston, Mass.	885
WCAU-TV	Philadelphia, Pa.	923
WCAX-TV	Burlington, Vt.	951
WCBS-TV	New York, N. Y.	903
WCCO-TV	Minneapolis, Minn.	890
WCHS-TV	Charleston, W. Va.	954
WCIA	Champaign, Ill.	870
WCMB-TV	Harrisburg, Pa.	922
WCNY-TV	Carthage, N. Y.	901
WCOV-TV	Montgomery, Ala.	850
WCPO-TV	Cincinnati, Ohio	913
WCSC-TV	Charleston, S. C.	929
WCSH-TV	Portland, Maine	882
WCTV	Tallahassee, Fla.	866
WDAF-TV	Kansas City, Mo.	895
WDAK-TV	Columbus, Ga.	869
WDAN-TV	Danville, Ill.	871
WDAY-TV	Fargo, N. Dak.	911
WDBJ-TV	Roanoke, Va.	952
WDBO-TV	Orlando, Fla.	866
WDEF-TV	Chattanooga, Tenn.	931
WDSM-TV	Duluth-Superior, Minn.	890
WDSU-TV	New Orleans, La.	881
WDXI-TV	Jackson, Tenn.	931
WEAR-TV	Pensacola, Fla.	866
WEAT-TV	West Palm Beach, Fla.	867
WEAU-TV	Eau Claire, Wis.	956
WEEK-TV	Peoria, Ill.	871
WEHT	Henderson, Ky.	880
WENS	Pittsburgh, Pa.	925
WEWS	Cleveland, Ohio	915
WFAA-TV	Dallas, Tex.	936
WFAM-TV	Lafayette, Ind.	873
WFBC-TV	Greenville, S. C.	930
WFBG-TV	Altoona, Pa.	920
WFBM-TV	Indianapolis, Ind.	873
WFIE	Evansville, Ind.	873
WFIL-TV	Philadelphia, Pa.	923
WFLA-TV	Tampa, Fla.	866
WFLB-TV	Fayetteville, N. C.	907
WFMJ-TV	Youngstown, Ohio	917
WFMY-TV	Greensboro, N. C.	907
WFRV-TV	Green Bay, Wis.	956
WGAL-TV	Lancaster, Pa.	923
WGAN-TV	Portland, Maine	883
WGBI-TV	Scranton, Pa.	925
WGBS-TV	Ft. Lauderdale, Fla.	865

Station	City—State	Page
WGEM-TV	Quincy, Ill.	872
WGLV-TV	Easton, Pa.	922
WGN-TV	Chicago, Ill.	871
WGR-TV	Buffalo, N. Y.	901
WGTH-TV	Hartford, Conn.	862
WGVL	Greenville, S. C.	930
WHAM-TV	Rochester, N. Y.	904
WHAS-TV	Louisville, Ky.	879
WHBF-TV	Rock Island, Ill.	872
WHBQ-TV	Memphis, Tenn.	931
WHEC-TV	Rochester, N. Y.	904
WHEN-TV	Syracuse, N. Y.	904
WHIO-TV	Dayton, Ohio	917
WHIS-TV	Bluefield, W. Va.	954
WHIZ-TV	Zanesville, Ohio	918
WHO-TV	Des Moines, Iowa	875
WHP-TV	Harrisburg, Pa.	922
WHTN-TV	Huntington, W. Va.	955
WHUM-TV	Reading, Pa.	925
WHYN-TV	Springfield-Holyoke, Mass.	886
WIBW-TV	Topeka, Kans.	879
WICA-TV	Ashtabula, Ohio	913
WICC-TV	Bridgeport, Conn.	862
WICS	Springfield, Ill.	872
WICU	Erie, Pa.	922
WILK-TV	Wilkes-Barre, Pa.	927
WIMA-TV	Lima, Ohio	917
WINK-TV	Fort Meyers, Fla.	865
WINT	Waterloo, Ind.	874
WIRI	Plattsburg, N. Y.	904
WIS-TV	Columbia, S. C.	929
WISE-TV	Asheville, N. C.	907
WISH-TV	Indianapolis, Ind.	873
WISN-TV	Milwaukee, Wis.	958
WITN	Washington, N. C.	909
WITV	Ft. Lauderdale, Fla.	865
WJAC-TV	Johnstown, Pa.	923
WJAR-TV	Providence, R. I.	929
WJBF-TV	Augusta, Ga.	868
WJBK-TV	Detroit, Mich.	889
WJDM	Panama City, Fla.	866
WJHL-TV	Johnson City, Tenn.	931
WJHP-TV	Jacksonville, Fla.	865
WJIM-TV	Lansing, Mich.	889
WJMR-TV	New Orleans, La.	882
WJNO-TV	Palm Beach, Fla.	865
WJTV	Jackson, Miss.	891
WJW-TV	Cleveland, Ohio	915
WKAQ-TV	San Juan, P. R.	960
WKBN-TV	Youngstown, Ohio	917
WKBT	LaCrosse, Wis.	956
WKJG-TV	Fort Wayne, Ind.	873
WKNB-TV	New Britain, Conn.	862
WKNX-TV	Saginaw, Mich.	889
WKNY-TV	Kingston, N. Y.	903
WKOW-TV	Madison, Wis.	956
WKRC-TV	Cincinnati, Ohio	913
WKRG-TV	Mobile, Ala.	849
WKTV	Utica, N. Y.	905
WKY-TV	Oklahoma City, Okla.	919
WKZO-TV	Kalamazoo, Mich.	889
WLAC-TV	Nashville, Tenn.	932
WLBC-TV	Muncie, Ind.	874
WLBT	Jackson, Miss.	891
WLEV-TV	Bethlehem, Pa.	920
WLEX-TV	Lexington, Ky.	880
WLOS-TV	Asheville, N. C.	907
WLVA-TV	Lynchburg, Va.	951
WLW-A	Atlanta, Ga.	867
WLW-C	Columbus, Ohio	915
WLW-D	Dayton, Ohio	915
WLW-T	Cincinnati, Ohio	913
WMAL-TV	Washington, D. C.	864
WMAR-TV	Baltimore, Md.	885
WMAZ-TV	Macon, Ga.	869
WMBR-TV	Jacksonville, Fla.	865
WMBV-TV	Marinette, Wis.	958
WMCT	Memphis, Tenn.	931
WMFD-TV	Wilmington, N. C.	909
WMGT-TV	Adams, Mass.	885
WMSL-TV	Decatur, Ala.	849
WMT-TV	Cedar Rapids, Iowa	875
WMTV	Madison, Wis.	958
WMTW	Poland Spring, Maine	882
WMUR-TV	Manchester, N. H.	899
WNAC-TV	Boston, Mass.	885

Station	City—State	Page
WNBF-TV	Binghamton, N. Y.	901
WNBQ	Chicago, Ill.	871
WNCT	Greenville, N. C.	907
WNDU-TV	South Bend, Ind.	874
WNEM-TV	Bay City-Saginaw, Mich.	887
WNHC-TV	New Haven, Conn.	863
WNAO-TV	Raleigh, N. C.	909
WNOK-TV	Columbia, S. C.	929
WNOW-TV	York, Pa.	927
WOAI-TV	San Antonio, Tex.	946
WOAY-TV	Oak Hill, W. Va.	955
WOC-TV	Davenport, Iowa	875
WOI-TV	Ames, Iowa	875
WOOD-TV	Grand Rapids, Mich.	889
WOR-TV	New York, N. Y.	903
WOW-TV	Omaha, Nebr.	897
WPAG-TV	Ann Arbor, Mich.	887
WPBN-TV	Traverse City, Mich.	889
WPFH	Wilmington, Del.	864
WPIX	New York, N. Y.	903
WPRO-TV	Providence, R. I.	929
WRBL-TV	Columbus, Ga.	869
WRC-TV	Washington, D. C.	864
WRCA-TV	New York, N. Y.	904
WRCV-TV	Philadelphia, Pa.	925
WRDW-TV	Augusta, Ga.	869
WREC-TV	Memphis, Tenn.	932
WREX-TV	Rockford, Ill.	872
WRGB	Schenectady, N. Y.	904
WROM-TV	Rome, Ga.	869
WROW-TV	Albany, N. Y.	901
WSAU-TV	Wausau, Wis.	958
WSAV-TV	Savannah, Ga.	869
WSAZ-TV	Huntington, W. Va.	955
WSB-TV	Atlanta, Ga.	868
WSBA-TV	York, Pa.	927
WSBT-TV	South Bend, Ind.	874
WSEE	Erie, Pa.	922
WSFA-TV	Montgomery, Ala.	850
WSIL-TV	Harrisburg, Ill.	871
WSIX-TV	Nashville, Tenn.	932
WSJS-TV	Winston-Salem, N. C.	909
WSJV	Elkhart, Ind.	873
WSLS-TV	Roanoke, Va.	953
WSM-TV	Nashville, Tenn.	932
WSPD-TV	Toledo, Ohio	917
WSTV-TV	Steubenville, Ohio	917
WSUN-TV	St. Petersburg, Fla.	866
WSVA-TV	Harrisburg, Va.	951
WSYR-TV	Syracuse, N. Y.	905
WTAP	Parkersburg, W. Va.	955
WTAR-TV	Norfolk, Va.	952
WTCN-TV	Minneapolis, Minn.	890
WTHI	Terre Haute, Ind.	874
WTMJ-TV	Milwaukee, Wis.	958
WTOB-TV	Winston-Salem, N. C.	910
WTOC-TV	Savannah, Ga.	869
WTOK-TV	Meridian, Miss.	891
WTOM-TV	Lansing, Mich.	889
WTOP-TV	Washington, D. C.	864
WTOV-TV	Norfolk, Va.	952
WTPA	Harrisburg, Pa.	922
WTRF-TV	Wheeling, W. Va.	956
WTSK-TV	Knoxville, Tenn.	931
WTTG	Washington, D. C.	864
WTTV	Bloomington, Ind.	873
WTVD	Durham, N. C.	907
WTVH-TV	Peoria, Ill.	872
WTVJ	Miami, Fla.	865
WTVN-TV	Columbus, Ohio	915
WTVO	Rockford, Ill.	872
WTVP	Decatur, Ill.	871
WTVR	Richmond, Va.	952
WTVT	Tampa, Fla.	866
WTVU	Scranton, Pa.	927
WTVY	Dothan, Ala.	849
W-TWO	Bangor, Maine	882
WUSN-TV	Charleston, S. C.	929
WVEC-TV	Hampton-Norfolk, Va.	951
WVET-TV	Rochester, N. Y.	904
WWJ-TV	Detroit, Mich.	887
WWLP	Springfield, Mass.	886
WWTV	Cadillac, Mich.	887
WXEX-TV	Petersburg, Va.	952
WXIX	Milwaukee, Wis.	958
WXYZ-TV	Detroit, Mich.	887

WABT—Birmingham—1949
ABC-CBS

Channel: 13 VHF..AP: 178 Kw...VP: 316 Kw.
Owned-Oper. By.....Television Corp.
Business Address.....P. O. Box 2553
Phone Number 4-3506
Air Time.....18 hours daily
Newspaper Affiiliation.....Birmingham News
News Service .....AP
Representative .....Blair-TV
Membership .....NARTB; TvB
Pres., Mgr. Dir.....Henry P. Johnston
Commercial Mgr.....Charles F. Grisham
VP in charge of Prgmng.....Ray A. Furr
Pub., Prom. Dir.....James Chenoweth
Dir. of News & Sp. Events.....Maury Farrell
Production .....Johnny Johnson
Film Manager.....Nod Nelson
Chief Engineer.....J. V. Sanderson
Consulting Engineer.....Gautney & Jones

WBRC-TV—Birmingham
1949—CBS

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Bus. Studio Address.....P. O. 5957
Phone Number.....4-4701
Air Time.....18 hours daily
News Service .....AP
Representative .....Katz
Membership .....NARTB, TvB
President.....George B. Storer
V.P. & Mgr. Dir.....J. Robert Kerns
Commercial Mgr.....Oliver Naylor
Prog. Dir., Film Mgr.....M. D. Smith, III
Promotion, Pub. Dir.....Sterling Madding
Dir. of News; Sp. Events....Davenport Smith
Chief Eng.....Robert L. Dupriest

WMSL-TV—Decatur—1954
NBC

Channel: 23 UHF...AP: 8.52 Kw....VP: 15.8
Owned-Oper. By.Tenn. Valley Radio & TV Co.
Address .....701 Bank Street
Phone Number 802
Air Time.....5 hours daily
News Service .....AP
Representative.....J. Wythe Walker
Pres., Gen. Mgr.....Frank Whiesenant
Prog. Dir., Film Mgr.....John Utley
Dir. of News & Sp. Events.....Bob Gleason
Chief Engineer.....John Short
Consulting Engineer.....John Mullaney

WTVY—Dothan—1955
ABC-CBS

Channel: 9 VHF..AP: 14.1 Kw...VP: 28.2 Kw.
Owned-Operated By.....WTVY, Inc.
Address .....Box 1242
Representative.....Young TV; Clarke Brown
Executive V.P.....F. E. Busby

WALA-TV—Mobile—1953
ABC-CBS-NBC

Channel: 10 VHF..AP: 235 Kw...VP:..316 Kw.
Owned-Oper. By.....Pape Bcstg. Co., Inc.
Address.....210 Government St.
Phone 3-3756
Air Time.....10 hours daily
News Service .....AP
Representative .....Headley Reed
Membership .....NARTB, TvB
President .....W. O. Pape
Exec. Vice-Pres.....H. K. Martin
Gen. Manager.....W. B. Pape
Program Director.....Al Holman
Chief Engineer.....A. R. Bell
Consulting Engineer.....L. J. N. duTreil

WKRG-TV—Mobile—1955
CBS

Channel: 5 VHF....AP: 50 Kw.....VP: 100
Owned-Operated By.....WKRG-TV Inc.
Address.....162 Louis St.
Phone Number.....HE 2-5505
Air Time.....17½ hours
News Service .....AP
Representative .....Avery Knodel
Membership .....NARTB
President.....Kenneth R. Giddens
Gen. Mgr., Program Director..C. P. Persons, Jr.
Prom., Pub. Dir.....Sara J. Johnson
Production Manager.....Robert L. Johns
Chief Engineer.....James L. Evans

DOMINATING
ALABAMA

WBRC-TV
CHANNEL—6
BIRMINGHAM

CBS
MAXIMUM POWER
A STORER STATION

NAT. REPS. — THE KATZ AGENCY

WCOV-TV—Montgomery
1953—ABC-CBS

Channel: 20....AP: 117 Kw.....VP: 200 Kw.
Owned-Oper. By.....Capitol Bcstg. Co.
Business Address.....Adrian Lane
Phone Number 5-3561
Air Time.....12½ hours daily
News Service.....UP
Representative.....Paul H. Raymer
President.....O. P. Covington
Gen., Sta. Manager.....Hugh Smith
Commercial Manager.....Morris South
Prog., Prom. Dir.....Caldwell Stewart
Dir. of News.....Bob Underwood
Production Manager.....Phil Taylor
Chief Engineer.....W. D. Weatherly
Film Manager.....Bob House
Consulting Eng.....W. J. Holey

WSFA-TV—Montgomery
1954—NBC

Channel: 12....AP: 158 Kw.....VP: 316 Kw.
Owned-Oper. By.....WKY Radiophone Co.
Business Address.....10 East Deland
Phone Number.....5-1251
Air Time.....16 hours daily
Newspaper Affil.....Okla. Publishing Co.
News Service .....AP
Membership .....NARTB, TvB
Representative .....Katz
V.P., Sta. Mgr.....Hoyt Andres
Commercial Mgr.....J. C. Hughes
Prog. Dir., Film Mgr.....R. F. Doty
Prom., Publicity Dir.....R. L. Tuttle
News Director.....Frank McGee
Production Mgr.....Gene Jacobsen
Chief Engineer.....R. M. Hayward

ARIZONA

Pop. Feb. 1, 1956 (Est.) 1,008,000—TV Homes 185,772
Stations in State 7

KVAR—Mesa—1953—NBC

Channel: 12 VHF..AP: 16.5 Kw...VP: 33 Kw.
Owned-Oper. By.....KTAR Broadcasting Co.
Address.....1101 No. Central Ave.
Phone .....Alpine 4-4161
Air Time.....14½ hours
Representative .....Raymer
Pres., Gen. Mgr.....Richard O. Lewis
Station Mgr.....Dwight Harkins
Commercial Mgr.....E. W. Harvey
Program Director.....Wm. Robb
Prom., Pub. Director.....Ted Edwards
Dir. of News & Sp. Events.....Bob Vache
Production Manager.....Charles Wallace
Film Director.....Betty Campbell
Chief Engineer.....A. C. Anderson

KOOL-TV—Phoenix—1953

Channel: 10 VHF.AP: 12.5 Kw..VP: 29.45 Kw.
Owned-Oper. By.....Maricopa Bsctrs. Inc.
Business Address.....511 West Adams St.
Phone Number.....ALpine 3-3121
Representative .....Hollingbery
Membership ..... NARTB
President .....Gene Autry
General Manager.....Charles H. Garland
Asst. Gen. Mgr.....Kenneth Morton
Dir. of News & Sp. Events.....Don Cordray
Commercial Manager.....William Connelly
Program Director.....Miles Reed
Publicity Director.....Dick Goebel
Chief Engineer.....Cliff Miller

KPHO-TV—Phoenix—1949
CBS

Channel: 5 VHF..AP: 8.7 Kw...VP: 17.5 Kw.
Owned-Oper. By...Meredith Engineering Co.
Business Address.....631 N. First Ave.
Phone Number.....ALpine 8-4511
Representative ..... Katz
Membership .....NARTB, TvB
Air Time.....Full Time
General Manager.....Richard B. Rawls
Commercial Manager.....C. A. Larson
Program Director.....Robert Martin
Promotion Pub. Dir.....Dan Schwartz
Dir. of News & Sp. Events,
Prod. Mgr.....Jack Murphy
Film Manager.....Fred Frederick
Chief Engineer.....George McClanathan
Consulting Engineer.....T. A. M. Craven

KTVK—Phoenix—1955—ABC

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By.....Arizona TV Co.
Address .....Box 5068
Phone Number.....AMherst 6-5691
Air Time.....9½ hours
News Service .....UP
Station Representative.....Weed TV
President .....Ernest McFarland
General Manager.....Leon Nowell
Station Manager.....Roger Van Duzer
Comm. Manager.....Burton B. LaDow
Program Director.....Carl Kent
Dir. of News, Sp. Events....Don Tuckerwood
Publicity Director.....Jim Silvius
Film Manager.....Wes Hallett
Chief Engineer.....Bob Latham

KOPO-TV—Tucson—1952
CBS

Channel: 13 VHF..AP: 16.5 Kw...VP: 33 Kw.
Owned-Oper. By.....Old Pueblo Bcstg. Co.
Business Address.....115 W. Drachman St.
Air Time.....12 hours daily
Representative ..... Hollingbery
President.....H. C. Tovrea
General Manager.....E. S. Mittendorf
Commercial Manager.....Bernie Perlin
Program Director.....Paul Plunkett
Promotion Director.....Jack Martin
Dir. News & Sp. Events.....Chris Cole
Publicity Director.....Virginia Harper
Film Manager.....Reed Haythorne
Chief Engineer.....Paul Benewitz

KVOA-TV—Tucson—1953
ABC-NBC

Channel: 4 VHF...AP: 4.3 Kw....VP: 7.3 Kw.
Owned-Oper. By.....Arizona Bcstg. Co.
Business Address.....209 West Elm St.
Phone Number 3-2555
Air Time.....12 hours
Representative .....Paul H. Raymer
President.....Clinton D. McKinnon
Business Manager.....Harper M. Phillips
Sales Manager.....John C. Underwood
Program Director.....James W. Hays
News Director.....James H. Maize
Prod. Manager.....L. D. Cable
Film Manager.....William W. Cook
Chief Engineer.....Raymond H. Holsclaw
Consulting Engineer.....George C. Davis

KIVA—Yuma—1953
NBC-CBS

Channel: 11 VHF...AP: 2.5 Kw....VP: 5 Kw.
Owned-Oper. By.....Valley Telecasting Co.
Business Address.....Box 1708
Phone Number .....STate 6-8311
Air Time .....10 hours
News Service .....AP
Membership .....NARTB
President .....Donald Ellsworth
General Manager.....Ray C. Smucker
Station Manager.....Leavenworth Wheeler
Prom., Pub. Director.....Ruth Gilmore
Dir. of News, Sp. Events.....Glenn Edwards
Consulting Engineer.....John Mullaney
Program Director.....Bob Garinger
Production Manager.....Hayes Stuart
Film Manager.....Aretta Crowell
Chief Eng.....Roland Yount

ARKANSAS

Pop. Feb. 1. 1956 (Est.) 1,895,000—TV Homes 271,544
Stations in State 5

KRBB—El Dorado—1955
NBC

Channel: 10 vhf...AP: 24 Kw....VP: 12 Kw.
Owned-Oper. By....S. Arkansas TV Co., Inc.
Address .....Garret Hotel
Phone Number.....UN 2-3480
Station Representative .....Pearson
President .....Joe F. Rushton
General Manager.....Bill Bigley
Prod. Manager.....Vernon Williamson
Film Manager.....A. Roberts
Chief Engineer.....Carroll W. Blewster
Consulting Engineer.....Robert M. Silliman

KFSA-TV—Fort Smith—1953
NBC-ABC-CBS

Channel: 22 UHF...AP: 12 Kw...VP: 22 Kw.
Owned-Oper. By Southwestern Radio & TV Co.
Business Address.....920 Rogers Ave.
Phone Number.....SUnset 2-9126
Newspaper Affil.....Southwest American
Representative ..... Pearson
Pres., Gen. Manager.....D. W. Reynolds
Sta., Comm. Manager.....Roland Hundley
Prog. Dir., Prod. Mgr.....Pat Porta
Dir. of News & Sp. Events....Harry Freeman
Promotion Director.....John Witt
Publicity Director.....Bill Poe
Film Manager.....Charles Putman
Chief Engineer.....Robert W. Platt, Jr.
Consulting Engineer.....T. A. M. Craven

KARK-TV—Little Rock
1954—NBC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By Arkansas Radio & Equip. Co.
Address.....1001 Spring Street
Phone .....FRanklin 6-2481
Representative ..... Petry
President.....T. H. Barton
General Manager.....T. K. Barton
Ass't Sta. Manager.....Douglas J. Romine
Commercial Manager.....Lee Bryant
Program Director.....Dale Hart
Promotion, Pub. Director.....Shirley Kennedy
Dir. News & Sp. Events.....Bob Kemp
Prod. Manager.....Fred Schautz
Film Manager.....Ray North
Chief Engineer.....L. C. "Champ" Smith
Consulting Engineer..Craven, Lohnes & Culver

KTHV—Little Rock—1955
CBS

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....Arkansas TV Co.
Address.....313 Main St.
Phone Number.....FRanklin 4-2293
Newspaper Affil.....Arkansas Democrat
Station Representative .....Bramham
President.....K. A. Engel
Gen., Sta. Manager.....B. G. Robertson
Comm. Manager.....W. V. Hutt
Program Director.....Cecil Bland
Prom., Pub. Director.....R. E. Brown
Dir. of News, Sp. Events.....Bill Neel
Production Manager.....Ernie Byrne
Film Manager.....Jack Bomar
Chief Engineer.....Cecil Suitt
Consulting Engineer.....A. Earl Cullem, Jr.

KATV—Pine Bluff—1953
CBS-ABC

Channel: 7 VHF...AP: 80 Kw....VP: 170 Kw.
Owned-Oper. By.....Central South Sales Co.
Business Address.....100 Williams Road
Phone Number.....3880
Representative.....Avery-Knodel Inc.
President.....John T. Griffin
General Manager.....John H. Fugate
Comm. Manager.....Ben Holmes
Program Director.....Don B. Curran
Prod., Film Manager.....James Cowsert
Dir. of News & Sp. Events.....W. H. Hadley
Prom., Pub. Director.....Joe Myers
Chief Engineer.....A. R. Garrett
Consulting Engineer.....Paul Godley Co.

KJEO TV Covers

K J E O

...THE GREAT CENTRAL CALIFORNIA MARKET
(the richest per capita market in the world)

Latest Survey Shows **KJEO-TV** *First—Morning, Afternoon and Night*

WITH EXCLUSIVE
CBS-TV and ABC-TV

O'NEILL BROADCASTING COMPANY
P. O. BOX 1708 Represented Nationally by the Branham Company FRESNO, CALIFORNIA

KBAK-TV—Bakersfield
1953—ABC

Channel: 29 UHF..AP: 10.5 Kw...VP: 19 Kw.
Owned-Oper. By.....Bakersfield Bcstg. Co.
Business Address.....Box 1448
Phone Number.....FA 4-6421
Air Time.....12 hours daily
News Service.....UP
Newspaper Affil.....San Francisco Chronicle
Representative .....Weed
Membership .....NARTB, TvB
President.....Harold P. See
Station Manager.....A. H. Constant
Chief Engineer.....James Garner
Consulting Engineer.....Robert Hammett

KERO-TV—Bakersfield
1953—CBS-NBC

Channel: 10 VHF..AP: 15.1 Kw...VP: 30.2 Kw.
Owned-Oper. By....Kern County Bcstrs. Inc.
Business Address.....1420 Truxton Ave.
Phone Number.....FAirview 7-1441
Air Time.....16 hours
News Service.....UP
Representative .....Hollingbery
Membership.....NARTB, TvB
Pres., Gen. Mgr.....Gene DeYoung
V.P. & Nat. Sales Mgr.....Edward Urner
Operations Director.....Kenneth Croes
Local Sales Manager.....John Barrett
Publicity Director.....Deloris Brigham
Production Manager.....Bruce Fleming
Film Manager.....John Ballinger
Chief Engineer.....Edwin Andress
Consulting Engineer.....Robert Hammett

KHSL-TV—Chico—1953
CBS-NBC-ABC

Channel: 12 VHF..AP: 38 Kw...VP: 63.1 Kw.
Owned-Oper. By....Golden Empire Bcstg. Co.
Address .....180 E. 4th St.
Phone Number.....FIreside 2-0141
Air Time.....9 hours daily
News Service.....UP
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Gen. Mgr.....Mrs. Hugh McClung
Station Manager.....M. F. Woodling
Comm. Manager.....Jerry Pero
Prod. Mgr., Prog. Dir.....Martin Jacobsen
Prom., Pub. Director.....Ted Dooley
Film Manager.....Wm. Windsor
Chief Engineer.....Russell B. Pope
Consulting Engr.....Kear & Kennedy

KIEM-TV—Eureka—1953
CBS-NBC-ABC

Channel: 3 VHF..AP: 7.3 Kw...VP: 14.6 Kw.
Owned-Oper. By.....Redwood Bcstg. Co.
Business Address.....P. O. Box 1021
Phone Number.....HIllside 3-3123
Air Time.....Full Time
News Service.....UP
Representative .....Hoag, Blair
Membership .....NARTB
President.....William B. Smullin
Manager.....Donald H. Telford
Program Director.....Walter Riehartz
Promotion Director.....G. Fuller
Tech. Director.....J. G. Bauriedel
Chief Engineer.....Donald King
Consulting Engineers.....Lohnes & Culver

KJEO-TV—Fresno—1953
ABC-CBS

Channel: 47 UHF..AP: 240 Kw...VP: 440 Kw.
Owned-Oper. By.....O'Neill Bcstg. Co.
Business Address.....Box 1708
Phone Number.....7-8405
Air Time.....Full Time
News Service.....UP
Representative .....Branham
Membership .....NARTB
President.....J. E. O'Neill, Sr.
Vice Pres..... Joe Drilling, Charles Theodore
Comm. Manager.....W. O. Edholm
Dir. of News Sp. Events.....W. Anthony
Program Director, Prod. Mgr.....Jack Shepard
Prom., Publicity Director.....Francis Quinn
Film Manager.....John Parkhurst
Chief Engineer.....Jack McElwain

KMJ-TV—Fresno—1953
NBC

Channel: 24 UHF..AP: 91.2 Kw...VP: 170 Kw.
Owned-Operated By....McClatchy Bcstg. Co.
Address .....1559 Van Ness
Representative .....Raymer
Air Time.....14½ hours daily
News Service.....AP, UP
Membership .....NARTB, TvB
Film Buyer.....Perry Nelson
Commercial Manager.....Wilson Lefler
Program Manager.....Joe Tomes
Traffic Manager.....Marion Anderson
Production Manager.....Tom Flynn
Film Editor.....Bill Curtis
News & Special Events.....Dean Mell
Film Editor.....William Curtis
Chief Engineer.....James B. Hancock
Consulting Engineer.....G. C. Davis

KCOP-TV—Hollywood—1953

Channel: 13 VHF..AP: 83.2 Kw...VP: 170 Kw.
Owned-Oper. By.....The Copley Press, Inc.
Bus.-Studio Address.....1000 Cahuenga Blvd.
Phone Number.....HUdson 2-7311
Air Time.....Full Time
News Service .....UP
Representative .....Weed
Vice President, Gen. Mgr.....Jack Heintz
Commercial Manager.....Amos T. Baron
Asst. Gen. Mgr., Prog. Dir.....Al Flanagan
Promotion Director.....Charles Vance
Film Mgr.....Mattie Tippit
Prod. Manager.....Dan Lindquist
Chief Engineer.....Marvin Wentworth

POWER TOWER

High atop Mount Wilson, in the Angeles National Forest, stands the tallest television tower in Southern California.

This tower, operating at maximum power from a point 6,169 feet above mean sea level, was designed and engineered by RCA to give optimum performance to the 6,000,000 viewers within its range.

PENETRATING PERFORMANCE

High power alone will not cover the unique terrain surrounding the area . . . high mountains, deep canyons and flat plains require height, power and "downtilted" antenna.

RCA developed a specially designed antenna to meet all the requirements necessary for penetrating coverage . . . and after an exhaustive electronic measurement survey has found the KRCA signal to be the finest in the Los Angeles market.

In laymen's language . . . maximum power sends out a far reaching, clear signal . . . tall tower and special antenna saturate the close in areas with peak performance.

From this great tower, KRCA beams its local programs and those of the NBC network to millions of viewers in Southern California.

Advertisers are assured of penetrating electronic performance, top programming and outstanding promotion support when they buy KRCA-4 in Los Angeles.

for lasting impressions in the **SOUTHERN CALIFORNIA** market

KRCA-4 LOS ANGELES

represented by **NBC** spot sales

KRCA—Hollywood—1949 NBC

Channel: 4 VHF..AP: 23.5 Kw...VP: 47 Kw.
Bus.-Studio Address.....Sunset & Vine St.
Phone Number .....Hollywood 9-6161
Air Time.....Full Time
News Service.....AP, INS, UP
Membership .....NARTB
Representative.....NBC Spot Sales
President .....Sylvester Weaver
Gen. Station Manager.....Thomas McCray
Commercial Manager.....James Parks
Program Director.....Dean Craig
Promotion Director.....Jack Kenaston
Director of News.....John Thompson
Operations Manager.....James Damon
Publicity Director.....Jack Kenaston
Film Manager.....George Burke
Chief Engineer.....John Knight

KABC-TV—Los Angeles 1949—ABC

Channel: 7 VHF.....AP: 59.....VP: 118 Kw.
Owned-Oper. By.....American Bcstg. Co.
Business Address.....ABC TV Center
Phone Number.....NO 3-3311
Air Time.....Full Time
News Service .....AP
Membership ..... NARTB
Representative ..... Petry
Vice President.....Earl J. Hudson
General Manager.....Amos T. Baron
General Sales Manager.....Elton H. Rule
Program Director.....Hunt Stromberg, Jr.
Promotion Director.....Jack Brembeck
Dir. of News & Special Events....Ed Conklin
Production Manager.....James Mandulay
Publicity Director.....Stan Kramer
Film Manager.....Russell Landers
Chief Engineer.....Phillip G. Caldwell

(SEE PAGE 856)

KNXT—Los Angeles—1948 CBS

Channel: 2 VHF..AP: 23.4 Kw..VP: 46.8 Kw.
Owned-Oper. By.....CBS Inc.
Business-Studio Address.....1313 N. Vine St.
Phone Number.....WEbster 8-3011
Air Time.....19½ hours daily
Representative.....CBS TV Spot Sales
News Service.....AP, UP
Membership .....NARTB, TvB
President.....J. L. Van Volkenburg
General Manager.....James T. Aubrey, Jr.
Business Manager.....Larry Lazarus
Gen. Sls. Manager.....R. D. Wood
Executive Prod.....Robert Quinlan
Oper. & Traf. Manager.....D. Rosenquest
Program Director.....Donald M. Hine
Prom., Publicity Director.....Dean D. Linger
Director News & Sp. Events.....Sam Zelman
Production Manager.....Bill Alcine
Film Manager.....Bob Hurlbut
Tech. Oper. Mgr.....H. W. Pangborn

KHJ-TV—Los Angeles—1948

Channel: 9.....AP: 81 Kw.....VP: 162 Kw.
Owned-Oper. By.....General Teleradio, Inc.
Business-Studio Address.....1313 N. Vine St.
Phone Number.....Hollywood 2-2133
Membership .....TvB
Air Time.....11¼ hours daily
Representative .....H-R
News Service .....INS, UP
President, General Teleradio.Thomas F. O'Neil
Pres., (Don Lee, Div.).....Willet H. Brown
General Manager.....John Reynolds
Program Director.....James Higson
Commercial Manager.....Howard Wheeler
Promotion Director.....Robert M. Light
Dir. News & Sp. Events.....Les Mawhinney
Production Manager.....Pat Marrinan
Publicity Director.....Bill Barron
Chief Engineer.....Robert Arne

KTTV—Los Angeles—1949

Channel: 11 VHF..AP: 84 Kw...VP: 166 Kw.
Owned-Oper. By.....KTTV, Inc.
Business Address.....5746 Sunset Blvd.
Phone Number.....Hollywood 2-7111
Air Time.....16 hours daily
News Service .....AP
Representative .....Blair-TV, Inc.
Membership .....NARTB
President .....Norman Chandler
V.P., Gen. Mgr.....Richard A. Moore
Sales Mgr.....John Vrba
Local Sales Mgr.....L. H. Norins
Program Dir.....Robert Breckner
Promotion Dir.....Jack O'Mara
Dir. of News, Spec. Events.....Bill Welsh
Sales Service Mgr.....Val Conte
Publicity Dir.....Reavis Winckler
Film Manager.....Richard Woollen
Chief Engineer.....Edward Benham

KTLA—Los Angeles—1947

Channel: 5.....AP: 15 Kk.....Vp: 30 Kw.
Owned-Oper...Paramaunt TV Productions, Inc.
Business Studio Address....5451 Marathon St.
Phone Number.....HOllywood 9-3181
Air Time.....11 hours daily
News Service .....UP
Representative.....Paul H. Raymer
Membership .....NARTB
Pres. Para. T-V Prods.....Paul Raibourn
Gen. Mgr. & V-P, Paramount
T-V Prods.....Klaus Landsberg
Sales Manager.....Robert Mohr
Production Coordinator.....J. Gordon Wright
News Editor.....Gilbert Martyn
Film Director.....Leland G. Muller
Remote Engr. Op. Spvsr.....John D. Silva
Studio Engr. Op. Spvsr.....Roy White
Trans. Op. Spvsr.....William S. Barnard

(SEE PAGE 858)

ALL on the fastest moving station in Los Angeles!

MICKEY MOUSE CLUB

ANDY'S GANG

WHAT'S THE NAME OF THAT SONG?

AL JARVIS' MAKE BELIEVE BALLROOM

BUFFALO BILL, JR.

WILD BILL HICKOK

SHEENA, QUEEN OF THE JUNGLE

GLAMOUR GIRL

JACK OWENS SHOW

CHUCKO'S CARTOONS

CISCO KID

SKY KING

PLUS . . .

ALL ABC NETWORK SHOWS

CHANNEL 7 KABC-TV

the station with *life*

KBET-TV—Sacramento 1955

Channel: 10....AP: 158 Kw.....VP: 316 Kw.
Owned By.....Sacramento Telecasters, Inc.
Address.....716 California State Life Bldg.
Vice-Pres., Gen. Mgr.....John H. Schacht

KCCC-TV—Sacramento 1953—CBS-NBC-ABC

Channel: 40 UHF..AP: 114 Kw...VP: 200 Kw.
Owned-Oper. By.....Capital City TV Corp.
Business Address.....Senator Hotel
Representative ..... Weed
President .....Harry McCart
Gen., Station Manager....Ashley L. Robinson
National Comm. Manager.....Al Richards
Local Comm. Manager.....Jack Kehoe
Prog. Dir., Prod. Mgr.....John Edwards
Prom., Publicity Director.....Clarence Talbot
Dir. News & Special Events...Harvey Chester
Film Manager.....Cal Cape
Chief Engineer.....Paul Leake
Consulting Engineer.....Vandivere, Cohen, & Wearn

KCRA-TV—Sacramento—1955 NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....KCRA, Inc.
Address.....310 10th St.
Representative .....Edward Petry
Pres., Gen. Mgr.....Ewing C. Kelly

KSBW-TV—Salinas-Montgomery—1953 ABC-CBS-NBC

Channel: 8 VHF..AP: 5.9 Kw...VP: 11.5 Kw.
Owned-Oper. By.....Salinas Bcstg. Corp.
Address.....P. O. Box 1651
Representative.....Hollingbery Co.
Pres., Gen., Sta. Mgr.....John Cohan
Comm. Manager.....W. M. Oates
Prog., News, Sp. Ev. Dir.....N. Edmonson
Promotion Director.....J. S. Randall
Prod. Mgr., Pub. Dir.....O. C. Sullivan
Film Manager.....Peg Miner
Chief Engineer.....George Freeman
Consulting Engineer.....Robert Hammett

KFSD-TV—San Diego—1953 NBC-ABC

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....KFSD, Inc.
Business Address.....3642 Enterprise St.
Phone Number.....CYpress 8-7151
Air Time.....17 hours daily
Representative ..... Katz
Membership .....NARTB
President.....James G. Rogers, Jr.
General Manager.....William E. Goetze
Studio Manager.....William Hollenbeck
Sales Manager.....Jay Grill
Executive Director.....Winter Horton
Prom. & Merchan. Mgr.....Harold K. Boone

KEY-T—Santa Barbara—1953 ABC-CBS-NBC-DuM

Channel: 3 VHF...AP: 25 Kw....VP: 50 Kw.
Owned-Oper. By.Santa Barbara Bcstg.-TV Co.
Business Address.....730 Miramonte Drive
Phone Number.....Woodland 5-8533
Air Time.....Full Time
News Service.....UP
Representative ..... Hollingbery
Membership.....NARTB, TvB
Pres., Gen. Sta. Mgr.....Colin M. Selph
Program Director.....Russell L. Furse
Dir. of News & Sp. Events.....Bill Huddy
Production Mgr.....Mary Ann Casey
Prom., Pub. Director.....Joe Costantino
Chief Engineer.....Lloyd M. Jones
Consulting Engineer.....Robert Hammett

KOVR—Stockton—1954 DuM

Channel: 13 VHF..AP: 138 Kw...VP: 73.5 Kw.
Owned & Oper. By....Television Diablo, Inc.
Address .....1 Nob Hill Circle
Phone Number.....EXbrook 7-0215
Representative .....Blair-TV
Pres., General Manager..Terry Hamilton Lee
Commercial Manager.....William Rambo
V.P., Programming.....Jay Watson
Prom., Publicity Director.....Gordon Grannis
V.P., Sales .....F. G. King
Production Manager.....Bel Lange
Dir. of News & Sp. Events.....Dick Wheeler
Film Director.....Lloyd Hansen
Chief Engineer.....Stanton D. Bennett

KTVU—Stockton—1953—NBC

Channel: 36 UHF..AP: 260 Kw...VP: 525 Kw.
Owned-Oper. By.....San Joaquin Telecasters
Business Address.....2293 East Main
Phone .....HOward 5-7271
Newspaper Affiliation..Richmond Independent
Representative.....George P. Hollingbery
President.....Warren Brown, Jr.
Gen., Station Manager.....D. M. Greene
Program Director..... David Hume
Chief Engineer.....Bruce Joyner

KVVG—Tulare—1953

Channel: 27 UHF..AP: 81.3 Kw...VP: 151 Kw.
Owned-Oper. By.....UHF Telecasting Corp.
Business Address.....9126 Sunset Blvd.
Phone Number.....BR 2-9236
Representative .....Adam-Young
President.....M. B. Scott
Gen., Sta., Comm. Mgr.....E. David Beatie
Program Director.....Charles Scott
Promotion Director.....Dorothy Oldham
Dir. News & Sp. Events.....Bob Lee
Production Manager.....Barney Corwin
Film Manager.....Joe Ridgeway
Chief Engineer.....Hershell McKensie

CALIFORNIA'S LARGEST SINGLE STATION TV MARKET

The primary KEY-T coverage area includes Ventura, Santa Barbara and San Luis Obispo counties, plus the western portion of Kern County.

IN TOTAL AREA: The KEY-T coverage area is larger than the combined states of Massachusetts, Connecticut and Rhode Island.

IN POPULATION: The KEY-T coverage area is larger than the state of Delaware.

IN TOTAL RETAIL SALES: Three of the counties—Ventura, Santa Barbara and Kern—rank in the top 200 of the 3,070 counties in the U.S.

The only TV station that completely and effectively covers this rich area is KEY-T . . . Channel 3.

REPRESENTED NATIONALLY BY HOLLINGBERY

ABC CBS NBC

KEY-T Channel 3

KKTV—Colorado Springs 1952—ABC-CBS

Channel: 11 VHF..AP: 54 Kw..VP: 107½ Kw.
Owned-Operated By.....TV Colorado, Inc.
Address.....510 South Tejon St.
Phone .....MElrose 4-2844
Air Time.....12 hours daily
Membership ..... NARTB
Representative .....Bolling
President, Gen., Station Mgr...James D. Russell
Commercial Manager.....Robert D. Ellis
Local Sales.....W. B. Rogers
Program Director.....Cecil Seavy
Prom., Pub. Director.....Jack Canterbury
Dir. of News & Sp. Events...John Bartholemew
Prod. Dir., Film Manager.....Carl Pehlman
Chief Engineer.....Willis Shanks
Transmitter Engineer.....Cozey Strang

KRDO-TV—Colorado Springs 1953—NBC

Channel: 13 VHF..AP: 5.8 Kw...VP: 11.5 Kw.
Owned-Oper. By.....Pikes Peak Bcstg. Co.
Business Address.....399 South Eighth St.
Phone Number.....MElrose 2-1515
Air Time.....Full Time
Membership ..... NARTB
News Service.....AP, UP
Representative .....Avery-Knodel
President, Gen., Sta. Mgr.....Harry Hoth
Comm. Manager.....Darold Wilkinson
Program Director.....Jack Finlayson
Promotion Director.....E. P. Kelly
Dir. of News & Sp. Events.....William Gear
Production Manager.....Robert Fitzmorris
Film Manager.....Glenn E. Lilly
Chief Engineer.....Herb Schubarth

KBTV—Denver—1952—ABC

Channel: 9 VHF..AP: 141 Kw...VP: 282Kw.
Owned-Operated By.....TV Denver, Inc.
Address.....1089 Bannock St.
Phone .....TAbor 5-6386
Air Time.....12 hours daily
News Service .....UP
Membership .....NARTB, TvB
Representative.....Free & Peters
President.....John C. Mullins
Station Manager.....Joseph Herold
National Sls. Mgr.....John Henry
Exec. Prod. Director.....Ray Gallagher
Prom. Director.....Bill Walker
Dir. of News & Pub. Relations..Bill Michelsen
Operations Manager.....Marshall Faber
Transmitter Supervisor.....Carl Bliesner
Consulting Engineer.....E. Earl Cullum, Jr.

KTVR—Denver—1952

Channel: 2 VHF..AP: 50.1 Kw...VP: 100 Kw.
Owned-Operated By..Eugene P. O'Fallon, Inc.
Address.....550 Lincoln St.

THE CLUBHOUSE GANG—MICKEY MOUSE CLUB—ANNIE OAKLEY—DOORWAY TO FAME
DENVER CHILDREN
RIN TIN TIN—DISNEYLAND—SUPERMAN
WATCH
see your FREE AND PETERS Colonel for choice availabilities in and adjacent to Denver's leading kid shows
WESTERN PLAYHOUSE—SUPER CIRCUS
KBTV MORE THAN
THE LONE RANGER—SKY KING—RENFREW OF THE MOUNTIES
ANY OTHER
ASK ABOUT KBTV's M. A. P. PLAN, THE GREATEST FOOD MERCHANDISING IDEA YET...
OWNED AND OPERATED BY
T. V. DENVER, INC.
JOHN C. MULLINS,
PRESIDENT
STATION channel 9
1089 BANNOCK TABOR 5-6386

Phone Number.....KE 4-8281
Air Time.....9½ hours daily
Membership .....NARTB, TvB
Representative .....Hoag-Blair
President.....J. Elroy McCaw
Gen., Sta., Comm. Mgr.....J. R. McKinley
Prog. Dir., Film Manager.....Dale Morgan
Pub., Prom., News & Sp. Evts. Dir..C. R. Howard
Oper. Manager.....B. Robinson
Chief Engineer.....Tom Morrissey

KLZ-TV—Denver—1953 CBS

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Alladin Radio & TV Inc.
Business Address.....131 Speer Blvd.
Phone Number.....Main 3-4271
Air Time.....17 hours daily
News Service.....INS, UP
Representative ..... Katz
Membership .....NARTB, TvB
Pres., Gen. Mgr.....Hugh B. Terry
Station Manager.....Phil Hoffman
Commercial Manager.....Jack Tipton
Program Director.....Clayton Brace
Promotion Director.....Harold Storm
Production Manager.....Jerre Wyatt
Publicity Director.....Bill Day
Dir. of News & Sp. Events....Sheldon Peterson
Film Manager.....William Witt
Chief Engineer.....Eugene Jenkins
Consulting Engineer.....Jausky & Bailey

KOA-TV—Denver—1953 NBC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Metropolitan TV Co.
Business Address.....1625 California
Phone Number.....Main 3-6211
Representative.....NBC Spot Sales
Air Time.....16 hours daily
News Service.....INS, UP
Membership .....NARTB, TvB
Pres., Gen. Manager.....William Grant
Com. Manager.....William F. MacCrystall
Program Director.....C. Van Haaften
Dir. of News & Sp. Events.....Ken White
Consulting Eng.....Kear & Kennedy
Pub., Prom. Manager.....Dick Harris
Production Manager.....Heyward Siddons
Production Supr.....Jim Butts

KFXJ-TV—Grand Junction 1954—ABC-NBC-CBS

Channel: 5 VHF..AP: .776 Kw...VP: 1.29 Kw.
Owned-Oper. By....Western Slope Bcstg. Co.
Address.....P. O. Box 30
Phone Number..... 1300
Air Time.....7½ hours daily
News Service..... UP
Representative .....Hal Holman
Membership .....NARTB, TvB
President, Gen. Manager.....Rex Howell
Sta., Comm., Prod. Mgr.....J. L. Robinson
Prog., Prom. Director.....Joan Balliger
Dir. of News & Sp. Events.....Ray Kelley
Film Manager.....John Scott
Chief Engineer.....Cecil Whitechurch

KCSJ-TV—Pueblo—1953 NBC

Channel: 5 VHF..AP: 6.8 Kw...VP: 13.6 Kw.
Owned-Oper. By.....Star Bcstg. Co.
Business Address.....Television Lane
Phone Number.....LI 4-5782
News Service .....AP
Air Time.....7½ hours daily
Representative ..... Avery-Knodel
Membership ..... NARTB
Sta. Co-or., Comm. Mgr.....Walter Dennis
Prog. Dir., Prod., Film Mgr.....Jack Wells
Dir. News & Sp. Events.....John Douglas
Prom., Publicity Director.....Lee Ransome
Chief Engineer.....Marion Cunningham
Consulting Engineer.....Walter Stiles

CONNECTICUT

Pop. Feb. 1, 1956 (Est.) 2,235,000—TV Homes 609,033
Stations in State 5

WICC-TV—Bridgeport—1953 ABC

Channel: 43 UHF..AP: 91 Kw...VP: 180 Kw.
Owned.....Southern Conn. & L. I. TV Co.
Business Address.....Box 9140
Air Time.....Full Time
Phone Number.....AMherst 8-1601
News Service .....UP
Representative .....Adam Young
Pres., Gen., Sta. Mgr.....Philip Merryman
Comm. Mgr.....Manning Slater
Promotion Manager.....Joan Fisher
Film Ed.....Irving Magilnick
Chief Engineer.....Alvin Andrus
Consulting Engineer .....McIntosh

WGTH-TV—Hartford—1954 CBS

Channel: 18 UHF..AP: 98.4 Kw...VP: 214 Kw.
Owned .....General-Times Television
Address .....555 Asylum Street
Phone Number.....JAckson 7-9131
Air Time.....15 hours daily
Newspaper Affiliation.....Hartford Times
News Service .....INS, UP
Representative .....H-R
President.....Thomas F. O'Neil
General Manager.....Alex Campbell, Jr.
Commercial Mgr.....George H. Morris
Program Director.....John O. Downey
Dir. News & Sp. Events.....Charles Norwood
Prod. Manager.....John J. Bell
Film Manager.....Daniel German
Chief Engineer.....Rogers B. Holt

WKNB-TV—New Britain 1952—NBC

Channel: 30 UHF.AP: 113.5 Kw..VP: 210.4 Kw.
Owned.....New Britain Bcstg. Co.

Address .....West Hartford 10
Phone Number.....BAldwin 3-3603
Air Time.....18 hours daily
Representative .....Bolling
News Service .....AP, INS
President .....Julian Gross
Ex. V.P. & Gen. Sta. Mgr.....Peter B. Kenney
National Sales Mgr.....David Scott
Local Sales Mgr.....E. Needles
Pub., Prom. Director.....Frank Wooding
Film Manager.....Phillip B. Hale
Prog., Prod. Director.....Robert W. Bray
Dir. of News & Sp. Events.....Barry Barents
Chief Engineer.....John Shipley
Consulting Engineer.....George C. Davis

WNHC-TV—New Haven
1948—CBS-ABC

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Elm City Bcstg. Co.
Business Address.....1110 Chapel St.
Phone Number.....SP 7-3611
Air Time.....18½ hours daily
News Service.....AP, INS
Representative ..... Katz
Membership .....NARTB, TvB
President.....Patrick J. Goode
Gen. Mgr.-Sec.-Treas.....Aldo DeDominicis
Exec. V.P.....Edward D. Taddei
Sta. Mgr., Prog. Director....Edward C. Obrist
Vice-Pres. Sales.....J. Vincent Callanan
Prom., Pub. Director.....James W. Evans
Dir. of News & Sp. Events.....Rockwell Clark
Production Mgr.....Kenneth Wynne, Jr.
Film Buyer.....W. G. Mulvey
Vice-Pres. Engineering....Vincent DeLaurentis

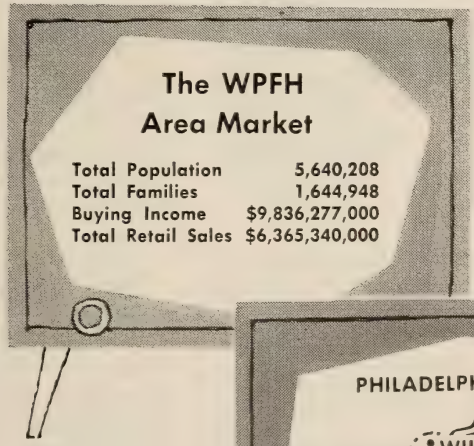
WATR-TV—Waterbury
1953—ABC

Channel: 53....AP: 125 Kw.....VP: 245 Kw.
Owned-Operated By.....WATR, Inc.
Business Address.....440 Meadow St.
Phone Number.....PL 5-1121
Air Time.....11 hours daily
News Service .....UP
Representative .....Burke Stuart
Membership ..... NARTB
President .....Harold Thomas
Gen., Sta., Commercial Mgr....Samuel Elman
Prog. Dir., Film Manager.....Astrid Curtis
Promotion Director.....Wally King
Production Manager.....Gene Valentino
Publicity Director.....Wallace F. Gordon
Dir. News & Sp. Events.....Robert Gillespie
Chief Engineer.....Andrew Toross
Consulting Engineer.....Garo Ray

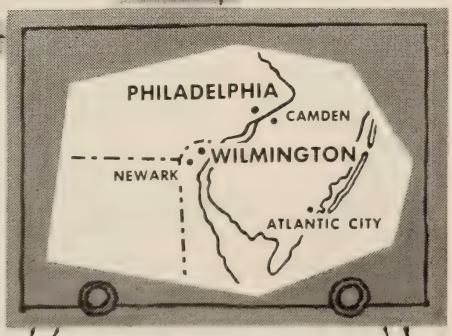
DELAWARE

Pop. Feb. 1, 1956 (Est.) 370,000—TV Homes 100,796
Stations in State 1

CHANNEL
12
WPFH



The NEW LOOK in TV



Serving the
GREATER
Delaware Valley Area

Represented by
MEEKER TV, Inc.

WPFH—Wilmington
1949—NBC-DuM

Channel: 12 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By.....Steinman Stations, Inc.
Business-Studio Address.....10th & West Sts.
Phone Number.....6-2567
Air Time.....18 hours daily
News Service .....UP
Membership .....NARTB, TvB
Representative .....Meeker
Station Manager.....Thomas R. Nunan, Jr.
Gen. Sales Mgr.....J. Robert Gulick
Comm. Manager.....Barton K. Feroe
Program Dir. & Film Mgr.....Richard W. Getz
Technical Director.....J. E. Mathiot
Consulting Engineer.....James C. McNary

DISTRICT OF COLUMBIA

Pop. Feb. 1, 1956 (Est.) 875,000—TV Homes 240,760
Stations in State 4

WMAL-TV—Washington, D. C.
1947—ABC

Channel: 7 VHF..AP: 134.5 Kw...VP 252 Kw.
Owned-Oper. By The Evening Star Bcstg. Co.
Address.....4461 Connecticut Ave., N.W.
Phone Number.....Kellogg 7-1100
Air Time.....11 hours daily
Newspaper Affiliation.....The Evening Star
Membership .....NARTB, TvB
Representative ..... Katz
News Service .....AP
President.....John W. Thompson, Jr.
General Manager.....F. S. Houwink
Commercial Manager.....Neal J. Edwards
Program Director.....Charles Bishop
Prom. & Pub. Director.....E. Haywood Meeks
Dir. of News & Sp. Events....Richard Randell
Production Manager.....Philip Milillo
Film Manager.....Robert Morgan
Chief Engineer.....Allan Powley
Consulting Engineer.....Jansky & Bailey

WRC-TV—Washington
1947—NBC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus.-Studio Address.....Sheraton Park Hotel
Phone Number.....AD 4-5400
Air Time.....Full Time
News Service.....AP, INS, UP
Representative.....NBC Television Spot Sales
Membership .....NARTB, TvB
VP & General Mgr.....Carleton D. Smith
Director of Sales.....Joseph Goodfellow
Local Sales Mgr.....Charles de Lozier
Director of Programs.....James E. Kovach
Adv. & Prom. Manager.....J. K. Phillips
Director of Publicity.....Jay Royen
Dir. of News & Sp. Events.....Cassius Keller
Dir. of Operations.....Lefferts A. McClelland
Business Manager.....John A. Lavan
Film Editor.....John Johnson
Chief Engineer.....John Rogers

WTOP-TV—Washington
1949—CBS

Channel: 9 VHF..AP: 175 Kw...VP: 316 Kw.
Owned-Operated By.....WTOP Inc.
Business Address.....Broadcast House
Phone Number.....Emerson 2-9300
Air Time.....Full Time
Newspaper Affiliation.....Washington Post
News Service.....AP, UP
Representative.....CBS TV Spot Sales
President.....John S. Hayes
Vice-Pres., TV.....George F. Hartford
Comm. Mgr.....Robert A. J. Bordley
Dir. of News & Sp. Events....Edward F. Ryan
Pub. & Prom. Director.....Robert M. Adams
Film Mgr., Prog. Dir.....Thomas B. Jones
Chief Engineer.....Lawrence A. Wilkinson

WTTG—Washington—1947
DuM.

Channel: 5 VHF..AP: 10.5 Kw...VP: 17.5 Kw.
Owned-Oper. By.....DuMont Bcstg. Corp.
Business-Studio Address.....Hotel Raleigh
Phone Number.....STerling 3-5300
Representative .....H-R
Membership .....NARTB
President .....Bernard Goodwin
V.P., Gen. Manager.....Ted Cott
Station Manager.....L. G. Arries, Jr.
Sales Manager.....George Griesbauer
Dir. Sports & Spec. Events....Weston J. Harris
Prom., Pub. Director.....Duncan Miller
Program Director.....Frances V. Guidice
Film Director.....Louis Lorenzetti
Chief Engineer.....Malcolm M. Burleson

WGBS-TV—Ft. Lauderdale 1953—NBC

Channel: 23 UHF..AP: 92 Kw...VP: 185.5 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Business Address.....2425 Biscayne Blvd.
Phone Number 82-1942
Air Time.....16 hours daily
Representative .....Katz
President.....George B. Storer
Managing Director.....W. M. Koessler
Station Manager.....Noran E. Kersta
Program Director.....John J. Crosby
Promotion Dir.....Robert Nashick
Sales Manager.....Dick Sloan
Chief Engineer.....William Needs
Consulting Eng.....A. E. Cullum, Jr.

WITV—Ft. Lauderdale—1953 ABC

Channel: 17 UHF..AP: 112 Kw...VP: 204 Kw.
Owned-Oper. By.....Gerico Investment Co.
Bus. Address.....5500 Hollandale Blvd.
Phone Number.....HOllywood 3-1566
Air Time.....14 hours daily
Representative .....Forjoe
President.....Russell E. Lowell
Gen., Sls., Comm. Mgr.....C. Edw. Little
Sta. Mgr., Prog. Dir.....Steve Zinn
Dir. of News & Sp. Events.....William Bayer
Publicity Director.....Louise Richards
Film Manager.....John Murphy, Jr.
Chief Engineer.....Bill Latham
Consulting Engs...Craven, Lohnes & Culver

WINK-TV—Fort Meyers 1954—ABC-CBS

Channel: 11 VHF...AP: 6 Kw....VP: 12 Kw.
Owned-Oper. By.....Fort Meyers Bcstg. Co.
Business Address.....54 Palm Beach Blvd.
Phone Number.....4-1341
Representative ..... Weed
General Mgr.....A. J. Bauer
Technical Dir.....Bob Bachman
Program Dir.....Frank Nodine

WJHP-TV—Jacksonville 1953—NBC-ABC

Channel: 36 UHF..AP: 136 Kw...VP: 276 Kw.
Owned-Oper. By.....Jacksonville Journal Co.
Business Address.....4038 Phillips Hwy.
Phone Number.....EX 8-9751
Air Time.....17 hours daily
Newspaper Affil.....Jacksonville Journal
Representative ..... Perry
President.....John H. Perry, Jr.
Gen. Mgr.....T. S. Gilchrist, Jr.,
Prod. & Film Manager.....Ted Booth
Commercial Manager.....Bill Fraker
Program Director.....George Booker
Publicity Director.....Martha Thomas
Promotion Director.....Charles Ost
Dir. of News & Sp. Events.....Charles Schon
Chief Engineer.....Charles Carter
Consulting Engineer.....Frank McIntosh

WMBR-TV—Jacksonville 1949—ABC-CBS

Channel: 4 VHF...AP: 100 Kw....VP: 50 Kw.
Owned-Oper. By.....Washington Post
Business Address.....605 S. Main
Phone Number.....EX 8-0501
Newspaper Affil.....Washington Post
News Service .....UP
Representative.....CBS TV Spot Sales
Membership .....NARTB, TvB
Pres. WMBR Div.....Glenn Marshall, Jr.
V.P., Comm. Mgr.....Charles Stone
Prom. Director.....Roger Langston
Program Dir.....Harry Kalkines
Dir. of News & Spec. Events.....Bill Grove
Prod. Manager.....Bob Booker
Film Manager.....Jack Sears
Chief Engineer.....Ernest Vordermark
Consulting Eng.....Craven, Lohnes & Culver

WJNO-TV—Palm Beach 1954—NBC

Channel: 5 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned.Oper. By.....WJNO-TV Inc.
Business Address.....5 Cocoanut Row
Phone Number 3-2471
Air Time.....15 hours daily
Representative..Venard, Rintoul & McConnell
Membership .....NARTB, TvB
President.....George H. Buck, Sr.
General Manager.....Theodore Eiland
Operations Manager.....Daniel Durniak
Sales Manager.....W. F. Housner
Film Manager.....Frank Struzzieri
Chief Engineer.....George W. DeBlieux
Consulting Engineer.....George Davis

WTVJ—Miami—1949 ABC-CBS

Channel: 4 VHF...AP: 70 Kw....VP: 100 Kw.
Owned-Oper. By.....WTVJ, Inc.
Address.....316 N. Miami Ave.
Phone Number.....Miami 2-6262
Air Time.....Full Time
News Service.....INS, UP
Representative.Peters, Griffin, Woodward, Inc.
Membership ..... NARTB
President.....Mitchell Wolfson
Exec. V.P., Gen. Mgr.....Lee Ruwitch
V.P., Gen. Sales Manager.....John S. Allen
Vice-Pres., Operations Mgr.....John A. Shay
Legal Director.....R. Wolfson
Program Director.....Lee Waller
Pub. & Prom. Director.....Burt Toppan
Production Mgr.....Ashe Dawes
Business Film Mgr.....Louis Wolfson
Nat. Sls. Mgr.....Stan Gordoni
Local Sls. Mgr.....Mary Ford
Dir. of News & Special Events...Ralph Renick
Chief Engineer.....Earl W. Lewis
Cons. Eng.....Jansky & Bailey

WDBO-TV—Orlando—1954
ABC-CBS-NBC

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Orlando Bctg. Co., Inc.
Business Address.....30 S. Ivanhoe Blvd.
Phone Number 5-0541
Air Time.....16 hours daily
News Service .....AP
Representative ..... Blair-TV
Membership ..... NARTB
President, Gen. Mgr....Harold P. Danforth, Sr.
Sales Co-ordinator.....A. V. Carlson
Promotion Director.....June Tuohy
Dir. of News & Sp. Events.....Philip Brook
Program Director.....Walter Sickles
Production Manager.....Mark V. Barker
Publicity Director.....Audrey Kinghorn
Film Manager.....Harold P. Danforth, Jr.
Chief Engineer.....J. E. Yarbrough
Consulting Engineer.....George C. Davis

WJDM—Panama City—1953
ABC-NBC-DuM

Channel: 7 VHF..AP: 5.36 Kw...VP: 10.7 Kw.
Owned-Oper. By.....J. D. Manly
Business Address.....Box 428
Phone Number.....ADams 4-2251
Representative ..... Hollingbery
General Manager..... Mel Wheeler
Program Director.....Jerry Williams
Chief Engineer.....Jim Smith

WEAR-TV—Pensacola
1953—ABC

Channel: 3 VHF....AP: 33 Kw.....VP: 55 Kw.
Owned-Oper. By.....Gulfport Bc'g. Corp.
Business Address.....Highway 90
Phone Number 3-8311
Air Time.....Full Time
News Service.....AP, UP
Representative .....Hollingbery
President, Gen. Mgr.....Mel Wheeler
Asst. Gen. Mgr. & National
Sales Manager.....Milt de Reyna, Jr.
Comm. Mgr.....Irv Welch
Prog. Dir., Film Manager.....Jerry Williams
Dir. of News & Sp. Events.....Dave Fulton
Prod. Manager.....Ray Carow
Publicity Director.....Jean Marie Stark
Chief Engineer.....Jim Smith
Consulting Eng.....Comm. Radio Equip. Co.

WSUN-TV—St. Petersburg
1953—ABC

Channel: 38 UHF...AP: 12 Kw....VP: 25 Kw.
Owned-Oper. By.....City of Petersburg
Business Address.....Municipal Pier
Phone Number.....5-4121
Representative ..... Weed
Air Time.....Full Time
News Service .....UP
Membership ..... NARTB
General Manager.....Charles L. Kelly
Commercial Manager.....Barney Kobres
Program, Film Director.....Robert E. Gilbert
Promotion Director.....Barbara Young
Chief Engineer.....Louis J. Link
Consulting Engineer.....James McNary

WCTV—Tallahassee—1955
ABC-CBS-NBC

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By.....John H. Phipps
Address .....Box 989
Phone Number.....3-3666
Air Time.....10 hours daily
News Service .....AP
Representative .....Meeker; Cummings
General Manager.....L. Herschel Graves
Program Director.....Joe Hosford
Production Manager.....Jack Ridner
Film Manager.....Banny Rice
Chief Engineer.....W. A. Snowden

WTVT—Tampa—1955—CBS

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Tampa Television Co.
Address .....Box 1198
Phone Number.....7-1113
Air Time.....17 hours daily
News Service .....AP
Representative .....Avery Knodel
President.....Doyle E. Carlton
Gen., Sta., Comm. Mgr.....W. W. Tison
Program Director.....Monte Gurwit
Prom., Pub. Director.....E. L. Jay
Dir. of News & Sp. Events.....Wayne Fariss
Prod. Director.....Walter K. Rhoads
Film Manager.....Patrick Arnoux
Chief Engineer.....Daniel Smith
Consulting Engineer.....Kear & Kennedy

WFLA-TV—Tampa—1955
NBC

Channel: 8 VHF..AP: 220 Kw...VP: 316 Kw.
Owned-Oper. By.....Tribune Company
Address .....Box 1410
Phone Number.....2-0131
Air Time.....18 hours daily
Newspaper Affiliation.....Tampa Tribune
News Service .....AP
Representative ..... Blair-TV
Membership .....NARTB, TvB
President.....J. C. Council
General Manager.....George W. Harvey
Commercial Mgr.....William B. Faber
Prog. Dir., Film Mgr.....Carl Bergquist
Prom., Pub. Director.....Tom Matthews
Production Manager.....L. George Geiger
Chief Engineer.....J. H. Mitchell
Consulting Engineer.....Page, Creutz,
Garrison & Waldschmitt

WEAT-TV—West Palm Beach
1955—ABC

Channel: 12 VHF..AP: 63 Kw...VP: 112 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business Address.....Pennsylvania Hotel
Phone Number 3-9668
Air Time.....8½ hours daily
News Service .....AP
Representative .....H-R-TV
President.....Thomas F. O'Neil
General Manager.....J. R. Meachem
Program Dir.....R. W. Kirkpatrick
Prom., Pub. Director.....Charles W. Curtin
Operations Manager.....Mary O'Connell
Comm. Manager.....E. J. Hennessey
Dir. News, Prod. Director.....Jack Poole
Chief Engineer.....J. Ross McPherson

GEORGIA

Pop. Feb. 1, 1956 (Est.) 3,650,000—TV Homes 652,636
Stations in State 12

WALB-TV—Albany—1954
NBC-ABC-DuM

Channel: 10 VHF..AP: 56.2 Kw...VP: 112 Kw.
Owned-Oper. By.....Herald Publishing Co.
Business Address.....138 Pine Ave.
Phone Number.....HEmlock 5-8386
Air Time.....10 hours daily
Representative...Venard, Rintoul & McConnell
General Manager.....T. R. Stillwagon
Program Director.....Jack Mayer
News Director.....Don Ferrandou
Chief Engineer.....John L. Rivard
Consulting Engineer.....Kear & Kennedy

WLW-A—Atlanta—1951
ABC

Channel: 11 VHF..AP: 160 Kw...VP: 316 Kw.
Owned-Oper. By.....Crosley Bcstg. Corp.
Bus. Address....1611 W. Peachtree St. N.E.
Phone Number.....VE 1141
Air Time.....17 hours daily
News Service .....UP
Representative.....Crosley National Sales
Membership .....TvB, NARTB
General Manager.....H. A. LeBrun
Business Manager.....J. P. Dwyer
Production Manager.....J. J. Sharp

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WALB TV

Channel 10

ALBANY, GA.

NBC—ABC—and TOP LOCAL PROGRAMS

James H. Gray, President
T. R. Stillwagon, General Manager

Represented by
Venard, Rintoul & McConnell, Inc.

AN NBC PEP STATION

Commercial Manager.....B. I. Ochs
Prom., Pub. Director.....Howard Rowe
News, Prog. Director.....Bob Hendrickson
Film Manager.....Dave Fisher
Chief Engineer.....Harvey J. Aderhold

WAGA-TV—Atlanta—1949
CBS

Channel: 5.....AP: 50 Kw.....VP: 100 Kw.
Owned-Operated By.....Storer Bcstg. Co., Inc.
Bus.-Studio Address.1018 W. Peachtree, N.W.
Phone Number.....Vernon 3553
Air Time.....17 hours daily
News Service .....AP
Representative .....Katz
Membership .....NARTB, TvB
President.....George B. Storer, Sr.
Managing Dir.....Glenn C. Jackson
Program Dir., Film Mgr.....Don Naylor
Prom., Pub. Director.....Charles E. Trainor
Chief Engineer.....Hugo Bondy
Consulting Engineer.....Earl Collum

WSB-TV—Atlanta—1948
NBC

Channel: 2 VHF...AP: 50 Kw....VP: 100 K.w
Owned-Oper. By....The Atlanta Newspapers
Address.....10 Forsyth St., N. W.
Phone Number.....EL 6711
Air Time.....17 hours daily
Newspaper Affiliations..Atlanta Newsp., Inc.
News Service.....AP, INS, UP
Representative .....Petry
Membership .....NARTB
Executive Director.....J. Leonard Reinsch
General Manager.....John M. Outler, Jr.
Comm. Manager.....Marcus Bartlett
Promotion Director.....Walter Paschall
Dir. of News & Spec. Events.....Don Elliott
Production Manager.....Mark Toalson
Publicity Director.....Wayne Anderson
Film Director.....Jean Hendrix
Chief Engineer.....R. A. Holbrook

WJBF-TV—Augusta—1953
NBC-ABC

Channel: 6....AP: 67 Kw..... VP: 100 Kw.
Owned-Oper. By..Georgia-Carolina Bcstg. Co.
Business Address.....Box 490
Phone Number.....7-7787
Air Time.....17 hours daily
News Service .....UP
Representative ..... Hollingbery
Membership .....TvB
President.....J. B. Fuqua
Gen., Sta., Comm. Mgr....Donald M. Kelly, Jr.
Program Director.....Ben Grear
Prom. Dir., Ops. Mgr.....Thomas J. Hennesy
Chief Engineer.....John Jopling
Consulting Engineer....A. D. Ring Associates

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WRDW-TV—Augusta—1954
CBS

Channel: 12 VHF...AP: 6 Kw....VP: 10 Kw.
Owned-Oper. By...Southeastern Newspapers
Business Address.....P. O. Box 932
Phone Number 7-5432
News Service .....AP
Representative ..... Headley-Reed
Air Time.....13 hours daily
President.....Grover C. Maxwell, Sr.
Gen., Sta., Comm. Mgr.....J. W. Hicks
Prog., Prom. Director.....Stuart Spencer
Dir. of News & Sp. Events.....Warren Hites
Production Manager.....Lou Stratton
Film Manager.....Frank Allen
Chief Engineer.....Joseph P. Gill, Jr.
Consulting Engineer.....George Davis

WDAK-TV—Columbus
1953—ABC-NBC

Channel: 28 UHF..AP: 234 Kw...VP: 116 Kw.
Owned-Oper. By.....Television Columbus
Business Address.....1307 1st Avenue
Phone Number.....2-8828
Air Time.....17 hours daily
News Service.....AP
Representative.....Headley Reed
Membership ..... NARTB
General Manager.....Allen Woodall
Station Manager.....E. F. McLeod
Comm. Manager.....Joe V. Windsor
Prog. Dir., Prod. Manager.....John Hughes
Dir. of News & Sp. Events.....Bill Henry
Prom., Pub. Director.....M. M. Byrne
Film Manager.....Ronnie Otwell
Chief Engineer.....Reeve Owen
Cons. Eng.....Craven, Lohnes & Culver

WRBL-TV—Columbus
1953—CBS-ABC

Channel: 14 VHF..AP: 70 Kw...VP: 100 Kw.
Owned-Oper. By.....Columbus Bcstg. Co.
Business Address.....1350 13th Ave.
Phone Number 2-0601
Air Time.....14 hours daily
News Service.....UP
Newspaper Affil.....Enquirer, Ledger
Representative ..... Hollingbery
Pres., Gen. Manager.....J. W. Woodruff, Jr.
Sta. Mgr., Film Buyer.....Ridley Bell
National Sls. Mgr.....George Jenkins
Prod., Prog. Director.....George A. Gingell
Prom., Pub. Director.....Jim Graves
Dir. of News & Sp. Events....Boyd Hinton, Jr.
Production Manager.....Ronnie Evans
Chief Engineer.....Joe A. Gamble
Consulting Engineer.....George C. Davis

WMAZ-TV—Macon—1953
CBS-ABC-NBC

Channel: 13 VHF..AP: 125 Kw...VP: 250 Kw.
Owned-Oper. By.....Southeastern Bcstg. Co.
Business Address....Bankers Insurance Bldg.
Phone Number.....2-7373
Air Time.....14 hours daily
News Service.....UP
Representative .....Avery-Knodel
President, Ch. Eng.....George Rankin, Jr.
General Manager.....Wilton E. Cobb
Station Manager.....Herb Johnson
Prom., Pub. Dir., Film Buyer....Ed Pendleton
Dir. of News.....Herb Kassner
Production Manager.....Bob Savage
Comm. Manager.....Frank Crowther
Consulting Engineer.....G. C. Davis

WROM-TV—Rome—1953

Channel: 9 VHF..AP: 15.5 Kw...VP: 30.9 Kw.
Owned-Oper. By.....WROM-TV, Inc.
Business Address.....121 Broad St.
Phone Number.....2-0833
Representative ..... Weed
President.....Dean Covington
General Manager.....Ed McKay
Commercial Manager.....Charles Doss
Chief Engineer.....T. H. Robertson

WSAV—Savannah—1956
NBC-ABC

Channel: 3 VHF..AP: 16.3 Kw...VP: 32.7 Kw.
Owned-Oper. By.....WSAV, Inc.
Address.....Liberty National Bank Bldg.
Representative .....Hoag-Blair Co.
Pres., Gen. Mgr.....Harben Daniel

WTOC-TV—Savannah
1954—CBS-ABC

Channel: 11 VHF...AP: 30 Kw....VP: 60 Kw.
Owned-Oper. By.....Savannah Bcstg. Co.
Business Address.....516 Abercorn St.
Phone Number 2-0127
Air Time.....14 hours daily
Station Representative .....Avery-Knodel
Membership ..... NARTB
President & Gen. Mgr...William T. Knight, Jr.
Commercial Mgr.....Ben B. Williams
Program Director.....Dwight J. Bruce
Dir. News, Sp. Events.....W. D. Randall
Production Manager.....Ben H. Quick
Publicity Director.....Joan Purcell
Film Manager.....Tom Wells
Promotion Director.....Frank S. Bryson, Jr.
Chief Engineer.....Kyle Goodman
Consulting Engineer.....George Davis

IDAHO

Pop. Feb. 1, 1956 (Est.) 622,000—TV Homes 100,074
Stations in State 4

KBOI—Boise—1953—CBS

Channel: 2 VHF....AP: 7 Kw.....VP: 14 Kw.
Owned-Oper. By.....Boise Valley Bcstrs. Inc.
Business Address.....311 North 10th
Phone Number.....2-2222
Representative.Peters, Griffin, Woodward, Inc.
Pres., Gen. Mgr.....Westerman Whillock
Sta., Comm. Mgr., Prog. Dir....Earl Glade, Jr.
Dir of News & Sp. Events.....Dave Johnson
Production Manager.....Bill Gratton
Film Manager.....Robert Howell
Chief Eng.....J. A. Jontz, Jr.

KIDO-TV—Boise—1953 ABC-NBC

Channel: 7 VHF..AP: 26.5 Kw...VP: 53 Kw.
Owned-Oper. By.....KIDO, Inc.
Address.....Chamber of Commerce Bldg.
Phone Number.....2-4611
Representative .....Hoag-Blair
President.....George M. Davidson
General Manager.....Walter E. Wagstaff
Commercial Mgr.....Barry Tucker
Prog. Director.....Jack Link
Film Manager.....Vern Moore
Chief Engineer.....Harold Toedtemeier

KID-TV—Idaho Falls—1953 CBS-NBC-ABC

Channel: 3 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By.....Idaho Radio Corp.
Business Address.....Box 701
Phone Number 3
Air Time.....8 hours daily
Representative ..... Gill-Perna
Gen. Mgr.....C. N. Layne
Comm. Manager.....Claude Cain
Film Manager.....Quincy Jensen
Commercial Mgr.....Claude Cain
Dir. of News & Sp. Events.....J. R. Gobble
Prog., Prom. Dir., Film Mgr.....Roy Southwick
Chief Engineer.....Carroll Secrist
Cons. Eng.....Vandivere, Cohen & Wearn

KLEW-TV—Lewiston—1956

(Satellite of KIMA-TV, Yakima, Wash.)

KLIX-TV—Twin Falls 1955—ABC-CBS

Channel: 11 VHF..AP: 14.5 Kw...VP: 29.5 Kw.
Owned-Oper. By ..So. Idaho Bcstg. & TV Co.
Address .....Box 432
Phone Number 2820
Representative...Gill-Perna; Moore and Lund
Membership .....NARTB
V.P. & Gen. Manager.....Frank C. McIntyre
Commercial Manager.....Dick Sogn
Program Director.....Dave Fox
Dir. of News & Sp. Events.....Paul Droubay
Film Manager.....Vic Graybeal
Chief Engineer.....C. W. Evans

ILLINOIS

Pop. Feb. 1, 1956 (Est.) 9,192,000—TV Homes 2,488,616
Stations in State 16

WTVI—Belleville-St. Louis 1953—ABC-CBS

(See St. Louis, Mo. Listing)

WBLN—Bloomington—1953 ABC

Channel: 15 UHF..AP: 8.51 Kw...VP: 15.8 Kw.
Owned-Oper. By.....WBLN Television Inc.
Business Address.....Box 646
Phone Number 4-3031
Air Time.....6 hours daily
News Service .....AP
Representative .....McGillvra
Pres., Gen. Manager.....Worth S. Rough
Program Director.....Glen E. Johnson
Dir. News & Sp. Events.....George Spray
Chief Engineer.....Burl A. Dixon

WCIA—Champaign—1953 CBS-NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Midwest Television, Inc.
Business Address.....509 S. Neil St.
Phone Number 6-8333
Air Time.....17 hours daily
News Service .....UP
Representative .....Hollingbery
Membership .....NARTB, TvB
President.....August C. Meyer
V.P., Sales Manager.....Guy Main
Promotion Director.....Leonard Davis
Production Manager.....James Fielding
Publicity Director.....William Moore
Film Director.....John Ketterer
Chief Engineer.....Bob Myers

WBBM-TV—Chicago—1953 CBS

Channel: 2 VHF..AP: 12.7 Kw...VP: 25.4 Kw.
Owned-Oper. By.....CBS, Inc.
Bus. Studio Adddress....410 N. Michigan Ave.
Phone Number .....WHitehall 4-6000
News Service.....UP, INS, AP
Air Time.....18½ hours daily
Representative.....CBS TV Spot Sales
Membership .....NARTB, TvB

President.....J. L. Van Volkenburg
Vice-Pres., Gen. Mgr.....H. Leslie Atlass
Commercial Mgr.....George Arkedis
Program Director.....William Ryan
Production Manager.....Don Dillion
Publicity Director.....Charley Wiley
Prom. Director.....C. W. Doebler
Dir. of News & Sp. Events.....William Garry
Film Manager.....Vann Cominos
Chief Engineer.....Joseph Novy

WBKB—Chicago—1948—ABC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....American Bcstg. Co.
Business Address.....20 N. Wacker Dr.
Phone Number.....ANdover 3-0800
Air Time.....17 hours daily
News Service.....AP, INS
Representative.....Blair-TV
V.P., Gen., Sta. Manager.....S. C. Quinlan
Sales Manager.....Clair Heider
Dir. of News & Spec. Events .Cornelius O'Dea
Prom. & Pub. Director.....Elliott Henry
Film Director.....Ralph Andrews
Program Director.....Dan Schuffman
Production Manager.....Grover J. Allen
Chief Engineer.....W. Kusack

WGN-TV—Chicago—1948 DuM

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....WGN, Inc.
Business Address.. ....441 N. Michigan Ave
Phone Number.....MIchigan 2-7600
Air Time.....15½ hours daily
Newspaper Affiliation.....Chicago Tribune
News Service.....AP, UP, INS
Representative.....George P. Hollingbery
Membership.....TvB
President.....J. Howard Wood
V.P., Gen., Sta. Mgr.....Frank P. Schreiber
Program Director.....J. E. Faraghan
Sales Director.....Ted Weber
Dir. News & Sp. Events.....Spencer Allen
Promotion Director.....Charles A. Wilson
Publicity Director.....James Hanlon
Film Director.....Elizabeth Bain
Chief Engineer.....Carl J. Meyers

WNBQ—Chicago—1949—NBC

Channel: 5 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By.....National Bcstg. Co.
Business-Studo Address....Merchandise Mart
Phone Number.....SUperior 7.8300
Air Time.....18½ hours daily
News Service.....AP, INS, UP
Representative.....NBC Spot Sales
Membership.....NARTB, TvB
President.....Robert Sarnoff
General Manager.....Jules Herbuveaux
Asst. Gen. Mgr.....Henry T. Sjogren
Prom. Director.....Howard Coleman
Comm. Manager.....John Keys
Program Director.....George Heinemann
Promotion Director.....John Keye
Dir. of News & Sp. Events.....William Ray
Production Mgr.....Richard Johnson
Publicity Director.....Chet Campbell
Film Manager.....Isabelle Cooney
Chief Engineer.....Howard C. Luttgene
Consulting Engineer.....Raymond F. Guy

WDAN-TV—Danville—1953 ABC

Channel: 24 UHF..AP: 7.24 Kw...VP: 13.2 Kw.
Owned-Oper. By..Northwestern Publishing Co.
Business Address...1500 N. Washington Ave.
Phone Number.....1700
Air Time.....7 hours daily
Newspaper Affiliation..The Commercial News
News Service.....AP
Representative.....Everett-McKinney, Inc.
Membership.....NARTB
General Manager.....Robert J. Burow
Commercial Manager.....John Eckert
Program Director.....Honore Ronan
Station Manager.....Max Shaffer
Production Manager.....William Dorn
Film Manager.....Robert Ashby
Chief Engineer.....Orville Neely
Consulting Eng.....Walter Kean

WTVP—Decatur—1953—ABC

Channel: 17 UHF..AP: 93.3 Kw...VP: 174 Kw.
Owned-Oper. By.....Prairie Television Co.
Business Address.....Box 108
Phone Number.....8-4304
Air Time.....9 hours daily
Representative.....Bolling
President.....W. L. Shellabarger
Program Director.....Robert G. Wright
Director of News.....Robert Shade
Chief Engineer.....Hubert F. Abfalter

WSIL-TV—Harrisburg 1954—ABC

Channel: 22 UHF.AP: 14.12 Kw..VP: 11.1 Kw.
Owned-Oper. By.....Turner-Farrar Assn.
Business Address.....21½ W. Poplar St.
Phone Number.....373
Air Time.....8 hours daily
News Service.....UP
Representative.....Walker
Pres., Gen. Mgr.....Oscar L. Turner
Production Manager.....Bill Plater
Chief Engineer.....Charles Gilliam
Consulting Engineer.....Kear & Kennedy

WEEK-TV—Peoria—1953 NBC

Channel: 43 UHF..AP: 85 Kw...VP: 175 Kw.
Owned-Operated By..West Central Bcstg. Co.
Address.....2907 Springfield Rd., E. Peoria
Phone Number.....6-5571
Air Time.....17 hours daily
News Service.....UP
Membership.....NARTB
Representative.....Headley-Reed
President.....Robert S. Kerr
Gen., Sta. Manager.....Fred C. Mueller

Comm. Manager.....William J. Flynn
Program Director.....Victor Fletcher
Production Manager.....Dick Evans
Prom., Pub. Dir.....F. R. Oakley
Dir. of News & Sp. Events.....Bob Arthur
Film Manager.....Robert Kroepel
Chief Engineer.....Wayne Lovely
Consulting Engineer.....Kear & Kennedy

WTVH-TV—Peoria—1953 ABC-CBS-DuM

Channel: 19 UHF..AP: 5.76 Kw...VP: 12.5 Kw.
Owned-Oper. By.....Peoria Journal Star
Business Address.....Peoria, Ill.
Phone Number.....6-5561
Representative .....Petry
President.....Harry P. Slane
General Mgr.....Edward G. Smith
National Sales Mgr.....John Leslie
Promotion Director.....Morton Cantor
Program Director.....Robert G. Holben
Chief Engineer.....Wallace Wurz

WGEM-TV—Quincy—1953 ABC-NBC

Channel: 10 VHF..AP: 25.4 Kw...VP: 50.2 Kw.
Owned-Oper. By.....Quincy Bcstg. Co.
Business Address.....Hotel Quincy
Phone Number.....BAldwin 2-6840
Air Time.....17 hours daily
Newspaper Affiliation....Quincy Herald Whig
News Service.....UP
Representative.....Young TV Corp.
President.....T. C. Oakley
General Manager.....J. S. Bonansinga
Commercial Mgr.....James E. Muse
Program Director.....T. W. Austin
Promotion Director.....William Vaughn
Chief Engineer.....Frank E. Laughlin
Consulting Eng.....Craven, Lohnes & Culver

WREX-TV—Rockford—1953 ABC-CBS

Channel: 13 VHF..AP: 22.9 Kw...VP: 47 Kw.
Owned-Oper. By....Greater Rockford TV, Inc.
Business Address...Auburn & Winnebago Rds.
Phone Number 8-1813
News Service .....UP
Air Time.....15 hours daily
Newspaper Affil.....Winnebago Newsp., Inc.
Representative .....H-R Representatives
Membership .....NARTB
President.....L. E. Caster
General Manager.....Joe M. Baisch
Comm. Manager.....A. J. Bilardello
Program Director.....John Mazzie
Prom., Pub. Dir.....Charles Olson
Dir. of News & Sp. Events.....Robert Clyde
Production Manager.....Rod MacDonald
Film Manager.....Gene Hines
Chief Engineer.....Dick Peck
Consulting Engineer.....Weldon & Carr

WTVO—Rockford—1953 NBC

Channel: 39 UHF..AP: 9.8 Kw...VP: 19.6 Kw.
Owned-Oper. By..Winnebago Television Corp.
Business Address.....Meridian Rd.
Phone Number 3-5413
Representative .....Weed
Manager .....Harold Froelich
Production Mgr.....John W. Kelin
Chief Engineer.....Herbert Eckstein
Film Director.....Carl P. Stemler

WHBF-TV—Rock Island 1950—ABC-CBS

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Rock Island Bcstg. Co.
Bus.-Trans. Address.....Telco Bldg.
Phone Number.....6-5441
Air Time.....16½ hours daily
Newspaper Affil.....“The Argus”
News Service.....UP
Representative .....Avery-Knodel, Inc.
Membership.....NARTB, TvB
President.....Ben. H. Potter
V.P., Sta., Gen. Manager....Leslie C. Johnson
Asst. Mgr., Sls. Director.....Maurice Corken
Sales Manager.....Ted Arnold
Prod., Prog. Director.....Forest W. Cooke
Asst. Prog. Director.....Phil Nesbitt
Dir. of News & Sp. Events.....William Ellison
Prom., Pub. Director.....Fern Hawks
Film Manager.....Joseph Grear
Chief Engineer.....Robert J. Sinnett
Consulting Engineer.....E. C. Page

WICS—Springfield—1953 ABC-NBC

Channel: 20 UHF...AP: 10 Kw....VP: 18 Kw.
Owned-Oper. By.....Plains Television Corp.
Business Address.....523 E. Capitol Ave.
Phone Number 8-0465
Air Time.....14½ hours daily
News Service.....AP, INS
Representative .....Adam Young
Gen., Sta. Manager.....Milton D. Friedland
Comm. Manager.....Warren King
Program Director.....H. J. Hoskins
Prom., Pub. Director.....Jim Henneberry
Dir. of News & Sp. Events.....G. B. Gordon
Production Manager.....Robert Steffan
Film Manager.....William Shaw
Chief Engineer.....Bazil O' Hagan

WTTV—Bloomington—1949
ABC-CBS-NBC

Channel: 10 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Sarkes Tarzian, Inc.
Address.....539 S. Walnut St.
Phone Number 2-1407
Air Time.....17 hours daily
News Service.....AP, UP
Representative.....Robert Meeker Assoc.
Membership .....NARTB, TvB
President .....Sarkes Tarzian
General Manager.....Robert Lemon
Asst., Comm. Manager.....Norman Cissna
Program Manager.....Robert Petranoff
Prom., Pub. Dir.....Keith Wilson
Dir. of News & Sp. Events.....David Lewis
Production Mgr.....Jerry Danziger
Film Manager.....Warren Perney
Chief Engineer.....Carl Onken
Consulting Eng.....Kear & Kennedy

WSJV—Elkhart—1954
ABC

Channel: 52 UHF..AP: 131 Kw...VP: 250 Kw.
Owned-Oper. By.....Truth Publishing Co.
Business Address.....Box 403
Phone Number.....2-1518
Air Time.....13 hours daily
Newspaper Affiliation.....Elkhart Truth
News Service .....AP
Representatives .....H-R
Membership .....NARTB
President.....John F. Dille Jr.
Gen., Sta., Comm. Mgr.....Paul C. Brines
Program Director.....Edwin J. Lasko
Promotion Director.....R. J. Gillespie
Dir. News & Sp. Events.....Phillip B. Haines
Production Manager.....W. Forrest
Publicity Director.....Shirley Tellander
Film Manager.....Arthur Whitaker
Chief Engineer.....Lester E. Zellner
Consulting Eng.....Craven, Lohnes, Culver

WFIE—Evansville—1953
NBC-ABC

Channel: 62 UHF..AP: 36.5 Kw...VP: 69.2 Kw.
Owned-Oper. By.....Premier Television, Inc.
Business Address.....1115 Mount Auburn Rd.
Phone Number.....HArrison 5-6201
Air Time.....14 hours daily
News Service .....UP
Representative..Venard, Rintoul & McConnell
Membership .....NARTB
President.....Jesse D. Fine
Gen., Station Mgr.....Ted Nelson
Comm. Manager.....Robert Dean
Program Director.....Charlie Carey
Prom., Pub. Director.....Jay Sondheim
Dir. of News & Sp. Events.....Fred Rollison
Production Manager.....Jack Reinhart
Film Manager.....William C. Francis
Chief Engineer.....Harvey H. Shellito
Consulting Engineer.....George Adair

WKJG-TV—Fort Wayne
1953—NBC

Channel: 33 UHF..AP: 145 Kw...VP: 277 Kw.
Owned.....Northeastern Indiana Bcstg. Co.
Business Address.....220 E. Jefferson St.
Phone Number.....Anthony 2295
Air Time.....17 hours daily
News Service.....AP
Representative.....Paul H. Raymer
Membership .....NARTB, TvB
President.....Clarence L. Schust
General Manager.....Edward G. Thoms
Commercial Mgr.....Carleton B. Evans
Program Director.....Calo Mahlock
Promotion Director.....Wilson Schroeder
Chief Engineer.....Eugene A. Chase
Consulting Engineer.....George Gautney

WFBM-TV—Indianapolis
1949—NBC

Channel: 6.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By....Cons. TV & Radio Bcstrs.
Bus.-Studio Address.....1330 N. Meridian St.
Phone Number.....MElrose 4-8521
Air Time.....18 hours daily
News Service .....AP, INS
Representative .....Katz
Membership .....NARTB, TvB
President.....Harry M. Bitner, Jr.
Gen., Sta. Manager.....William F. Kiley
Prog. Dir.....William Fall
Comm. Manager.....Don Menke
Sales Service, Film Dir.....Hugh Kibbey
Prom., Pub. Director.....Bernard Carney
Dir. of News & Sp. Events.....Gilbert Forbes
Production Manager.....Earl C. Johnson
Chief Engineer.....Harold S. Holland
Consulting Engineer.....Kear & Kennedy

WISH-TV—Indianapolis
1954-CBS

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By....Universal Bcstg. Co., Inc.
Business Address.....1440 North Meridian
Phone Number.....MElrose 4-6411
Air Time.....18 hours daily
News Service.....AP, UP
Representative ..... Bolling
Membership .....NARTB
President.....C. Bruce McConnell
Gen., Sta. Manager.....Robert B. McConnell
Commercial Mgr.....Robert F. Ohleyer
Program Director.....Steve Briggs
Prom., Pub. Director.....Jim Buck
Dir. of News & Sp. Events.....Vince Leonard
Production Manager.....S. T. Briggs
Chief Engineer.....Stokes Gresham, Jr.
Consulting Engineer.....George C. Davis

WFAM-TV—Lafayette
1953—ABC-CBS-NBC

Channel: 59 UHF..AP: 10.5 Kw...VP: 20 Kw.
Owned-Oper. By.....WFAM, Inc.

Business Address.....McCarty Lane
Phone Number 2-4300
Air Time.....7½ hours daily
News Service .....UP
Representative .....Rambeau
President.....O. E. Richardson
Station Manager.....Herbert Nelson
Production Manager.....James Potter
Chief Engineer.....Richard Cochran
Consulting Engineer.....Frank McIntosh

WLBC-TV—Muncie—1953
ABC-CBS-NBC-DuM

Channel: 49 UHF..AP: 6 Kw...VP: 112 Kw.
Owned-Oper. By.....Tri-City Radio Corp.
Business Address.....Box 271
Phone Number 4403
Air Time.....11 hours daily
News Service.....UP
Representative .....Holman, Walker
Membership .....NARTB, TvB
Pres., Gen., Sta. Mgr.....Don Burton
Com., Prom. Dir.....Bill Craig
Program Director.....Lee Allerton
Dir. of News & Sp. Events.....Fred Hinshaw
Production Mgr.....George Marks
Chief Engineer.....Maury Crain
Consulting Eng.....George Davis

WNDU-TV—South Bend
1955—NBC

Channel: 46... AP: 92.5 Kw....VP: 185 Kw.
Owned-Oper. By.....Michiana Telecasting
Address .....Box 989
Phone Number.....CEntral 3-7111
Air Time.....19 hours daily
News Service .....AP
Station Representative .....Meeker
Membership .....NARTB, TvB
President..Rev. Theodore M. Hesburgh, C.S.C.
Vice-Pres., Gen. Mgr.....Bernard C. Barth
Comm. Manager.....Wm. Thomas Hamilton
Pub., Prog. Director.....Edward J. Roth
Promotion Director.....Robert F. Stolfi
Dir. of News & Sp. Events.....Harold Harris
Production Manager.....William A. Garden
Film Manager.....John Knoepfle
Chief Engineer.....George B. Smith
Consulting Engineer.....Kear & Kennedy

WSBT-TV—South Bend
1952—CBS

Channel: 34 UHF..AP: 122 Kw...VP: 204 Kw.
Owned-Operated By.....South Bend Tribune
Address.....300 W. Jefferson Blvd.
Phone Number.....CEntral 3-3141
Air Time.....17 hours daily
Membership .....NARTB
Newspaper Affil.....Tribune
News Service .....UP, INS
Representative .....Raymer
Vice-President.....Franklin D. Schurz
Gen. Mgr.....Neal B. Welch
National Sales Mgr.....Richard W. Holloway
Program Director.....Robert J. Drain
Promotion Director.....Judd Choler
Dir. of News & Sp. Events.....G. R. Houser
Production Manager.....Justin Meacham
Film Manager.....Walter A. Sweitzer, Jr.
Chief Engineer.....Arthur R. O'Neil
Consulting Engineer.....Page, Creutz, Garrison & Waldschmitt

WTHI—Terre Haute—1954
ABC-CBS

Channel: 10 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By....Wabash Valley Bcstg. Co.
Business Address.....918 Ohio Street
Phone Number.....Crawford 9481
Air Time.....8½ hours daily
Representative .....Bolling
Membership .....NARTB
President.....Anton Hulman, Jr.
General Manager.....J. M. Higgins
Dir. TV Oper.....Ben Falber, Jr.
Comm. Manager.....Lou Froeb
Technical Director.....Pat Murphy
Dir. of News & Sp. Events..Richard M. Forbes
Film Superivsor.....Nancy Langan
Chief Engineer.....Don Petit
Consulting Engineer.....George Davis

WINT—Waterloo—1954
ABC-CBS

Channel: 15 UHF..AP: 126 Kw...VP: 237 Kw.
Owned-Oper. By.....Tri-State Television Inc.
Business Address.....2000 Lincoln Tower
Phone Number..... Anthony 8475
Air Time.....17 hours daily
News Service .....UP
Representative .....H-R Television
Membership .....NARTB
President.....R. Morris Pierce
Gen. Mgr.....Ben B. Baylor
Prog. Dir.....Robert C. Currie, Jr.
Promotion Director.....Ben K. West
Dir. of News & Sp. Events.....Richard Hickox
Production Manager.....Robert Grossman
Film Manager.....Charles Bloomquist
Chief Engineer.....Charles E. Wallace

WOI-TV—Ames—1950—ABC

Channel: 5 VHF..AP: 50.1 Kw...VP: 100 Kw.
Owned-Oper. By.....Iowa State College
Address .....Ames, Ia.
Phone Number.....CE 2-3400, Ext. 837
Air Time.....12 hours daily
News Service.....AP, UP, INS
Representative .....Weed
Membership .....NARTB, TvB
President.....Dr. James Hilton
Gen., Sta. Manager.....Richard B. Hull
Comm. Manager.....Robert Mulhall
Program Director.....Chris Donaldson
Prom., Pub. Dir.....Marguerite Theobald
Dir. of News & Sp. Events.....Wallis Bishop
Production Manager.....La Mar Smith
Film Manager.....Warren Royer
Chief Engineer.....Keith Ketcham
Consulting Engineer.....Jansky & Bailey

KCRG-TV—Cedar Rapids 1953—ABC

Channel: 9 VHF..AP: 16.5 Kw...VP: 33 Kw.
Owned-Oper. By..Cedar Rapids Television Co.
Business Address.....1st Ave & 1st St. S.W.
Phone Number 4-4194
Air Time.....7½ hours daily
Representative..Venard, Rintoul & McConnell
General Manager.....Wade S. Patterson
Program Director.....Ralph D. Willey
Promotion Director.....Edna Herbst
Chief Engineer.....Carl Rollert
Consulting Engineers.....Kear & Kennedy

WMT-TV—Cedar Rapids 1953—CBS

Channel: 2 VHF...AP: 70 Kw....VP: 100 Kw.
Owned-Oper. By.....WMT-TV, Inc.
Bus. Address.....Paramount Theatre Bldg.
Phone Number.....Cedar Rapids 4-0177
Air Time.....15 hours daily
News Service.....AP
Representative .....Katz
Membership .....NARTB, TvB
President.....William B. Dolph
V.P., Gen. Manager.....William B. Quarton
Sta. Oper. Manager.....Douglas Grant
Sales Manager.....Lew Van Nostrand
Promotion Manager.....Don Kenney
Dir. TV Operations.....Douglas Grant
Dir. of News.....Dick Cheverton
Production Manager.....Wayne Loui
Creative Supervisor.....Hersh Weakley
Film Manager.....Gene Bennett
Chief Engineer.....George Hixenbaugh
Business Manager.....Leo F. Cole
Consulting Engineer.....Page, Creutz, Garrison & Waldschmitt

WOC-TV—Davenport—1949 NBC

Channel: 6 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By..... ..Central Bcstg. Co.
Business Address.....805 Brady St.
Phone Number 3-3661
Air Time.....17 hours daily
News Service .....UP
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NARTB, TvB
President.....Col. B. J. Palmer
Vice-Pres. & Treas.....D. D. Palmer
Exec. Vice-Pres..... Ralph Evans
Secretary.....William D. Wagner
Vice-President .....Paul Loyet
Resident Manager.....Ernest Sanders
News Editor.....Bob Frank
Publicity Editor.....Paul Ives
Film Editor.....Ken Wagner
Program Director.....Raymond Guth
Asst. Mgr. & Prom. Mgr.....Fred Reed
Chief Engineer..... ..Paul Arvidson
Consulting Engineer.....A. D. Ring Co.

WHO-TV—Des Moines 1954—NBC

Channel: 13 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By....Central Broadcasting Co.
Business Address.....1100 Walnut Ave.
Phone Number.....ATlantic 8-6511
Air Time.....17 hours daily
News Service.....AP, INS, UP
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NARTB, TvB
President.....Col. B. J. Palmer
V.P., Treasurer.....D. D. Palmer
Exec. V.P.....Ralph Evans
V.P., Resident Manager.....Paul A. Loyet
Sec. & Controller.....William D. Wagner
Asst. Manager.....W. W. Woods
Sales Manager.....Harold W. Fulton
Regional Sales Manager.....R. H. Harter
Local Sales Manager.....W. A. Venell
Sports Director.....James Zabel
Film Buyer, Prog. Director.....Jack Kerrigan
Production Manager.....Kenneth Gfeller
News Bureau Mgr.....Jack Shelley
Chief Engineer.....Reed E. Snyder
Consulting Eng.....A. D. Ring & Associated

KRNT-TV—Des Moines 1955—CBS

Channel: 8....AP: 199.5 Kw.....VP: 316 Kw.
Owned-Operated By.....KRNT-TV Co.
Address .....Ninth & Pleasant St.
Phone Number 3-2111
Air Time.....17¼ hours daily
Newspaper Affil.....Register and Tribune
News Service .....AP, UP
Representative .....Katz
Membership .....NARTB, TvB
President.....Luther L. Hull
Station Manager.....Robert W. Dillon
Commercial Manager.....Paul M. Elliot
Program Director.....Richard H. Covey
Promotion Director.....Joe G. Hudgens
Director of News.....Russ Van Dyke
Prod. Manager.....Guy Koenigsberger
Film Manager.....Wayne Ackley
Chief Engineer.....Charles F. Quentin
Consulting Eng.....Craven, Lohnes & Culver

KQTV—Fort Dodge—1953
NBC

Channel: 21 UHF..AP: 170 Kw...VP: 330 Kw.
Owned-Oper. By....Northwest Television Co.
Business Address.....Warden Bldg.
Phone Number 4-0311
Air Time.....8½ hours daily
News Service .....UP
Representative .....Pearson
Pres., Gen., Station Mgr.....Edward Breen
Comm. Manager.....Rollie Camp
Program Director.....Drexel Peterson
Dir. of News & Sp. Events.....Ken Petersen
Production Manager.....Vern Gielow
Film Manager.....Stanley McCurdy
Promotion Director.....Ruth McTigue
Chief Engineering.....David Sinclair
Consulting Engineer.....Everett Dillard

KGLO-TV—Mason City—1954
CBS

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Lee Radio, Inc.
Business Address....Second & Pennsylvannia
Phone Number.....2800
Air Time.....12 hours daily
News Service.....AP, UP
Representative .....Weed
Membership .....NARTB
President.....Lee P. Loomis
Exec. V.P., Gen. Manager....Herbert R. Ohrt
Film, Comm. Manager.....Lloyd Loers
Prod. Mgr., Prog. Director....Douglas Sherwin
Promotion, Pub. Dir.....Don Harrer
Dir. of News & Special Events.....Ken Kew
Chief Engineer.....Roger Sawyer
Consulting Engineer.....Page, Creutz, Garrison & Waldschmitt

KTVO—Ottumwa—1955

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....KBIZ, Inc.
Address.....2513 N. Court St.
Representative.....The Bolling Co.
General Manager.....James J. Conroy

FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE
COVERAGE . . .

AP

FOR
RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

KTIV—Sioux City—1954 NBC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....KTIV Television Corp.
Address.....Tenth & Grandview
Phone Number 8-0545
Air Time.....17 hours daily
Newspaper Affil.....Journal-Tribune
News Service.....UP
Representative ..... Hollingbery
Membership .....NARTB
Pres., Gen. Mgr.....Dietrich Dirks
Pub. Dir., Comm. Mgr.....Gene Flaherty
Dir. of News & Sp. Events.....Ken Wayman
Prog. Dir., Film Manager.....Max Schindler
Film Manager.....Dietrich Dirks
Chief Engineer.....Alvin Smith
Consulting Engineer.....George Davis

KVTV—Sioux City—1953 CBS-ABC

Channel: 9 VHF..AP: 144 Kw...VP: 288 Kw.
Owned-Oper. By.....Cowles Bcstg. Co.
Business Address.....7th & Douglas
Phone Number 2-2711
Air Time.....17 hours daily
Newspaper Affiliation.....Register & Tribune
News Service.....AP, UP
Representative .....Katz
Membership.....NARTB, TvB
President.....Gardner Cowles, Jr.
General Manager.....Robert R. Tincher
Station Manager.....Arthur J. Smith
Comm. Manager.....Donald D. Sullivan
Prog. Director.....Norman Bacon
Promotion Director.....Don Beedle
Production Manager.....George Hutchins
Film Manager.....Ben Roen
Chief Engs.....Jack Iverson, Charles Prohaska
Con. Eng.....Craven, Lohnes and Culver

KWWL-TV—Waterloo—1953 NBC-ABC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Black Hawk Bcstg. Co.
Business Address.....Hotel Russell Lamson
Phone Number.....ADams 4-4404
News Service .....UP
Air Time.....17 hours daily
Representative .....Avery-Knodel
Pres., Gen., Sta. Mgr.....Ralph J. McElroy
Commercial Mgr.....Don E. Inman
Director of News.....Ed Falk
Prom., Pub. Director.....Julia Manz
Production Manager.....Ted Hansen
Dir. of Programming.....Warren Mead
Film Manager.....Marge Given
Chief Engineer.....T. W. Kirksey
Consulting Engineer.....Frank McIntosh

KANSAS

Pop. Feb. 1, 1956 (Est.) 2,080,000—TV Homes 424,290
Stations in State 7

KCKT-TV—Great Bend—1954

Channel: 2 VHF...AP: 52 Kw....VP: 100 Kw.
Owned-Oper. By..Central Kansas TV Co., Inc.
Business Address.....Box 182
Phone Number.....7868
Air Time.....6 hours daily
News Service .....UP
Representative .....Bolling
Membership .....NARTB, TvB
President.....E. C. Wedell
Vice Pres., Gen. Mgr.....Les Ware
Comm. Mgr., Pub. Dir.....Otis Cowan
Prog. Dir., Prod. Mgr.....Ben Butler
Chief Eng.....Kenneth H. Cook

KTVH—Hutchinson—1953 CBS-ABC-DuM

Channel: 12 VHF..AP: 120 Kw...VP: 240 Kw.
Owned-Oper. By..Wichita-Hutchinson Co., Inc.
Business Address.....1800 North Plum
Phone Number 5-5503
Representative .....H-R
Air Time.....18½ hours daily
News Service .....AP
President.....W. D. P. Carey
Gen., Station Mgr.....Howard O. Peterson
Sales Manager.....E. W. Dallier
Prog. Dir., Dir. News, Sp. Events...Ray Huffer
Prom., Pub. Director.....William S. Ritchie
Film Manager.....Dick Cornish
Chief Engineer.....Robert B. Marye
Consulting Engineer.....A. Earl Cullum

KOAM-TV—Pittsburgh 1953—NBC-ABC

Channel: 7 VHF..AP: 138 Kw...VP: 245 Kw.
Owned-Oper...Mid-Continent Telecasting, Inc.
Business Address.....Box 603
Phone Number.....2508
Air Time.....15½ hours daily
News Service .....UP
Newspaper Affil.....Joplin Globe, News
Membership .....NARTB
Representative .....Katz
President.....Lester E. Cox
Gen., Sta., Comm. Mgr.....R. E. Wade
Prog. Director.....Louis R. Martin
Chief Engineer.....Jack Lawrence
Consulting Engineer.....T. A. M. Craven

Facts and Figures on WIBW-TV's Market That You Won't Find Elsewhere!*

Consumer spendable income—$2.8 billion. CSI per household — $5,726. Total retail sales—$1.85 billion. TV homes — 449,358. Retail sales per household — $3,755. Food sales—$376 million. Drug sales—$79 million. Gen. mer.—$277 million. Eat & drink—$115 million. Apparel store sales—$94 million. Home furn. sales—$88 million. Filling station sales—$120 million. Automotive store sales —$364 million. Building material, hdwe. sales—$154 million. Gross farm income—$385 million. Gross income per farm—$7,192. Farm livestock income—$238 million. Crops income—$123 million. Total farms—53,605.

* Consumer Markets — 1955

WIBW-TV IS THE PREFERRED STATION FOR NEWS–SPORTS–WEATHER–FARM SERVICE!

News, Sports, Weather, Farm service — the TopekAREA Audience prefers to view them on WIBW-TV! This was proved by the Whan TV Study of the TopekAREA—a personalized depth study of the viewing habits of this region, made during Jan.-Feb. 1955 by F. L. Whan of Kansas State College. A free copy of this valuable survey with all facts and figures is waiting for you. Call your Capper man or Topeka.

Throughout the small towns and farms that make up TopekAREA, WIBW-TV is the first viewing choice! (Whan Study) We now deliver 158,056† homes. . .74.1% saturation. . .in a $1,300,000,000 market.

†5/1 . . . excluding urbanized Kansas City and St. Joseph, Mo.

WIBW-TV
SEE YOUR Channel 13 VHF CAPPER MAN
The Kansas View Point

CBS
DU MONT
ABC

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

WIBW-TV—Topeka—1953 ABC-CBS

Channel: 13 VHF..AP: 53 Kw...VP: 88.5 Kw.
Owned-Oper. By....Capper Publications, Inc.
Business Address.....1035 Topeka Blvd.
Phone Number 3-2377
Air Time.....17 hours daily
Newspaper Affil.....Daily Capital
News Service .....AP, UP
Membership .....NARTB, TvB
President .....Henry Blake
General Manager.....Ben Ludy
Television Manager.....Art Holbrook
Program Director.....Jack Ostrode
Prod. Manager.....Bob Ellis
Film Manager.....Bill Barton
Sales Manager.....Hilton Hodges
Publicity Director.....Vic Boutwell
Chief Engineer.....Gil Voiles
Consulting Engineer.....Page, Creutz

KAKE-TV—Wichita—1953 CBS

Channel: 12 VHF..AP: 120 Kw...VP: 240 Kw.
Owned-Oper. By.....Hutchinson TV
Business Address.....1800 N. Plum
Phone Number.....MO 5-5503
Air Time.....18.5 hours daily
News Service.....AP
Representative .....H-R
Membership .....NARTB
Gen., Sta. Manager.....H. O. Petersen
Gen. Sales Manager.....E. W. Dallier
Prog. Director.....Ray Huffer
Prom. Director.....Kenneth A. Keefer
Prod. Manager.....Kenneth Carter
Film Editor.....Richard Cornish
Chief Engineer.....Kenneth H. Cook
Consulting Engineer.....A. Earl Collum

KARD-TV—Wichita—1950 NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....Wichita TV Co.
Address.....218 N. Broadway
Phone Number.....AM 5-5633
Air Time.....8½ hours daily
News Service .....AP
Representative .....Petry
Membership .....NARTB
President.....G. M. Brown
Gen., Sta. Mgr., Pub., Prom. Dir.....W. Moyer
Comm. Manager.....Dale McCoy, Sr.
Program Director.....T. J. Maloney
Dir. of News & Sp. Events.....Bob Mays
Prod., Film Manager.....Jack Park
Chief Engineer.....Robert B. Marye
Consulting Engineer.....G. C. Davis

KEDD—Wichita—1953—NBC

Channel: 16 UHF..AP: 132 Kw...VP: 245 Kw.
Owned-Oper. By.....KEDD, Inc.
Business Address.....Box 1740
Phone Number.....TEmple 8-3321
Air Time.....16¾ hours daily
Newspaper Affiliation.....Wichita Beacon
News Service .....UP
Representative .....Adam Young
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Stanley H. Durwood
Prog., Prom., Pub. Dir.,
Prod. Manager.....Nevin McCord
Dir. of News & Sp. Events.....Martin Gray
Chief Engineer.....John Ledbetter
Consulting Engineer.....George Adair

KENTUCKY

Pop. Feb. 1, 1956 (Est.) 3,025,000—TV Homes 511,969
Stations in State 4

WAVE-TV—Louisville 1948—ABC-NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....WAVE, Inc.
Address.....334 East Broadway
Phone Number.....Wabash 2201
Air Time.....17 hours daily
News Service .....AP
Membership .....NARTB, TvB
Representative.....NBC Spot Sales
President.....George W. Norton, Jr.
Gen., Sta. Manager.....Nathan Lord
Commercial Manager.....Ralph Jackson
Prog., Film Dir.....George Patterson
Production Manager.....Pat O'Hara
Prom., Pub. Dir.....Charles Hill
Dir. of News & Sp. Events.....Rodney Ford
Chief Engineer.....Wilbur Hudson
Consulting Engineer.....E. C. Ring

WHAS-TV—Louisville—1950 CBS

Channel: 11....AP: 158 Kw.....VP: 316 Kw.
Owned-Oper. By.....WHAS, Inc.
Address.....525 W. Broadway
Phone .....Wabash 2211
Representative....Harrington, Righter, Parsons
News Service .....AP
Newspaper Affil.....Courier-Journal, Times
Air Time.....15 hours daily
Membership .....NARTB, TvB
President .....Barry Bingham
V.P. & Director.....Victor A. Sholis
Station Manager.....Neil D. Cline
Comm. Manager.....Albert J. Gillen
Program Director.....Ralph M. Hansen
Prom., Pub. Director.....William F. Loader
Production Mgr.....Robert Pilkington
Film Manager.....Charles McDaniel
Chief Engineer.....O. W. Towner

WEHT—Henderson—1953 CBS

Channel: 50 UHF. AP: 8.77 Kw.. VP: 16:25 Kw.
Owned-Oper. By...Ohio Valley Television Co.
Business Address.....Box 395
Phone Number.....HEnderson 5-2634
Air Time.....12 hours daily
Representative.....Meeker, Adam Young
President.....Herbert R. Levy
General Manager.....Cecil M. Sansbury
Asst. Mgr. Ops.....Roger Garrett
News Director.....Brod Seymour
Chief Engineer.....Robert Cleveland

WLEX-TV—Lexington 1955—NBC-ABC

Channel: 18 UHF...AP: 9.2 Kw....VP: 17 Kw.
Owned-Oper. By.....WLEX-TV, Inc.
Address.....134 N. Limestone St.
Representative .....Forjoe-TV, Inc.
V.P., Gen. Mgr.....Earl L. Boyles

LOUISIANA

Pop. Feb. 1, 1956 (Est.) 2,961,000—TV Homes 551,390
Stations in State 11

KALB-TV—Alexandria 1954—NBC-CBS

Channel: 5 VHF..AP: 15.1 Kw...VP: 28.2 Kw.
Owned & Oper. By....Alexandria Bcstg. Co.
Business Address.....6th & Washington St.
Phone Number 3-2543
Air Time.....8½ hours daily
News Service.....AP, UP
Representative .....Weed
Membership .....NARTB
President.....T. B. Lanford
General Manager.....Willard L. Cobb
Comm. Manager.....Marvin Reuben
Prog. Dir., Prod. Manager.....Tommy Erwin
Prom., Pub. Director.....Vivian Close
Dir. News & Sp. Events.....Larry McHale
Film Manager.....Malcom Couvillion
Chief Engineer.....Jesse Sexton
Cons. Eng.....Comm. Radio Equip. Co.

WAFB-TV—Baton Rouge 1953—ABC-CBS-NBC

Channel: 28 UHF..AP: 108 Kw...VP: 216 Kw.
Owned..Modern Bcstg. Co. of Baton Rouge Inc.
Business Address.....929 Government St.
Phone Number 4-8571
Air Time.....14 hours daily
News Service.....UP
Membership.....NARTB, TvB
Representative .....Adam Young
President.....C. C. Barnard
V.P., Gen., Sta. Mgr.....Tom E. Gibbens
Comm. Manager.....Mervyn Rhys
Sales Manager.....Ron Litteral
Prog. Dir., Film Mgr.....Don Hallman
Prom., Pub. Dir.....Una Daigre
Director of News.....John Coburn
Dir. Special Events.....Bob Peters
Prod. Mgr., Chief Engineer.....Don Allan
Consulting Engineer.....George A. Gautney

WBRZ—Baton Rouge—1954 ABC-NBC

Channel: 2 VHF..AP: 56.2 Kw...VP: 100 Kw.
Owned-Operated By.....La. TV Bcstg. Co.
Address .....Box 1926
Phone Number.....8-1491
Air Time.....17 hours daily
News. Affil...State Times; Morning Advocate
News Service .....AP, UP
Representative .....Hollingbery
Membership .....NARTB
President.....Douglas L. Manship
General Manager.....Roy Dabadie
Sales Manager.....Guy Corley
Program Director.....John Ferguson
Promotion Director.....Jack Harrington
Production Manager.....Bob Reed
Chief Engineer.....Pat Weathersby
Consulting Engineer.....Page, Creutz, Garrison & Weatherby

KLFY-TV—Lafayette—1955 CBS

Channel: 10 VHF. AP: 30.2 Kw..VP: 52.5 Kw.
Owned-Oper. By.....Camelia Bcstg. Co., Inc.
Address .....Box 398
Representative..Venard, Rintoul & McConnell, Clarke Brown
General Manager.....James W. Lucas

KPLC-TV—Lake Charles 1954—NBC-ABC

Channel: 7 VHF..AP: 35.5 Kw...VP: 52.5 Kw.
Owned-Oper. By.....Calcasieu Bcstg. Co.
Business Address.....Box 1521
Phone Number.....HEmlock 6-3631
Air Time.....9 hours daily
News Service .....AP
President.....T. B. Lanford
Gen., Sta. Manager.....David Wilson
Comm. Manager.....Pelham Mills, Jr.
Prom., Pub. Director.....Pauline Mahoney
Dir. News & Sp. Events....Karl Von Leuwen
Film Manager.....Donald Johnson
Prog. Director.....Fitz Hooton
Production Director.....Bob Lashbrook
Chief Engineer.....Ed Barton

KTAG-TV—Lake Charles 1953—CBS

Channel: 25 UHF...AP: 11 Kw....VP: 21 Kw.

Owned-Oper. By.....KTAG-TV, Inc.
Business Address.....Box 173
Phone Number.....HEmlock 9-9413
Air Time.....7 hours daily
Representative.....Adam Young; Brown
News Service .....UP
Membership .....NARTB
President.....Warren Berwick
General Manager.....W. F. Hesion
Comm. Manager.....Harper Clark
Prog. Director.....Nelda Barker
Film Manager.....John Boudreau
Consulting Engineer.....Gautney & Jones
Chief Engineer.....Lawrence Vicknair

KNOE-TV—Monroe—1953 CBS-NBC-ABC

Channel: 8 VHF..AP: 115 Kw...VP: 230 Kw.
Owned-Oper. By.....James A. Noe
Business Address.....Box 1713
Phone Number 8155
Air Time.....17 hours daily
News Service .....AP
Membership .....NARTB
Representative .....H-R
President.....James A. Noe
Vice-Pres., Gen. Mgr.....Paul H. Goldman
Sales & Prom. Mgr.....Jack Ansell, Jr.
Program Director.....Harry Arthur
Dir. News & Sp. Events.....Mac Ward
Operations Mgr.....Pete McCausland
Film Manager.....Lee Hunt
Dir. Engineering.....Ray Boyd
Consulting Eng.....Frank H. McIntosh

WDSU-TV—New Orleans 1948—ABC-CBS-NBC-DuM

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WDSU Bcstg. Corp.
Business-Studio Address.....520 Royal St.
Phone Number.....TUlane 4371
Air Time.....119 hours weekly
News Service.....AP, UP
Representative .....Blair
Membership .....NARTB, TvB
President.....Edgar B. Stern, Jr.
Exec. V.P., Gen. Mgr.....Robert D. Swezey
V.P., Comm. Manager.....A. Louis Read
Program Director.....Herman Livericht
V.P., Chg. Programming.....Tom Hicks
Prom., Pub. Dir.....Marion Annenberg
Prog. Operations Mgr.....Stanley Holiday
Chief Engineer.....Lindsey Riddle
Consulting Engineer.....E. C. Page

KNOE-TV OPENS DOORS TO 280,000 HOMES

Your cost-per-viewer is extremely low in the tri-state coverage of KNOE-TV. Of the 280,000 sets we 'boom into' in North Louisiana, West Mississippi and South Arkansas 145,000 of them are unable to get any other station. Set count is growing all the time, too, as more and more industry moves into this area where income has always been high from oil, natural gas, agriculture, cattle and industry.

Top Shows From 3 Networks

Check the survey reports for the top shows on all three networks . . . then check our program schedules. You'll find the first 25 in the industry on KNOE-TV . . . plus the best from the syndicated film field.

Powerful Local Programming

Name your product and we have a strong local participation show to sell it. . . . News, weather, sports, music, variety, farm or cooking and homemaking.

*145,000 Homes Unduplicated Coverage

MARKET DATA

Population	1,664,500	Restaurants, Drinks, etc.	$ 53,985,000
Families	476,260	Drugs	$ 35,906,000
Spendable Income	$1,591,352,000	Building Materials, Hardware	$ 96,324,000
Food Stores	$ 238,625,000	TOTAL RETAIL SALES	$1,063,415,000
General Merchandise Stores	$ 154,806,000	Farms, number operated	143,429
Auto Stores	$ 232,292,000	Population Living on Farms	583,600
Service Stations	$ 55,368,000	Dwelling Units	148,070

KNOE-TV

CHANNEL 8
MONROE, LOUISIANA

A James A. Noe Station

PAUL H. GOLDMAN
Vice President and General Manager

CBS — NBC — ABC

H-R TELEVISION, INC.
National Representatives

WJMR-TV—New Orleans 1953—ABC-DuM-CBS

Channel: 61 UHF..AP: 25 Kw...VP: 50 Kw.
Owned-Oper. By.....Supreme Bcstg. Co. Inc.
Business Address.....1500 Canal St.
Phone Number.....Canal 0356
Representative .....Bolling
Vice-Pres., Gen. Mgr.....George A. Mayoral
Commercial Mgr.....Patrick J. Shannon
Program Director.....Aubrey Moore
Chief Engineer.....Jack Petrik

KSLA—Shreveport—1953 NBC-CBS-ABC-DuM

Channel: 12 VHF..AP: 6.5 Kw...VP: 13 Kw.
Owned-Oper. By.....Interim Television Corp.
Business Address.....Box 1661
Phone Number 2-0697
Representative.....Paul H. Raymer
President .....Don George
Gen., Sta., Comm. Mgr.....Deane R. Flett
Program Director.....Henry J. Davis
Prom., Pub. Dir.....Carol Vinson
Dir. of News & Sp. Events.....Michael Hinn
Production Mgr.....John Renshaw
Film Manager.....Hugh Pickett
Chief Engineer.....Morris C. Barton
Con. Eng.....Vandivere, Cohen & Wearn

KTBS-TV—Shreveport 1955—NBC-ABC

Channel: 3 VHF..AP: 69.8 Kw...VP: 100 Kw.
Owned-Oper. By.....KTBS, Inc.
Address.....312 E. Kings Hwy.
Representative .....Edward Petry
Pres., Gen. Mgr.....E. Newton Wray

MAINE

Pop. Feb. 1, 1956 (Est.) 915,000—TV Homes 204,939
Stations in State 5

WABI-TV—Bangor—1953 ABC-CBS-NBC-DuM

Channel: 5 VHF..AP: 17.9 Kw...VP: 30 Kw.
Owned-Oper.....Community Telecasting Serv.
Address.....57 State St.
Phone Number 8255
Air Time.....14 hours daily
News Service .....AP
Reps. .....Hollingbery, Kettel-Carter
Membership .....NARTB
President .....Horace Hildreth
Gen., Station Mgr.....Leon P. Gorman, Jr
Comm. Mgr.....Milton C. Chapman
Nat. Sls. Mgr.....W. J. Mullen
Program Director.....Leon H. Nelson
Promotion Director.....Richard B. Bronson
Dir. News & Sp. Events.....Robert H. Patten
Film Manager.....Ralph Libby
Chief Engineer.....Walter L. Dickson
Consulting Engineer.....George Davis

W-TWO—Bangor—1954—CBS

Channel: 2 VHF...AP: 8 Kw....VP: 14 Kw.
Owned-Oper.....Murray Carpenter & Assoc.
Business Address.....7 Main St.
Phone Number.....2-4822
Air Time.....17 hours daily
News Service.....UP
Representative..Venard, Rintoul & McConnell, Robt. Foster
President, Gen., Sta. Mgr...Murray Carpenter
Natl. Comm. Manager.....Rudolf Marcoux
Local Comm. Manager.....Robert Walton
Prog. Dir., Prod. Mgr.....James Robinson
Film Manager.....Jan Phair
Chief Engineer.....William Clark
Consulting Engineer.....Page, Creutz, Garrison & Waldschmitt

WMTW—Poland Spring 1954—CBS-ABC-DuM

Channel: 8 VHF..AP: 52.5 Kw...VP: 105 Kw.
Owned-Oper. By....Mt. Washington TV Inc.
Business Address.....Riccar Inn
Phone Number 51
Membership .....TvB
President.....John W. Guider
Vice Pres. & Gen. Mgr.....John H. Norton Jr.
Program Director.....John T. Madigan
Production Director.....Lester J. Richards
Chief Engineer.....Parker H. Vincent

WCSH-TV—Portland—1953 NBC

Channel: 6 VHF..AP: 70 Kw...VP: 100 Kw.
Owned-Oper. By.....Maine Radio & TV Co.
Business Office.....157 High Street
Phone Number.....SPruce 2-0181
Air Time.....17 hours daily
News Service .....UP, INS
Representative .....Weed
Membership .....NARTB, TvB
President.....Adeline B. Rines
Gen. Manager.....William H. Rines
Station Manager.....Jack S. Atwood
Comm. Manager.....Bruce McGorrill
Program Director.....Burnell Poole, Jr.
Promotion Director.....Linwood T. Pitman
Dir. of News & Sp. Events....Philip N. Johnson
Film Manager.....William Kerkos
Chief Engineer.....Chas. Brown
Consulting Engineer.....A. D. Ring & Co.

WGAN-TV—Portland—1954
ABC-CBS

Channel: 13 VHF....AP: 127....VP: 240 Kw.
Owned-Oper. By..Guy Gannett Bcstg. Services
Business Address.....390 Congress St.
Newspaper Affil.....Gannett Publ. Co.
News Service.....AP
Air Time.....12 hours daily
Membership ..... NARTB
Phone Number 2-7423
Representative .....Avery-Knodel
President.....Jean Gannett Williams
V.P., Gen. Sta. Mgr.....Creighton E. Gatchell
Comm. Manager.....Richard E. Bates
Prog., Pub. Director....Samuel G. Henderson
Dir. News & Sp. Events.....Nunzi Casavola
Production Mgr.....Lloyd Knight
Film Manager.....Earl Fenderson
Chief Engineer.....Roger W. Hodgkins
Cons. Eng.....Cravens, Lohens, & Culver

MARYLAND

Pop. Feb. 1, 1956 (Est.) 2,643,000—TV Homes 685,470
Stations in State 4

WAAM-TV—Baltimore
1948—ABC

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By....WAAM, Incorporated
Business Address.....Television Hill
Phone Number.....MOhawk 4-7600
Air Time.....16 hours daily
News Service .....AP
Representative.....Harrington, Righter and Parsons, Inc.
Membership .....NARTB, TvB
General Manager.....Ken Carter
Asst. Gen. Mgr., Dir., Sls.....Armand Grant
Prog., Film Manager.....Herbert B. Cahan
Asst. Pgm. Mgr., Pub. Serv. Dir.....Jim Kilian
Publicity Director.....Tommy Dukehart
Chief Engineer.....Glenn Lahman
Consulting Eng.....Kear & Kennedy
Director of Eng.....Ben Wolfe

WBAL-TV—Baltimore—1948
NBC

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....Hearst Corporation
Business-Studio Address.....2610 N. Charles
Phone Number.....Hopkins 7-3000
Air Time.....18¼ hours daily
Newspaper Affil.....Baltimore News, Post & Sun. American
News Service.....INS, UP, AP
Representative .....Edward Petry
Membership .....NARTB
President.....Charles B. McCabe
Vice-Pres. & Gen. Mgr.....D. L. Provost

AMERICAN BROADCASTING CO. AFFILIATE

SYMBOL OF TELEVISION SERVICE IN BALTIMORE

MARYLAND

316,000 WATTS

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
New York, Chicago, San Francisco

WAAM-13

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Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

Vice-Pres. (Engineering).....John T. Wilner
Vice Pres., Sta. Mgr.....Leslie H. Peard, Jr.
Prod. Manager.....John Frankenfield
Program Director.....Sydney King
Business Mgr.....Freeman W. Cardall
Comm. Manager.....Willis K. Freiart
News, Prom., Pub. Mgr...Thomas J. White, Jr.
Chief Engineer.....William C. Bareham
Consulting Engineer.....Earl Cullam

WMAR-TV—Baltimore 1947—CBS

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....The A. S. Abell Co.
Address.....Charles & Redwood Sts.
Phone Number.....MUlberry 5-5670
Air Time.....17 hours daily
News Service .....AP
Newspaper Affiliation...Baltimore Sunpapers
Representative .....Katz
Membership .....NARTB, TvB
President.....William F. Schmick
V.P., Dir. of TV, Sta. Mgr.....Ewell K. Jett
Comm., Prom., Pub. Mgr.....Ernest A. Lang
Program Director.....Robert B. Cochrane
Chief Engineer.....Carlton G. Nopper
Exec. V.P.....William F. Schmick, Jr.
Prom. Co-ordinator.....Colin MacLachlan
Dir. News & Sp. Events, Film Mgr..D. V. Stickle
Production Manager.....Edwin B. Mick

WBOC-TV—Salisbury—1954 ABC-CBS

Channel: 16 UHF..AP: 8.6 Kw...VP: 15.8 Kw.
Owned & Oper....Peninsula Broadcasting Co.
Address .....Radio-Tv, Park
Phone 6131
Air Time.....7½ hours daily
News Service .....AP
Sta. Rep.....Burn-Smith Co.
President.....John W. Downing
Gen., Sta., Comm. Mgr.....Charles J. Truitt
Dir. of News & Sp. Events.....Phil Adams
Prog. Dir.....John W. Downing Jr.
Chief Engineer.....Jack W. Ward
Consulting Eng.....A. D. Ring & Associates

MASSACHUSETTS

Pop. Feb. 1, 1956 (Est.) 4,950,000—TV Homes 1,355,061
Stations in State 6

WBZ-TV—Boston—1948 NBC

Channel 4.....AP: 50 Kw.....VP: 95 Kw.
Owned-Oper By...Westinghouse B'casting Co.
Address.....1170 Soldiers Field Rd.
Phone Number.....ALgonquin 4-5670
News Service.INS, UP Facsimile, Telenews UP
Air Time.....18 hours daily
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NARTB, TvB
President.....Donald H. McGannon
General Manager.....F. A. Tooke
Sales Manager.....C. Herbert Masse
Program Manager.....W. Gordon Swan
Promotion Manager.....E. J. Muriaty
Dir. of News & Sp. Events....F. E. Whitmarsh
Asst. Prog. Mgr. .....Iran Berlow
Publicity Director.....J. Cullinane
Film Buyer & Traffic Mgr.....R. Duffield
Chief Engineer.....W. Hauser
Engineer.....R. N. Harmon

WMGT-TV—Adams—1953 ABC

Channel: 74 UHF..AP: 150 Kw...VP: 300 Kw.
Owned-Oper. By.....Greylock Bcstg. Co.
Business Address.....8 Bank Row
Phone Number.....Pittsfield 2-1553
Air Time.....8 hours daily
Representative .....Walker
News Service .....UP
Membership ..... NARTB
President .....Leon Podolsky
Station Manager.....John T. Parsons
Commercial Manager.....Wm. P. Geary
Program Director.....A. D. Vaber
Prom., Pub., News Dir.....Larry Vaber
Production Director.....Donald Selby
Film Manager.....Dick Bolender
Chief Engineer.....Leonard Lavendol
Consulting Engineer.....James C. McNary

WNAC-TV—Boston—1948 CBS-ABC-DuM

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business-Studio Address....21 Brookline Ave.
Phone Number.....COmmonwealth 6-0800
Air Time.....15 hours daily
News Service.....INS, UP
Representative.....H-R Reps. Inc.
Membership .....TvB
President .....Tom O'Neil
Exec. V.P. & Gen. Mgr.....Norman Knight
Comm. Mgr.....Tom Bateson
Vice Pres.....George Steffy
Promotion Dir.....George Hallberg
Dir. of News & Spec. Events..Leland Bickford
Production Mgr.....Tony Lang
Publicity Dir.....Phyllis Doherty
Film Director.....James Pike
Technical Director.....Harry Whittemore

WWLP—Springfield—1953 ABC-NBC

Channel: 22 UHF..AP: 103 Kw...VP: 206 Kw.
Owned-Oper. By.....Springfield Television Bcstg. Corp.
Business Office.....17 Pearl St.
Phone Number.....STate 8-4521
Air Time .....18 hours daily
News Service .....AP, INS, UP
Station Reps.....Hollingbery, Kettell-Carter
President .....Roger L. Putnam
General Manager .....William L. Putnam
Station Manager .....Howard S. Keefe
Commercial Mgr. .....James H. Ferguson, Jr.
Program Director .....Wallace I. Green
Dir., News & Spec. Events....Frederick Oginz
Production Manager...Wayne Henry Latham
Publicity Director.....Camillia T. Lemery
Film Manager.....Wallace Sawyer
Chief Engineer.....George R. Townsend
Consulting Engineer.....Frank MacIntosh

WHYN-TV—Springfield-Holyoke—1953—CBS

Channel: 55 UHF..AP: 91 Kw...VP: 182 Kw.
Owned-Oper. By..Hampden-Hampshire Corp.
Business Address.....1300 Liberty St.
Phone Number.....Springfield 4-1126
Air Time.....16 hours
News Service .....UP
Representative .....Branham, Weed
Membership .....NARTB
Gen., Sta. Manager.....Charles N. DeRose
Comm. Manager.....Patrick J. Montague
Program Director.....Kendall Smith
Production Manager.....Paul Wiley
Publicity .....Michael Horn
Film Manager.....Robert Thomas
Chief Engineer.....Harold Schumacker
Consulting Engineer.....Kear & Kennedy

FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE
COVERAGE . . .

AP

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RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

WPAG-TV—Ann Arbor—1953 DuM

Channel: 20 UHF...AP: 10 Kw....VP: 20 Kw.
Owned-Oper. By.....Washtenaw Bcstg. Co.
Business Address.....Hutzel Bldg.
Phone Number 2-5517
Air Time.....5½ hours daily
News Service .....AP
Representative .....Everett-McKinney
President.....Arthur E. Greene
Vice-Pres., Gen. Mgr.....Edward F. Baughn
Commercial Mgr.....Kenneth MacDonald
Program Director.....David Pringle
Chief Engineer.....Donald N. Bowdish

WNEM-TV—Bay City-Saginaw—1954—NBC-ABC

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.Northeastern Michigan Corp.
Business Address....814 Adams St., Bay City
Phone Number.....36-505
Air Time.....17 hours daily
News Service.....INS, AP
Membership .....NARTB
Representative..Mich. Spot Sls., Headley-Reed
President.....James Gerity, Jr.
Vice Pres., Gen. Mgr.....O. W. Myers
Asst. Treas. & Mgr.....D. Scott Hager
Comm. Mgr.....John J. Keenan
Prog., News & Sp. Events Dir....Frank Benesh
Prom., Pub. Dir.....Richard L. Bing
Production Manager.....Jerry Burke
Film Manager .....Tom Matthews
Chief Engineer .....Robert L. Beurket

WWTV—Cadillac—1954 ABC-CBS

Channel: 13 VHF..AP: 54 Kw...VP: 104 Kw.
Owned-Oper. By.....Sparton Bcstg. Co.
Business Address.....214 N. Mitchell St.
Phone Number.....Prospect 5-3478
Representative .....Weed
Membership .....TvB
Air Time.....12 hours daily
News Service .....AP
President.....John J. Smith
General Manager.....L. T. Matthews
Oper. Manager.....Daryl Sebastian
Comm. Manager.....John Cundiff
Prog. Dir., Film Mgr.....Donald Cunningham
Prom., Pub. Director.....Fred Lamb
Dir. of News & Sp. Events....Guy VanderJagt
Production Manager.....Dwight Wheeler
Chief Engineer.....A. W. Daubendick

CKLW-TV—Detroit-Windsor 1954

Channel: 9 VHF..AP: 180 Kw...VP: 325 Kw.
Owned-Oper...Western Ontario Brdcstng. Co.
Business Address.....825 Sandwich St.
Phone Number.....WO 1-7200
News Service.....INS, UP
Rep.....All-Canada TV Ltd., Adam J. Young
Pres., Gen. Manager.....J. E. Campeau
Dir. of Operations.....S. C. Ritchie
Gen. Sales Mgr.....E. W. Wardell
Nat'l. TV Sls. Mgr.....W. N. Hawkins
Dir. of News & Sp. Events.....Austin Grant
Publicity Director.....Art Gloster
Film Manager.....Arthur MacColl
Dir. of Engineering.....W. J. Carter

WWJ-TV—Detroit—1947 NBC

Channel: 4 VHF..AP: 50.1 Kw...VP: 97.7 Kw.
Owned-Operated By....Evening News Assoc.
Business-Studio Address....622 W. Lafayette
Phone Number.....WOodward 2-2000
Air Time.....18 hours daily
News Service.....UP, AP
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NARTB, TvB
President.....Warren S. Booth
General Manager.....Edwin K. Wheeler
Asst. General Manager.....Don DeGroot
Business Manager.....Henry C. Rogers
Prog. & Prod. Manager.....James Schiavone
Sales Prom. Manager.....Glenn Kyker
News Editor.....James F. Clark
Public Affairs Manager.....James Eberle
Sls. Development Mgr.....Wendell Parmelee
Natl. Sls. Mgr.....Ray W. Colie
Local Sls. Mgr.....Douglas L. Sinn
Film Manager.....Frank Picard
Gen. Eng. Manager.....E. J. Love
Chief Studio Engr.....Russell P. Williams
Garrison & Waldschmitt

WXYZ-TV—Detroit—1948 ABC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...American Broadcasting Co.
Business Address.....1700 Mutual Bldg.
Phone Number.....WOodward 3-8321
Air Time.....16 hours daily
News Service.....AP, INS
Representative .....Blair-TV
Membership .....NARTB
President, Gen. Mgr.....James G. Riddell
Station Mgr.....John F. Pival
Comm. Manager.....Ralph Dawson
Program Director.....John Lee
Promotion Director.....Robert Baldrica
Dir. of News & Sp. Events.....Dick Femmel
Production Manager.....Peter Strand
Publicity Director.....Marty Mogge
Chief Engineer.....Charles Kocher
Consulting Engineer.....Kear & Kennedy

—1956—

ANOTHER YEAR OF PROGRESS

FOR

WJBK-TV

(CHANNEL 2)

NUMBER ONE STATION

in

THE CITY OF PROGRESS

DETROIT

BASIC CBS

100,000 WATTS

1,057 FOOT TOWER

REPRESENTED BY THE KATZ AGENCY

WJBK-TV—Detroit—1948 CBS

Channel: 2 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Business-Studio Address.....500 Temple St.
Phone Number.....Temple 3-7900
Air Time.....17 hours daily
News Service .....INS, AP
Membership .....NARTB, TvB
Representative .....Katz Agency
President.....George B. Storer Sr.
Managing Director.....Bill Michaels
District V.P. .....William E. Rine
Local Sls. Mgr.....Keith T. McKenney
National Sls. Mgr.....Maurice E. McMurray
Prom., Merchandising Mgr.....W. S. Smith
News.....Jacques LeGoff
Prog. Oper. Mgr.....Ralph R. Rust
Publicity Director.....Dennis Roehl
Film Manager .....George Kenyon
Chief Engineer.....Paul Frincke
Consulting Engineer.....A. Earl Cullum

WOOD-TV—Grand Rapids 1949—ABC-NBC

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Grandwood Bcstg. Co.
Address.....120 College S E
Phone Number .....GL 9-4125
Air Time.....18 hours daily
News Service.....AP, INS
Representative .....Katz
President.....Harry M. Bitner
Gen. Manager.....Willard Schroeder
Gen. Sales Manager.....Arthur M. Swift
Dir. News & Spec. Events,
Program Director.....Frank G. Sisson
Promotion Director.....John Dragomier
Publicity Dir.....Sharon Schneider
Film, Prod. Mgr.....Robert H. Smith
Chief Engineer.....Louis Bergenroth
Consulting Engineer.....Kear & Kennedy

WKZO-TV—Kalamazoo 1950—ABC-CBS-NBC

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By.....Fetzer Bcstg. Co.
Address.....124 W. Michigan Ave.
Phone Number.....5-2101
Air Time.....17 hours daily
News Service .....AP
Representative .....Avery-Knodel, Inc.
President.....John E. Fetzer
V.P., Managing Director.....Carl E. Lee
Comm. Manager.....Donald DeSmit
Program Director.....Charles Lynch
Promotion Director.....Robert Dye
Chief Engineer.....Arthur Covell

WJIM-TV—Lansing—1954 ABC-CBS-NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Gross Telecasting, Inc.
Address.....Saginaw & Howard Streets
Phone Number.....IV 2-1333
Air Time.....17 hours daily
News Service.....UP
Representative .....Petry
President .....Harold Gross
V.P., Station Manager,
Dir. News & Sp. Events...Howard K. Finch
Prog., Prom. Director,
Prod. Manager.....J. Kenneth Richards
Publicity Director.....Elmer Davis
Film Manager.....Phil Sherck
Chief Engineer.....Charles Brady
Consulting Engineer.....Kear & Kennedy

WTOM-TV—Lansing—1953 ABC

Channel: 54 UHF...AP: 10 Kw....VP: 20 Kw.
Owned-Oper. By.....Inland Bcstg. Co.
Business Address....407 N. Washington Ave.
Phone Number 2-1655
Air Time.....6 hours daily
News Service .....UP
Pres., Gen., Sta. Mgr.....Thomas B. Shull
Comm. Manager.....Roger Underhill
Prog. Dir., Dir. News & Sp. Ev..Edward Carson
Production Manager.....Kenneth Herman
Publicity Director.....Mary Preston
Film Manager.....Francis Wilson
Chief Engineer.....William Cruse

WKNX-TV—Saginaw—1953 ABC-CBS

Channel: 57 UHF.AP: 103.5 Kw..VP: 207 Kw.
Owned-Operated By...Lake Huron Bcstg. Co.
Address.....221 S. Wash. Ave.
Phone Number 3-4471
Air Time.....16 hours daily
News Service.....UP
Representative .....Gill-Perna
President, Gen. Mgr.....William J. Edwards
Station Manager.....Howard H. Wolfe
Commercial Manager.....Robert M. Chandler
Program Director.....Thomas A. Taylor
Promotion Director.....Robert E. Douglas
Dir. of News & Sp. Events.....Britt Temby
Production Manager.....Ernest Whitmire
Film Manager.....William Sullivan
Chief Engineer.....Max W. Thomas
Consulting Engineers.....Page, Creutz,
Garrison & Waldschmidt

WPBN-TV—Traverse City 1954—NBC

Channel: 7 VHF..AP: 30.9 Kw...VP: 51.3 Kw.
Owned-Oper. By.....Midwestern Bcstg. Co.
Business Address.....Paul Bunyan Bldg.
Phone Number 2700
News Service .....AP
Membership .....TvB
President, Gen. Mgr.....Les Biederman
Station Mgr.....John Anerson
Commercial Mgr.....R. E. Detwiler
Chief Engineer.....William H. Kiker

—1956—

ANOTHER YEAR OF PROGRESS

FOR

WJBK-TV

(CHANNEL 2)

NUMBER ONE STATION

in

THE CITY OF PROGRESS

DETROIT

BASIC CBS

100,000 WATTS

1,057 FOOT TOWER

REPRESENTED BY THE KATZ AGENCY

WJBK-TV—Detroit—1948 CBS

Channel: 2 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Business-Studio Address.....500 Temple St.
Phone Number.....Temple 3-7900
Air Time.....17 hours daily
News Service .....INS, AP
Membership .....NARTB, TvB
Representative .....Katz Agency
President.....George B. Storer Sr.
Managing Director.....Bill Michaels
District V.P. .....William E. Rine
Local Sls. Mgr.....Keith T. McKenney
National Sls. Mgr.....Maurice E. McMurray
Prom., Merchandising Mgr.....W. S. Smith
News.....Jacques LeGoff
Prog. Oper. Mgr.....Ralph R. Rust
Publicity Director.....Dennis Roehl
Film Manager .....George Kenyon
Chief Engineer.....Paul Francke
Consulting Engineer.....A. Earl Cullum

WOOD-TV—Grand Rapids 1949—ABC-NBC

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Grandwood Bcstg. Co.
Address.....120 College S E
Phone Number .....GL 9-4125
Air Time.....18 hours daily
News Service.....AP, INS
Representative .....Katz
President.....Harry M. Bitner
Gen. Manager.....Willard Schroeder
Gen. Sales Manager.....Arthur M. Swift
Dir. News & Spec. Events,
Program Director.....Frank G. Sisson
Promotion Director.....John Dragomier
Publicity Dir.....Sharon Schneider
Film, Prod. Mgr.....Robert H. Smith
Chief Engineer.....Louis Bergenroth
Consulting Engineer.....Kear & Kennedy

WKZO-TV—Kalamazoo 1950—ABC-CBS-NBC

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By.....Fetzer Bcstg. Co.
Address.....124 W. Michigan Ave.
Phone Number.....5-2101
Air Time.....17 hours daily
News Service .....AP
Representative .....Avery-Knodel, Inc.
President.....John E. Fetzer
V.P., Managing Director.....Carl E. Lee
Comm. Manager.....Donald DeSmit
Program Director.....Charles Lynch
Promotion Director.....Robert Dye
Chief Engineer.....Arthur Covell

WJIM-TV—Lansing—1954 ABC-CBS-NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Gross Telecasting, Inc.
Address.....Saginaw & Howard Streets
Phone Number.....IV 2-1333
Air Time.....17 hours daily
News Service.....UP
Representative .....Petry
President .....Harold Gross
V.P., Station Manager,
Dir. News & Sp. Events...Howard K. Finch
Prog., Prom. Director,
Prod. Manager.....J. Kenneth Richards
Publicity Director.....Elmer Davis
Film Manager.....Phil Sherck
Chief Engineer.....Charles Brady
Consulting Engineer.....Kear & Kennedy

WTOM-TV—Lansing—1953 ABC

Channel: 54 UHF...AP: 10 Kw....VP: 20 Kw.
Owned-Oper. By.....Inland Bcstg. Co.
Business Address....407 N. Washington Ave.
Phone Number 2-1655
Air Time.....6 hours daily
News Service .....UP
Pres., Gen., Sta. Mgr.....Thomas B. Shull
Comm. Manager.....Roger Underhill
Prog. Dir., Dir. News & Sp. Ev..Edward Carson
Production Manager.....Kenneth Herman
Publicity Director.....Mary Preston
Film Manager.....Francis Wilson
Chief Engineer.....William Cruse

WKNX-TV—Saginaw—1953 ABC-CBS

Channel: 57 UHF.AP: 103.5 Kw..VP: 207 Kw.
Owned-Operated By...Lake Huron Bcstg. Co.
Address.....221 S. Wash. Ave.
Phone Number 3-4471
Air Time.....16 hours daily
News Service.....UP
Representative .....Gill-Perna
President, Gen. Mgr.....William J. Edwards
Station Manager.....Howard H. Wolfe
Commercial Manager.....Robert M. Chandler
Program Director.....Thomas A. Taylor
Promotion Director.....Robert E. Douglas
Dir. of News & Sp. Events.....Britt Temby
Production Manager.....Ernest Whitmire
Film Manager.....William Sullivan
Chief Engineer.....Max W. Thomas
Consulting Engineers.....Page, Creutz,
Garrison & Waldschmidt

WPBN-TV—Traverse City 1954—NBC

Channel: 7 VHF..AP: 30.9 Kw...VP: 51.3 Kw.
Owned-Oper. By.....Midwestern Bcstg. Co.
Business Address.....Paul Bunyan Bldg.
Phone Number 2700
News Service .....AP
Membership .....TvB
President, Gen. Mgr.....Les Biederman
Station Mgr.....John Anerson
Commercial Mgr.....R. E. Detwiler
Chief Engineer.....William H. Kiker

KMMT—Austin—1953—ABC

Channel 6 VHF..AP: 9.4 Kw...VP: 18.7 Kw.
Business Office.....Minnesota-Iowa TV Co.
Business Address.....405 North Main St.
Phone Number.....HE 3-8836
Air Time.....9 hours daily
News Service .....AP
Representative .....Avery-Knodel, Inc.
Gen., Sta. Mgr., Prog. Dir.....Gene P. Loffler
Comm. Manager.....Don Jones
Promotion Director.....Rex Stein
Dir. News & Sp. Events.....Christy Hansen
Prod. Manager.....Stan Stydnicki
Film Manager.....Dick Lane
Chief Engineer.....Phil Melone

KDAL-TV—Duluth-Superior 1954—NBC-ABC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Red River Bcstg. Co., Inc.
Business Address.....Bradley Building
Phone Number.....RAndolph 2-4466
News Service .....AP
Representative ..... Avery-Knodel
President, Gen. Mgr.....Dalton LeMasurier
V.P., Comm. Mgr.....Odin S. Ramsland
Sales Manager.....John Grandy
Program Director.....Earl Henton
V.P., Chief Engineer.....Robert Dettman

WDSM-TV—Duluth-Superior 1954—NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By..Northwest Publications, Inc.
Business Address.....230 East Superior St.
Phone Number.....RA 7-6875
Representative.Peters, Griffin, Woodward, Inc.
News Service .....AP
Membership .....NARTB
General Manager.....Rodney A. Quick
Commercial Mgr.....Thomas Gavin
Production Mgr.....Edwin M. Conrad
Program Director.....Lew Martin
News Director.....Bob Ball
Promotion Director.....Paul Andresen
Film Manager.....William Ashton
Mdse. Manager.....Martin Olson
Chief Engineer.....Jerry Baumann
Consulting Engineer.....John Sherman

WCCO-TV—Minneapolis 1949—CBS

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Midwest Radio-TV Inc.
Bus.-Studio Address..Radio City—50 S. 9th St.
Phone Number.....Lincoln 0552
Air Time.....17 hours daily
News Service.....AP, UP
Representative.Peters, Griffin, Woodward, Inc.
Chr. of Bd.....Wm. J. McNally
President.....Robert B. Ridder
Gen. Mgr.....F. Van Konynenburg
Sta. Mgr.....Sherman Headley
Comm. Mgr.....Robert N. Ekstrum
Dir. of News & Sp. Exents.....Rollie Johnson
Production Manager.....Charles D. Miller
Film Manager.....Harry C. Jones
Prom., Pub. Director.....Gene Godt
Program Dir.....Gwen Harvey
Chief Engineer.....John M. Sherman
Mdse. Manager.....Don Gillies
Dir. of Research.....Charles Smith

WTCN-TV—Minneapolis 1953—ABC

Channel: 11 VHF..AP: 42 Kw...VP: 70 Kw.
Owned-Oper. By..Minnesota Television Public Service Corp.
Business Address.....2925 Dean Blvd.
Phone Number.....WAlnut 7-8881
Air Time.....8½ hours daily
News Service.....AP, UP
Representative .....Blair
Membership .....NARTB
President .....Robert Butler
General Manager.....Joseph L. Merkle
Station Mgr., Prog. Dir.....Donald Kraatz
Comm. Manager.....David Cole
Prom., Pub. Director.....G. E. La Rocque
Dir of News & Sp. Events.....Paul Sevareid
Production Manager.....Joseph Carney
Film Manager.....Eugene Wecker
Chief Engineer.....Mike Fleming
Consulting Engineer.....George P. Adair

KEYD-TV—Minneapolis-St. Paul—1954

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Family Bcstg. Corp.
Business Address.....Foshay Tower
Phone Number.....Fillmore 8811
Air Time.....8½ hours daily
News Service.....AP, UP
Membership .....NARTB
Representative .....H-R Reps, Inc.
President.....Leslie C. Park
Managing Director.....Robert M. Purcell
V.P., Comm. Manager.....Lee L. Whiting
Prog. Director.....Robert Franzen
Prom., Pub. Director.....Richard J. Quaas
Dir. News & Special Events...Harry Reasoner
Prod. Manager.....Robert Johnson
Film Manager.....Howard Reser
Chief Engineer.....Harvey Headen
Consulting Eng....McIntosh, Washington, D. C.

KROC-TV—Rochester—1953
NBC

Channel: 10 VHF..AP: 53 Kw...VP: 100 Kw.
Owned-Oper. By.....So. Minn. Bcstg. Co.
Business Address.....100 - 1st Ave. Bldg.
Phone Number 3924
Air Time.....17 hours daily
Representative .....Meeker TV, Inc.
President.....Mrs. Gregory P. Gentling
Gen., Comm. Mgr.....G. David Gentling
Station Manager.....Willard Lampman
Production Manager.....Donald Merz
Prom., Pub. Director.....Jerry Regnier
Dir. of News & Sp. Events.....Ray Thompson
Prog. Dir., Film Manager.....Don Perry
Chief Engineer.....Robert W. Cross
Consulting Engineer.....Jansky & Bailey

KSTP-TV—St. Paul-Minneapolis—1948—NBC

Channel: 5 VHF...AP: 60 Kw....VP: 100 Kw.
Owned-Operated By.....KSTP, Inc.
Bus., Trans. Lo...3415 University Ave., St. Paul
Phone Number.....MIdway 5-2717
Air Time.....17½ hours daily
News Service .....AP
Representative .....Edward Petry
Membership .....NARTB
President, Gen. Mgr.....Stanley E. Hubbard
Exec. V.P. & Treas.....K. M. Hance
National Sales Dir.....James E. Blake
V.P. Chge. Sales.....Marvin L. Rosene
Program Director.....Del Franklin
Prom., Pub. Director.....William Davey
News Director.....Julian Hoshal
Prod. Supervisor.....Kenn R. Barry
Film Director.....Ben Leighton
Chief Engineer.....Wm. S. Sadler
Consulting Engineer.....A. D. Ring & Assoc.

MISSISSIPPI

Pop. Feb. 1, 1956 (Est.) 2,210,000—TV Homes 249,246
Stations in State 3

WJTV—Jackson—1953
ABC-CBS

Channel: 12 VHF..AP: 107 Kw...VP: 214 Kw.
Owned-Oper. By....Capitol Broadcasting Co.
Business Address.....Box 8187
Phone Number.....2-6625
Air Time.....14 hours daily
News Service .....AP
Station Representative.....Weed TV
President.....W. R. Newman
Gen., Film Manager.....L. M. Sepaugh
Station Manager.....Owens F. Alexander
Comm. Manager.....Bill Carlier
Program Director.....Ken Parks
Promotion Director.....Ken Jordan
Dir. of News & Sp. Events.....Bob Neblett
Production Manager.....Art Bradooch
Sports Director.....Lyman Hellums
Chief Engineer.....C. A. Perkins
Consulting Eng.....Comm. Radio Equip.

WLBT—Jackson—1953
NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Lamar Life Bcstg. Co.
Business Address.....715 S. Jefferson
Phone Number 2-2691
Air Time.....16½ hours daily
News Service .....UP
Representative .....Hollingbery
Membership .....NARTB
President.....Wiley P. Harris
Gen., Station Mgr.....Fred L. Beard
Comm. Manager.....Frank Gentry
Program Director.....Maurice Thompson
Prom., Pub. Director.....Charles H. Allen
Dir. of News & Sp. Events.....Dick Sanders
Production Mgr.....George Land
Oper. & Prod. Manager.....George Land
Film Manager.....Cliff Bingham
Chief Engineer.....Bob Smathers
Consulting Eng.....A. Earl Cullum, Jr.

WTOK-TV—Meridian—1953
ABC-CBS-NBC-DuM

Channel: 11 VHF..AP: 15.5 Kw...VP: 31.2 Kw.
Owned-Oper. By....Southern Television Corp.
Business Address.....Box 1771
Phone Number 3-1441
Air Time.....10 hours daily
News Service .....AP
Representative .....Headly-Reed
President.....Robert F. Wright
Commercial Manager.....W. B. Crooks
Traffic Manager.....Cecil Germany
Program Director.....George Shannon
Chief Engineer.....Joe Saxon

in KANSAS CITY everyone's in tune with

KCMO

basic CBS outlet

TV

channel 5 telecasting from the world's tallest self-supporting TV tower.

AM

50,000 watts by day, 10,000 by night at 810 on the dial.

FM

at 94.9 meg., Kansas City's only FINE MUSIC station.

KFVS-TV—Cape Girardeau 1954-CBS

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Hirsch Broadcasting Co.
Business Address.....324 Broadway
Phone Number..... 5-5511
Air Time.....14 hours daily
News Service .....UP
Station Representative.....Headley-Reed Co.
President.....Oscar C. Hirsch
Manager of TV.....Robert O. Hirsch
Sales Manager.....John K. Ramsey
Program Director.....Donald T. McNeely

KOMU-TV—Columbia—1953 ABC-CBS-NBC

Channel: 8 VHF..AP: 24.35 Kw...VP: 48.7 Kw.
Owned-Oper. By.....Curators of Univ. of Mo.
Business Address.....Box 83
Phone Number 2-1122
Air Time.....10 hours daily
News Service .....UP
Representative .....H-R
Membership .....NARTB
Director of TV.....Edward C. Lambert
Station Mgr.....Claude F. Ratliff, Jr.
Sales Mgr.....John O. Conwell
Program Director.....Charles D. Sigsbee
Promotion Director.....Frank Tuttle
Dir. of News & Sp. Events.....Phi E. Berk
Production Mgr.....Lee Ellis
Chief Engineer.....Duane M. Weise

KHQA-TV—Hannibal—1953 CBS

Channel: 7 VHF..AP: 158..Kw...VP: 316 Kw.
Owned-Oper. By.....Lee Broadcasting, Inc.
Business Address..W. C. U. Bldg., Quincy, Ill.
Phone Number .....BA 2-6200
Air Time.....18½ hours daily
News Service.....AP, UP
Membership .....NARTB
Representative .....Weed
President.....Lee P. Loomis
Gen., Nat'l. Sls. Mgr.....Walter Rothschild
Prog. Dir., Asst. Mgr.....Merritt Milligan
Promotion Director.....Dick Moore
Prod. Mgrs.....Tom Robey, Paul McClelland
Director of News.....Don Nicholson
Film Manager.....Charles Lotz
Chief Engineer.....J. E. Gray
Consulting Engineer.....Page, Creutz, Garrison & Waldschmitt

KRCG-TV—Jefferson City 1955—CBS

Channel: 13 VHF..AP: 52.5 Kw...VP: 105 Kw.
Owned-Oper. By.....Jefferson TV Co.
Address.....Callaway Hills Farm
Phone Number.....6-6188
Air Time.....16 hours daily
News Service .....AP
Station Representative.....Hoag-Blair Co.
Membership .....NARTB, TvB
Pres., Gen., Sta. Mgr.....Betty G. Handy
Program Director.....A. Laney Lee
Film Manager.....Robert Blosser
Chief Engineer.....Edward Schuelein
Consulting Engineer..Comm. Radio Equip. Co.

KSWM-TV—Joplin—1954 CBS

Channel: 12 VHF..AP: 37.5 Kw...VP: 58.9 Kw.
Owned-Oper. By.....Air Time, Inc.
Business Address.....1928 W. 13th St.
Phone Number.....MA 3-7260
Air Time.....13 hours daily
News Service .....UP
Rep.....Venard, Rintoul, & McConnell
Pres., Gen. Mgr., Pub. Dir...Austin A. Harrison
Sta. Mgr., Prog., News Dir.....Ronald Robson
Comm. Manager.....D. T. Knight
Prom., Prod. Director.....William Harned

KCMO-TV—Kansas City 1953—ABC-DuM

Channel: 5 VHF..AP: 42.6 Kw...VP: 71.1 Kw.
Owned-Oper. By...Meredith Engineering Co.
Business Address.....125 East 31st St.
Phone Number.....Jefferson 6789
Air Time.....16¼ hours daily
News Service .....AP
Representative .....Katz
Membership .....NARTB, TvB
President.....E. T. Meredith, Jr.
Director Radio, TV.....Payson Hall
General Manager.....E. K. Hartenbower
Asst. General Manager.....C. E. Breazeal
Comm. Manager.....S. B. Tremble
Program Dir.....Kenneth W. Heady
Prom., Pub. Director.....F. C. Strawn
Dir. of News & Sp. Events.....James Monroe
Film Manager.....T. R. Thompson
Chief Engineer.....Karl Troeglen
Consulting Engineer.....A. D. Ring

KMBC-TV—Kansas City 1953—ABC

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....KMBC Bcstg. Co.
Business Address.....222 W. 11th St.
Phone Number.....HArrisan 1-2650
Air Time.....15 hours daily
Membership .....NARTB, TvB
News Service.....AP, UP, INS
Representative.Peters, Griffin, Woodward, Inc.
1st V.P. & Comm. Mgr...Donald Dwight Davis
V.P. & Gen. Mgr.....John T. Schilling
V.P. & Sales Man.....George J. Higgins
Station Director.....Mori Greiner
Director News.....Claude Dorsey
Dir. Special Events.....Jim Burke
Production Manager.....Lou Kemper
Publicity Director.....Don Davis
Program Director.....Ken Greenwood
Film Manager.....Margaret M. Maley
Chief Engineer.....Henry Goldenberg
Consulting Eng.....A. Earl Cullum, Jr.

here is "the picture" FOR KSD-TV ADVERTISERS...

GET *YOUR* PRODUCTS INTO
THIS PICTURE BY SHOWING
THEM TO THE SPENDERS
WHO WATCH

KSD-TV

THE ST. LOUIS POST-DISPATCH TELEVISION STATION

first IN ST. LOUIS

MAXIMUM POWER...**100,000 WATTS** ON VHF CHANNEL **5**

NBC NETWORK • National Advertising Representative: NBC SPOT SALES

WDAF-TV—Kansas City 1949—NBC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Kansas City Star Co.
Business Address.....18th & Grand Ave.
Phone Number.....Harrison 1200
News Service.....AP
Representative..Harrington, Righter, & Parsons
Air Time.....18 hours daily
Membership .....NARTB, TvB
President.....Roy A. Roberts
General Manager.....H. Dean Fitzer
Station Mgr.....William A. Bates
Comm. Manager.....E. Manne Russo
Prog. Dir., Prod. Mgr.....Jay Barrington
Dir. News & Sp. Events.....Randall Jessee
Prom. Director.....C. J. Hewerman
Film Manager.....John Krivas
Chief Engineer.....Joseph Flaherty
Consulting Engineer.....George E. Gautney, Gautney, Ray & Price

KDRO-TV—Sedalia—1954

Channel: 6 VHF..AP: 8.7 Kw...VP: 16.4 Kw.
Owned-Oper. By.....KDRO-TV & Radio, Inc.
Business Address.....2100 W. Broadway
Phone Number 4004
Air Time.....6 hours daily
News Service .....AP
Membership .....NARTB
Representative .....Pearson
President.....Milton J. Hinlein
General Manager.....Herbert W. Brandes
Comm. Manager.....Bill Lytle
Prog., News & Sp. Events Dir.....Bob Younger
Prod., Film Manager.....Jack Call
Chief Engineer.....Bob Klein
Consulting Engineer.....Commercial Radio

KTTS-TV—Springfield 1953—CBS

Channel: 10 VHF.AP: 190.55 Kw..VP: 316 Kw.
Owned-Oper. By.....Independent Bcstg. Co.
Business Address.....P. O. Box 1716
Phone Number 2-7474
Air Time.....14 hours daily
News Service.....AP, UP
Representative ..... Weed
Membership .....NARTB
President.....J. H. G. Cooper
General Manager.....G. Pearson Ward
Comm. Manager.....Bob Burke
Program Director.....Kevin McAndrews
Dir. of News & Sp. Events.....Bill Bowers
Film Manager.....Ted Tucker
Chief Engineer.....William F. Curry
Consulting Engineer.....J. C. McNary

KYTV—Springfield—1953 ABC-NBC

Channel: 3 VHF..AP: 30.5 Kw...VP: 61 Kw.
Owned-Oper. By....Springfield Television Inc.
Business Address.....999 W. Sunshine
Phone Number 6-2766
Air Time.....11 hours daily
News Service .....AP
Membership .....NARTB, TvB
President.....Lester L. Cox
Co-Mgr., Comm. Mgr.....Ralph L. Stufflebam
Co-Mgr., Prog. Dir.....Carl Fox
Promotion Director.....J. Robert Muie
Dir. of News & Sp. Events..Richard L. Hainline
Production Mgr.....Gene Hudson
Film Manager.....Fred L. Rains
Chief Engineer.....E. Dennis White

KFEQ-TV—St. Joseph—1953 CBS

Channel: 2 VHF...AP: 26 Kw....VP: 52 Kw.
Owned-Oper. By.....KFEQ, Inc.
Business Address.....Howitt Bldg.
Phone Number.....3-0674
Air Time.....15 hours daily
News Service .....AP
Representative.....Headley-Reed
Pres., Gen., Sta. Mgr.....Barton Pitts
Comm. Mgr., Prom. Dir.....Glenn G. Griswold
Prog. Dir., Prod. Mgr.....Walter Jonhson
Director of News.....Lafe Williams
Film Manager.....Gene Milsteen
Chief Engineer.....J. Wesley Koch
Cons. Eng.....George C. Davis

KSD-TV—St. Louis—1947 ABC-CBS-NBC

Channel: 5 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By...The Pulitzer Publishing Co.
Address.....1111 Olive St.
Phone Number.....MAin 1-1111
Air Time.....18 hours daily
Newspaper Affiliation..St. Louis Post-Dispatch
News Service.....AP, INS
Representative.....NBC Spot Sales
Membership .....NARTB, TvB
President .....Joseph Pulitzer, Jr.
Gen. Manager.....George M. Burbach
Program Director.....Harold Grams
Sales Manager.....Guy E. Yeldell
Promotion Director.....David Pasternak
Chief Engineer.....J. E. Risk

KWK-TV—St. Louis—1954 ABC-CBS

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By:.....KWK, Inc.
Business Address.....1215 Cole Street
Phone Number.....MAin 1-9100
Air Time.....18 hours daily
Newspaper Affil.....St. Louis Globe Democrat
News Service.....AP, UP
Representative ..... Katz
Pres., Gen. Manager.....Robert T. Convey
Vice-Pres., Station Dir.....Ray E. Dady
Vice-Pres., Comm. Dir.....V. C. Carmichael
Sales Manager.....James E. Goldsmith
Prog. Dir., Film Mgr.....John W. Tinnea
Promotion, Publicity. Dir.....Fred J. Mueller
News Editor.....Jack Griffin
Production Manager.....Ted Liss

Chief Engineer.....N. J. Zehr
Consulting Eng.....E. Earl Cullum, Jr.

KTVI—St. Louis—1953 ABC-CBS

Channel: 36 UHF..AP: 209 Kw...VP: 417 Kw.
Owned-Oper. By..Signal Hill Telecasting Corp.
Bus. Studio Address.....5915 Berthold Ave.
Phone Number.....MIssion 7-3600
Air Time.....7¼ hours daily
Representative .....Weed TV
News Service .....UP
Membership .....NARTB
General Manager.....Julius Schainblatt
Operations Manager.....Judy Schainblatt
Prog. Dir., Prod. Mgr.....Jack M. Murdock
Prom., Pub. Director.....James F. Jae, Jr.
Dir. of News & Sp. Events....Bruce Hayward
Film Manager.....Bill Cook
Chief Engineer.....Richard J. Trompeter

MONTANA

Pop. Feb. 1, 1956 (Est.) 1,021,571—TV Homes 630,000
Stations in State 4

KOOK-TV—Billings—1953 CBS-DuM-ABC-NBC

Channel: 2 VHF..AP: 8.8 Kw...VP: 17.5 Kw.
Owned-Oper. By.....Montana Network
Business Address.....P. O. Box 2557
Phone Number 9-2382
Membership .....NARTB
Representative.....Headley-Reed
President.....C. L. Crist
Gen., Station Manager.....V. V. Clark
Comm. Manager.....John Conner
Prog., News Dir., Prod., Film Mgr.....Ed Peiss
Prom., Pub. Director.....Conna G. May
Chief Engineer.....Grant French
Cons. Engineer.....Comm. Radio Equip. Co.

KXLF-TV—Butte—1953 NBC

Channel: 6 VHF....AP: 1 Kw.....VP: 2 Kw.
Owned-Oper...Pacific Northwest Broadcasters
Business Address.....1681 George St.
Phone Number 2-2696
Air Time.....8 hours daily
Membership .....TvB
Reps. East.....Walker,
West .....Pacific Northwest
President.....E. B. Craney
Station Manager.....Jim Manning
Commercial Mgr.....J. Wythe Walker
Chief Engineer.....Jack Provis
Consulting Engineer.....George Adair

KFBB-TV—Great Falls 1954—ABC-NBC-CBS

Channel: 5 VHF..AP: 12.6 Kw...VP: 25.4 Kw.
Owned-Oper. By.....Wilkins Broadcast Inc.
Business Address.....Box 1139
Phone Number 4-4377
Air Time.....7½ hours daily
News Service .....UP
Representative .....Hoag-Blair
Pres., Gen. Mgr.....J. P. Wilkins
Comm., Sta. Manager.....W. C. Blanchette
Program Director.....Art Weber
Film Manager.....Bette Dellacourt
Prom. Dir., Prod. Mgr.....William E. Spahr
Director of News.....Paul Radhers
Chief Engineer.....Anthony J. LoPuch
Con. Engineer.....Weldon & Carr

KGVO-TV—Missoula—1954 ABC-CBS

Channel: 13 VHF...AP: 19 Kw....VP: 38 Kw.
Owned-Oper. By.....Mosby's Inc.
Business Address.....127 East Main St.
Phone Number 9-7668
Representative .....Gill-Perna
Pres., Gen., Sta., Comm. Mgr.....A. J. Mosby
Program Director.....Hugh Bader
Promotion Director.....Robert Rolfson
Dir. of News & Sp. Events.....Don Weston
Prod., Film Manager.....Jack Butler
Publicity Director.....Maida Guenther
Chief Engineer.....Robert H. Maki
Consulting Engineer.....Archer Taylor

NEBRASKA

Pop. Feb. 1, 1956 (Est.) 1,375,000—TV Homes 286,446
Stations in State 8

KHOL-TV—Kearney—1953 ABC-CBS

Channel: 13 VHF..AP: 102 Kw...VP: 204 Kw.
Owned-Oper. By.....Bi-States Co.
Business Address.....Holdrege, Nebr.
Phone Number.....Holdrege 1012
Representative .....Meeker
President .....Wayne Brewster
Station Manager.....Duane L. Watts
Station Manager.....Jack Gilbert
General Manager.....Harold Hamilton
Production Manager.....Moe Milliken
Prom., Pub. Director.....Violet Aspegren
Dir. of News & Sp. Events.....Art Eckdahl
Film Director.....K. Cooper
Chief Engineer.....Jack Lewis

KOLN-TV—Lincoln—1953 ABC-CBS

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned By.....Cornhusker Radio & TV Corp.
Address .....40th and W Sts.
Phone Number.....6-2367
Air Time.....17 hours daily
Representative .....Avery-Knodel
Membership .....NARTB, TvB

President.....John E. Fetzer
Gen., Sta. Mgr.....A. James Ebel
Comm. Manager.....Thomas L. Young
Program Director.....Bill Hemke
Promotion Director.....Rollie Barron
Dir. of News & Sp. Events.....Byron Krasne
Production Manager.....Paul Schupbach
Publicity Director.....Bill Morris
Film Manager.....Eli Modenstein
Chief Engineer.....D. R. Taylor
Con. Engineer.....Craven, Lohnes & Culver

KMTV—Omaha—1949
ABC-NBC

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By.....May Bcstg. Co.
Bus.-Trans. Address.....2615 Farnam St.
Phone Number.....HA 3333
Air Time.....17 hours daily
News Service.....UP
Representative.....Edward Petry & Co.
Membership.....NARTB
President.....Edward W. May
Exec. V.P., Gen. Mgr.....Owen Saddler
Commercial Manager.....Arden Swisher
Program Director.....Glenn Harris
Promotion Dir.....Joe Baker
Pub. Director.....Amos Eastridge
Film Manager.....Joe Binko
Dir of News and Spec. Events....Floyd Kalber
Production Director.....Lew Jeffrey
Chief Engineer.....R. J. Schroeder
Consulting Engineer.....Robert M. Silliman

WOW-TV—Omaha—1949
CBS

Channels: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Meredith WOW, Inc.
Business Address.....Insurance Bldg.
Phone Number.....WEbster 3400
Air Time.....Approx. 18 hours daily
News Service.....UP, INS, INS Facsimile
Representative.....Blair TV
Membership.....NARTB, TvB
Chairman of Board.....Fred Bohen
President.....E. T. Meredith, Jr.
V.P. & Treas.....Payson Hall
V.P., Gen. Manager.....Frank P. Fogarty
Asst. Gen. Manager.....Lyle DeMoss
Sales Mgr.....Fred Ebener
Program Director.....Bill McBride
Promotion Dir.....Bob Seitzer
Dir. of News & Spec. Events.....Ray Clark
Production Mgr.....Robert Froemming
Film Manager.....Bill McBride
Dir. of Engineering.....Wm. J. Kotera
Chief Engineer.....Glenn Flynn
Consulting Engineer.....A. D. Ring & Assoc.

KSTF—Scottsbluff—1955

(Satellite of KFBC-TV, Cheyenne, Wyo.)
Channel: 10 VHF..AP: 6.17 Kw..VP: 12.3 Kw.
Owned-Oper. By.....Frontier Bcstg. Co.
Address..2923 E. Lincolnway, Cheyenne, Wyo.
Representative.....George P. Hollingbery

WOW-TV
Channel 6
The
CBS TELEVISION NETWORK
Affiliate
in
the rich
OMAHA
market!

A MEREDITH STATION

Frank P. Fogarty
Vice President & General Manager
Fred Ebener
Commercial Manager
Represented by: BLAIR TV, Inc.

KLRJ-TV—Henderson
1955—NBC

Channel: 2 VHF..AP: 12.2 Kw...VP: 6.3 Kw.
Owned-Oper....Southwestern Publishing Co.
Business Address..737 North Main, Las Vegas
Representative .....Pearson
General Manager.....Bob Gardner
Production Manager.....Rick Williams
Chief Engineer.....Stanley Sulek

KLAS-TV—Las Vegas—1953
CBS

Channel: 8 VHF..AP: 14.7 Kw...VP: 27.2 Kw.
Owned-Oper. By....Las Vegas Television Inc.
Business Address.....Box 711
Phone Number.....DU 2-6138
Air Time.....13 hours daily
News Service .....INS, UP
Representative .....Weed
Membership .....NARTB
President.....Rube G. Jolley
Gen., Natl. Sls. Manager.....Marion Komar
Operation Manager.....Ralph E. Smith
Local Sales.....Alex Gold
Prog., News Dir., Film Mgr.....James Hart
Prom., Pub. Director.....Kenneth O'Connell
Production Manager.....Ralph Hodges
Chief Engineer.....Ralph E. Smith

KZTV—Reno—1953
ABC-CBS-NBC

Channel: 8 VHF..AP: 5.6 Kw...VP: 10.8 Kw.
Owned-Oper....Nevada Radio-Television Inc.
Business Address.....770 East 5th St.
Phone Number 3-0721
Air Time.....10½ hours daily
News Service .....AP
Representative .....Pearson
President.....Donald W. Reynolds
General Manager.....Harry Huey
Prog., News & Sp. Events Dir.....Ed Cardinal
Comm. Manager.....Richard Colon
Promotion Director.....Helen Busscher
Film Manager.....Loren Logan
Chief Engineer.....Tom Hughes
Consulting Engineer.....Robert L. Hammett

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ABC NETWORK PLUS EXCLUSIVE CBS—NBC PROGRAMS
CHANNEL 9
MANCHESTER, N. H.

WMUR-TV—Manchester 1954—ABC

Channel: 9 VHF..AP: 67.6 Kw...VP: 112 Kw.
Owned-Oper. By....Radio Voice of N. H. Inc.
Business Address.....1819 Elm St.
Phone Number.....3-8061
Air Time.....10 hours daily
News Service .....UP
Representative .....Weed
Membership .....NARTB, TvB
President.....Francis P. Murphy
Sta., Gen. Manager.....Norman Gittleson
Comm. Manager.....Gordon Moore
Prog. Dir., Film Mgr.....William Gildersleeve
Prom., Pub. Director.....J. D. S. McShee
Dir. of News & Sp. Events....Thomas Power
Production Manager.....Thomas Sawyer
Chief Engineer.....Charles Halle
Consulting Engineer.....Gautney & Jones

NEW JERSEY

Pop. Feb. 1, 1956 (Est.) 5,345,000—TV Homes 1,547,810
Stations in State 1

WATV—Newark (New York City)—1948

Channel: 13 VHF..AP: 185 Kw...VP: 316 Kw.
Owned-Oper. By.....Bremer Broadcasting Co.
Business Address.....1020 Broad Street
Phone No.....BArclay 7-3260, PLaza 5-1331
Air Time.....13 hours daily
News Service .....AP
Representative .....Forjoe-TV
President & Gen. Mgr.....Irving R. Rosenhaus
Vice-President.....Edmund S. Lennon
Vice-Pres. in Chg. Sales...Bertram Lebhar, Jr.
Program Director.....George Green
Prom., Publicity Director.....Lou Frankel
Dir. of News & Sp. Events,
Prod. Mgr.....Herb Green
Film Manager.....Robert Paskow
Vice-Pres. Engineering.....Frank V. Bremer

(SEE PAGE 900)

NEW MEXICO

Pop. Feb. 1, 1956 (Est.) 800,000—TV Homes 103,051
Stations in State 4

KGGM-TV—Albuquerque 1953—CBS

Channel: 13 VHF..AP: 7.64 Kw...VP: 15.3 Kw.
Owned-Oper. By.....New Mexico Bcstg. Co.
Bus. Address.....1414 Coal Ave. S. W.
Phone Number 3-4543
Air Time.....10½ hours daily
News Service .....AP
Representative .....Weed
President, Station Mgr.....A. R. Hebenstreit
Comm. Manager.....George B. Morgan
Prog., Prom., Pub. Dir.....Bob Van Driel
Production Mgr.....Ed Sanchez
Film Manager.....Jim Morley
Chief Engineer.....Leonard F. Dodds
Con. Engineer.....A. Earl Cullum, Jr.

KOAT-TV—Albuquerque 1953-ABC

Channel: 7 VHF..AP: 12.5 Kw...VP: 25.1 Kw.
Owned-Oper. By.....Alvarado Television Co.
Business Address.....122 S.E. Tulane Dr.
Phone Number 5-8716
Air Time.....11 hours daily
News Service.....UP
Membership .....NARTB
Representative .....Hollingbery
President.....A. M. Cadwell
Gen., Comm. Manager.....W. J. Stiles
Sta. Mgr., Prom., News Dir....William Wylder
Prog. Director.....Richard True
Prod. Manager.....William Bozarth
Film Manager.....Evelyn Wills
Chief Engineer.....Charles Stanton

KOB-TV—Albuquerque 1948—NBC

Channel: 4 VHF..AP: 5.6 Kw...VP: 11.3 Kw.
Owned-Oper. By.....Albuquerque Bcstg. Co.
Bus.-Studio Address....1430 Coal Ave., S. W.
Phone Number 3-4411
News Service .....UP
Representative .....Branham
Membership .....NARTB, TvB
Pres., Gen. Mgr.....Wayne Coy
Comm. Manager.....Rolf S. Nielsen
Program Director.....Dorothy B. Smith
Prom., Pub. Director.....Dallas Wyant
Dir. of News & Sp. Events....George Morrison
Prod. Manager.....Al Jarrett
Film Manager.....Milford Williams
Chief Engineer.....George S. Johnson

KSWS-TV—Roswell—1953 ABC-NBC-CBS

Channel: 8 VHF..AP: 57.5 Kw...VP: 115 Kw.
Owned-Oper. By.....John A. Barnett
Business Address.....1723 W. Second St.
Phone Number 3737
News Service .....AP
Representative.....Meeker, Melville
Membership ..... NARTB
Owner & Gen. Mgr.....John A. Barnett
Asst. Gen. Manager.....W. L. Shackelford
Director of Sales.....Paul B. McEvoy
Program Director.....Jack Shafer
Chief Engineer.....Ray Summersgill
Consulting Engineer.....George Gautney

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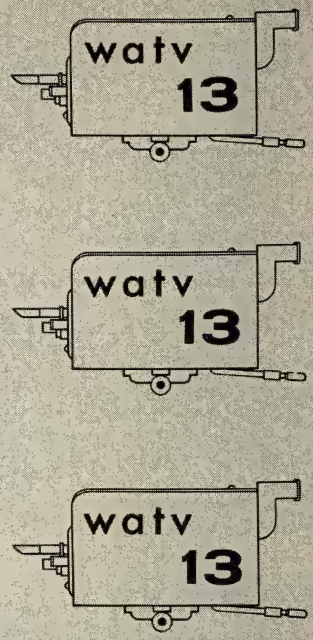
WATV 13

TELEVISION CENTER
NEWARK 1, NEW JERSEY

national rep.: **FORJOE-TV, inc.**



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NEWARK 1, N. J. nat. rep.: **FORJOE & Co.**

WROW-TV—Albany—1953
ABC-CBS

Channel: 41 UHF..AP: 138 Kw...VP: 269 Kw.
Owned-Oper. By....Hudson Valley Bcstg. Co.
Business Address.....Box 4100
Phone Number 3-2225
Air Time.....12 hours daily
Representative.....Harrington, Righter & Parsons, Inc.
News Service .....INS, UP
Membership .....NARTB
President.....Frank M. Smith
General Manager.....Thomas S. Murphy
Station Manager.....Harry L. Goldman
Program Director.....Charles Pogan
Promotion Dir.....Hilda Nauman
Chief Engineer.....Charles Heisler
Consulting Engineer.....Frank H. McIntosh

WNBF-TV—Binghamton
1949—ABC-CBS-NBC

Channel: 12 VHF..AP: 83 Kw... VP: 166 Kw.
Owned Oper. By....Triangle Publications, Inc.
Business Address.....1 Henry St.
Phone Number 3-7311
Air Time.....17 hours daily
News Service .....AP
Representative.....Blair TV, Inc.
Membership .....NARTB, TvB
General Manager .....George R. Durham
Gen. Sales Manager.....Andrew G. Hubbell
Program Director.....Edward M. Scala
Prom. Director.....L. V. Bertin
Chief Engineer.....Sherman Egan
Con. Engineer.....Jansky & Bailey

(SEE PAGE 902)

WBEN-TV—Buffalo
1948—CBS-DuM

Channel: 4 VHF..AP: 27 Kw...VP: 54 Kw.
Owned-Oper. By.....WBEN, Inc.
Phone Number.....MOhawk 0930
Business Address.....Hotel Statler
Air Time.....17½ hours daily
News Service.....AP, INS, UP
Representative.....Harrington, Righter & Parsons, Inc.
Membership .....TvB
President.....Edward H. Butler
General Manager.....C. Robert Thompson
Comm. Manager.....Nicholas J. Malter
Station Mgr.....George R. Torge
Prom. Director.....Joseph A. Haeffner
Film Director.....Quintin P. Renner
Program Dir.....Frederick A. Keller
Prod. Manager.....John L. Hutchinson, Jr.
Chief Engineer.....Ralph J. Kingsley
Consulting Eng.....A. E. Cullum, Jr.

WBUF-TV—Buffalo—1953
ABC-CBS-NBC

Channel: 17 UHF.AP: 114.5 Kw..VP: 229 Kw.
Owned-Oper. By .....NBC
Business Address.....184 Barton St.
Phone Number.....Summer 1717
Air Time.....8 hours daily
News Service .....UP
Representative.....NBC Spot Sales
Membership .....NARTB
President.....Robert Sarnoff
General Manager.....C. C. Bevis
Sales Manager.....W. B. Decker
Dir. of News & Comm. Affairs.....J. L. Begon
Director of Oper.....Alfred Jackson
Business Mgr.....W. Callaway
Consulting Eng.....Kear & Kennedy

WGR-TV—Buffalo—1954
NBC-ABC

Channel: 2 VHF...AP: 66 Kw....VP: 100 Kw.
Owned-Oper. By.....WGR Corporation
Business Address.....184 Barton St.
Phone Number .....SUmmer 7115
Air Time.....18 hours daily
News Service .....AP, INS
Representative .....Free & Peters
Membership .....NARTB
President .....George F. Goodyear
V.P., Gen. Manager.....J. J. Bernard
Comm. Manager.....G. Paschall Swift
Prog. Director.....VanBeuren De Vries
Prom., Pub. Director.....Ollie Howard
Production Mgr.....Warren Rossell
Dir. News & Sp. Events..VanBeuren DeVries & Charles Warren
Film Manager.....Paul Sciandra
Chief Engineer.....Karl B. Hoffman
Consulting Eng.....Walter L. Davis

WCNY-TV—Carthage—1954
ABC-CBS

Channel: 7 VHF..AP: 91.2 Kw...VP: 174 Kw.
Owned-Oper. By....The Brockway Company
Bus. Address..P. O. Box 211, Watertown, N. Y.
Phone Number 410
Air Time.....9 hours daily
News Service .....UP
Representative .....Weed
Membership .....NARTB
President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station Manager.....James W. Higgins
Sales Manager.....Alford M. Tauroney
Prog., Director.....David M. Graves
Promotion Director.....Homer J. Perkins
Director of News.....William E. Haley
Production Manager.....Glenn H. Hall
Flim Manager.....John A. LaLiberte
Chief Engineer.....Michael R. Yonkovig
Consulting Engineer.....George C. Davis

WAST—Hagaman—1955

(Satellite WROW-TV, Albany)

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WNBF-TV, BINGHAMTON, N.Y.

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WNBF-TV
BINGHAMTON · NEW YORK

Channel 12
NBC-TV • ABC-TV

WKNY-TV—Kingston—1954
CBS-NBC-DuM-ABC

Channel: 66 UHF..AP: 11.5 Kw...VP: 24.4 Kw.
Owned-Oper. By.....WKNY-TV Corp.
Business Address.....601 Broadway
Phone Number.....Kingston 4500
Air Time.....6 hours daily
News Service .....AP
Representative .....Meeker
President.....Joseph K. Close
General Manager.....Robert M. Peebles
Station Manager.....Robert L. Sabin
Prog. Prod., Pub. Director.....Irv Rose
Film Manager.....Bern Levy
Chief Engineer.....Bill Reeves
Consulting Engineer.....George Lohnes

WABC-TV—New York—1948
ABC

Channel: 7 VHF...AP: 40 Kw....VP: 80 Kw.
Owned-Oper. By
American Bcstg.-Paramount Theaters, Inc.
Business Address.....7 W. 66th St.
Phone Number.....SUsquehanna 7-5000
Air Time.....16 hours daily
News Service .....INS
Membership .....NARTB
Representative .....Weed
President.....Robert E. Kintner
Gen. Mgr.....R. L. Stone
Sales Manager.....J. Stamler
Program Director George Rice
Nat. Spot Sales & Traffic Mgr...Mary Connell
Production Mgr.....Gordon Kunz
Publicity Director.....Stephen Strassberg
Film Dir.....T. Kako
Chief Engineer.....Frank Marx
Consulting Eng.....Kear & Kennedy

WABD—New York—1944
DuM

Channel: 5 VHF..AP: 8.4 Kw...VP: 16.7 Kw.
Owned-Oper. By.....DuMont Bcstg. Corp.
Business Address.....205 E. 67th St.
Phone Number.....LEhigh 5-1000
News Service .....UP, INS
Representative .....Avery-Knodel
Membership .....NARTB
President .....Bernard Goodwin
Vice Pres., Gen. Manager.....Ted Cott
Exec. Pres. Asst.....Lew Arnold
Sales Mgr.....Bill Adler
Dir. of News & Sp. Events.....Ted Yates
Exec. Prod.....Barry Shear
Film Manager.....Joel Weisman
Chief Engineer.....Archie Smith

WATV—Newark, N. J.

(See New Jersey listing)

WCBS-TV—New York—1941
CBS

Channel: 2 VHF...AP: 21 Kw....VP: 42 Kw.
Owned-Oper.....Columbia Bcstg. System Inc.
Business Address.....485 Madison Ave.
Phone Number.....PLaza 1-2345
Air Time.....19 hours daily
News Service.AP, INS, UP, CBS TV News Film
Representative.....CBS TV Spot Sales
Membership .....NARTB, TvB
President (CBS Inc.).....Frank Stanton
President (CBS TV Div.)..J. L. Van Volkenburg
General Manager.....Sam Cook Digges
Asst. Gen. Mgr., Dir. Pub. Serv.....Clarence Warden
General Sales Mgr.....Frank Shakespeare, Jr.
Program Dir.....Hal Hough
Dir. Adv., Sales Promotion.....Robert G. Patt
Asst. Prog. Dir. & Prod. Dir....Dan Gallagher
Publicity Director.....Robert Fuller
Film Dept. Manager.....William C. Lacey
Dir. Tech. Operations....Robert G. Thompson
Consulting Engr.....CBS Gen. Eng. Dept.

WOR-TV—New York—1949

Channel: 9 VHF....AP: 44Kw.....VP: 88 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business Address.....1440 Broadway
Phone Number.....LOngacre 4-8000
Air Time.....14½ hours daily
News Service .....INS, UP
Station Representative.....H-R Reps.
Membership .....NARTB, TvB
President.....Thomas F. O'Neil
V.P. .....Gordon Gray
Executive Asst.....Seymour Handy
Comm. Manager.....William Dix
Promotion Director.....Robert Sullivan
Dir. of News & Sp. Events.....George Brown
Production Mgr.....Ivan Reiner
Pub. Rel. Director.....Richard Jackson
Film Manager.....Milford Fenster
Chief Engineer.....Harry Tilley

WPIX—New York—1948

Channel: 11 VHF..AP: 51 Kw...VP: 100 Kw.
Owned-Oper. By.....N. Y. Daily News
Address.....220 E. 42nd St.
Phone Number.....MU 2-6500
Air Time.....12 hours daily
News Service .....UP
Newspaper Affiliation....N. Y. Daily News
Representative.Peters, Griffin, Woodward, Inc.
President.....F. M. Flynn
V.P., Gen., Mgr.....F. M. Thrower
Asst. Gen. Opns. Manager.....L. J. Pope
Program Manager.....A. G. Hartigan
News & Sp. Events Mgr.....Walter Engels
Sales Mgr.....J. A. Patterson
Adv. & Promotion Manager....K. Culverhouse
Pub. & Pub. Relations Mgr..L. A. Hollingsworth
Chief Engineer.....O. S. Freeman
Consulting Engineer.....A. D. Ring

WRCA-TV—New York—1941 NBC

Channel: 4 VHF...AP: 15 Kw....VP: 30 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business Address.....30 Rockefeller Plaza
Phone Number.....CIrcle 7-8300
Air Time.....18 hours daily
News Service.....AP, INS, UP
Representative.....NBC Spot Sales Dept.
Membership .....NARTB, TvB
President.....Robert Sarnoff
Gen. Mgr., Vice Pres.....Hamilton Shea
Asst. Gen. Mgr.....William Davidson
Commercial Manager.....Jay Heitin
Program Director.....Steve Krantz
Promotion Director.....Max E. Buck
Dir. of News & Sp. Events.....Bill Berns
Operations Manager.....Peter Affe
Publicity Mgr.....John O'Keefe
Prod. & Business Affairs.....Arthur Hamilton
Chief Engineer.....Alfred E. Jackson

WIRI—Plattsburg—1954 ABC-NBC

Channel: 5 VHF...AP: 12 Kw....VP: 20 Kw.
Owned-Oper. By.....Rollins Bcstg. Co.
Business Address.....257 Cornelia St.
Phone Number 3070
Air Time.....12½ hours daily
Representative .....McGillvra
Membership .....NARTB
News Service.....AP, UP
Pres., Gen. Manager.....Carl F. Stohn
Comm. Manager.....Albert LaFrance
Prog. Dir., Prod., Film Mgr.....Carl Stohn, Jr.
Dir. News & Sp. Events..Bird Berdan, Al Cahill
Chief Engineer.....Joe Vallelunga

WHAM-TV—Rochester—1949 NBC

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Transcontinent TV Corp.
Business Address.....201 Humboldt St.
Phone Number.....Hubbard 1221
Air Time.....18 hours daily
News Service .....AP
Representative .....Hollingbery
Membership .....NARTB
President .....William Fay
V.P., Gen. Sls. Mgr.....John W. Kennedy, Jr.
Gen. Prog. Director.....Charles Siverson
Asst. Prog. Dir., TV.....Gene Zacher
Dir. Adv. & Prom.....L. Walton Smith
News Editor.....David E. Kessler
Production Manager.....Gene Zacher
Film Director.....David Manning
Chief Engineer.....Kenneth Gardner

WHEC-TV—Rochester—1953 CBS-ABC

Channel: 10 VHF..AP: 66 Kw...VP: 124 Kw.
Owned-Oper. By.....WHEC, Inc.
Business Address.....40 Franklin St.
Phone Number.....Baker 6740
Representative .....Everett-McKinney
News Service .....AP
Membership .....NARTB, TvB
President.....Frank E. Gannett
Vice-Pres., Gen. Mgr.....C. Glover DeLaney
Asst. Gen. Manager.....Lowell H. MacMillan
Comm. Manager.....LeMoine C. Wheeler
Prog., Prom. Dir.....William J. Adams
Production Manager.....Warren Wightman
Film Manager.....James Reidenbach
Chief Engineer.....Bernard C. O'Brien
Technical Director.....Richard K. Blackburn

WVET-TV—Rochester—1953 CBS-ABC

Channel: 10 VHF..AP: 62.5 Kw...VP: 125 Kw.
Owned-Oper. By.....Veterans Bcstg. Co., Inc.
Business Office.....17 Clinton Ave. S.
Phone Number.....Hamilton 4820
Representative .....Bolling
Pres., Gen., Station Mgr.....Ervin F. Lyke
Comm. Manager.....Arthur Murrellwright
Program Director.....Paul C. Louther
Prom., Pub. Director.....Donald Kallock
Dir. of News & Sp. Events.....David Roberts
Production Manager.....F. Chase Taylor
Film Manager.....Arthur V. Cook
Chief Engineer.....Raymond Jones
Consulting Eng.....John Creutz

WRGB—Schenectady—1939 ABC-CBS-NBC

Channel: 6 VHF..AP: 47 Kw...VP: 93 Kw.
Owned-Oper. By.....General Electric Co.
Business-Studio Address.....1 River Road
Phone Number.....FR 7-2261
Representative.....NBC Spot Sales
Station Mgr.....Raymond W. Welpott
Mgr., Bcstg. Sta. Dept.....Bob B. Hanna, Jr.
Comm. Manager.....Robert F. Reid
Prog. Dir., Film, Prod. Mgr.....Albert G. Zink
Prom., Pub. Director.....James Q. Cobb
Dir. of News & Sp. Events..Lansing Christman
Chief Engineer.....Willard J. Purcell
Consulting Engineer.....Jansky & Bailey

WHEN-TV—Syracuse—1948 ABC-CBS-DuM

Channel: 8 VHF..AP: 100 Kw. VP: 190 Kw.
Owned-Oper. By.Meredith Syracuse TV Corp.
Address.....101 Court St.
Phone Number 74-5711
Representative .....Katz
President.....E. T. Meredith, Jr.
Vice-Pres. & Gen. Mgr.....Paul Adanti
Comm. Manager.....Frederick R. Menzies
Prog. Dir., Film Mgr.....Gordon Alderman
Prod. Manager.....Fred Beck
Prom., Publicity Director.....Robert G. Peel
Chief Engineer.....Frank Spain

WSYR-TV—Syracuse—1950
NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Central N. Y. Bcstg. Corp.
Business Address.....224 Harrison St.
Phone Number 3-7111
Air Time.....18 hours daily
News. Affil...Post & Standard, Herald-Journal
News Service.....UP INS
Representative ....Harrington-Righter-Parsons
Membership .....NARTB
Pres., Gen., Sta. Mgr.....E. R. Vadeboncoeur
Comm. Manager.....William R. Alford, Jr.
V.P. in Charge of Prog.....William V. Rothrum
Prom., Pub. Director.....Louis Switzer
Dir. of News & Sp. Events.....Fred Hillegas
Program Director.....James McDonald
Film Manager.....Rodney Swift
Chief Engineer.....Albert Eicholzer
Consulting Eng.....Craven, Lohnes & Culver

WKTV—Utica—1949
ABC-CBS-NBC

Channel: 13 VHF..AP: 100 Kw...VP: 187 Kw.
Owned-Oper. By....Copper City Bcstg. Corp.
Business Address.....Smith Hill Rd.
Phone Number 3-0404
Air Time.....18 hours daily
News Service .....UP
Representative.....Donald Cooke, Inc.
Membership .....NARTB
President.....Myron J. Kallet
Gen., Sta. Manager.....Michael C. Fusco
Exec. Vice Pres.....William T. MacNeilly
Program Dir.....Jack Fredericks
Publicity Director.....Frank Gruenwald
Promotion Director.....Steve Purcell
Dir of News & Sp. Events.....Lyle Bosley
Prod. Manager.....Edward Whittaker
Film Manager.....Joseph Casaletta
Chief Engineer.....De Forest T. Layton, Jr.
Consulting Eng.....George Adair

For Important
Telephone Numbers
in
New York
Chicago
Washington
Los Angeles
See
Page 100

Spend Jefferson Nickels
on a Jefferson Standard Station...
Create Jeffersonian Results

WBTV
CHARLOTTE, N.C.

WBTW
FLORENCE, S.C.

JEFFERSON STANDARD BROADCASTING COMPANY
represented nationally by CBS TV Spot Sales

WISE-TV—Asheville—1953
NBC-CBS

Channel: 62.....AP: 16 Kw.....VP: 29 Kw.
Owned-Operated By.....WISE, Inc.
Address.....100 College St.
Phone Number.....3-5381
Air Time.....5 hours daily
News Service.....AP
Representative.....Bolling
President, Gen. Mgr.....Harold H. Thoms
Commercial Mgr.....Joseph J. Master
Program Director.....Coletta M. Mouw
Chief Engineer.....John Randolph

WLOS-TV—Asheville—1954
ABC

Channel: 13:....AP: 85 Kw.....VP: 170 Kw.
Owned-Oper. By....Skyway Broadcasting Co.
Business Address.....288 Macon Avenue
Phone Number.....2-2431
Air Time.....12½ hours daily
News Service.....UP
Rep.....Venard, Rintoul & McConnell; Ayers
Membership.....NARTB
Executive V.P.....Charles B. Britt
Gen. Mgr., Dir News, Sp. Evts...J. E. Edwards
Comm. Manager.....Bradley H. Roberts
Prog. Dir., Prod. Mgr.....Charles E. Newcomb
Prod. Manager.....Sterling W. Wright
Film Manager.....Bob Hensley
Consulting Engineer.....John Creutz

WBTV—Charlotte—1949
ABC-CBS-NBC

Channel: 3 VHF...AP: 60 Kw....VP: 100 Kw.
Owned-Oper. By..Jefferson Standard Bcstg. Co.
Business Address.....1 Jefferson Pl.
Phone Number.....ED 3-8833
Air Time.....17 hours daily
News Service.....UP, AP
Representative.....CBS TV Spot Sales
Membership.....NARTB, TvB
President.....Joseph M. Bryan
Exec. V.P., Gen. Mgr....Charles H. Crutchfield
V.P., Sales & Prom.....J. Robert Covington
V.P. Prog. & Pub. Rel.....Kenneth I. Treadwell
Gen. Sales Mgr.....Wallace J. Jorgenson
V.P. Dir. of Engineering.....Thomas Howard
Promotion Supervisor.....John Dillon
Prod. Supervisor.....Robert L. Rierson
Publicity Director.....H. Harold Powell
Film Supervisor.....J. Nathan Tucker
Consulting Engineer.....A. J. Ring

WTVD—Durham—1954
ABC-NBC

Channel: 11 VHF..AP: 170 Kw...VP: 316 Kw.
Owned-Oper...Durham Bcstg. Enterprises, Inc.
Business Address.....P. O. Box 2009
Phone Number.....2-2111
Air Time.....18 hours daily
News Service.....AP
Representative.....Petry
Membership.....NARTB, TvB
Pres., Gen. Mgr.....Harmon L. Duncan
Station Manager.....Floyd Fletcher
Comm. Manager.....Mike Thompson
Program Director.....Ernie Greup
Prom., Pub. Director.....Norman Hackney
Production Manager.....Harry Middleton
Dir. of News & Sp. Events.....Jack Williams
Film Buyer.....Dale Baum
Chief Engineer.....Henry Cronin
Consulting Eng.....Craven, Lohnes & Culver

WFLB-TV—Fayetteville
1955—CBS-NBC

Channel: 18 UHF..AP: 7.41 Kw...VP: 13.2 Kw.
Owned-Operated By....Fayetteville Bcstrs. Inc.
Address.....Box 512
Representative.....Young TV Corp.
General Manager.....W. D. Bailey

WFMY-TV—Greensboro
1948

Channel: 2 VHF..AP: 8.4 Kw...VP: 16.72 Kw.
Owned-Operated By....Greensboro News Co.
Address.....Phillips Ave.
Phone Number.....4-0114
Air Time.....17 hours daily
News Service.....UP
News. Affil.....News, Record
Representative..Harrington, Righter & Parsons
Membership.....NARTB, TvB
Gen., Sta. Manager.....Gaines Kelley
Comm. Manager.....Joe E. Lake
Program Director.....Gomer R. Lesch
Prom. Manager.....Al Chioda
Film Manager.....Jack Wiggins
Chief Engineer.....William E. Neill
Consulting Engineer.....Craven, Lohnes, & Culver

WNCT—Greenville—1953
ABC-CBS

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Carolina Bcstg. System Inc.
Business Address.....Box 898
Phone Number.....6181
Air Time.....17½ hours daily
News Service.....UP
Representative.....Pearson
Membership.....TvB
President.....Earl Westbrook
General Manager.....A. Hartwell Campbell
Comm. Manager.....John G. Clark, Jr.
Prog., News Director.....Eck Wall
Prom., Pub. Manager.....Dave Mosier
Production Manager.....John Warner
Film Mgrs.....Malcolm Nicholson, Bill Carroll
Chief Engineer.....Hank Tribley
Consulting Eng.....Everett Dillard

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

50 ROCKEFELLER PLAZA, NEW YORK 20. N. Y.

WNAO-TV—Raleigh—1953
ABC-CBS-DuM

Channel: 28 UHF..AP: 102 Kw...VP: 182 Kw.
Owned-Ojer. Bq.....Sir Walter Television Co.
Business Address.....219 S. McDowell St.
Phone Number 2-0321
Air Time.....15 hours daily
News Service .....AP
Representative.....Avery-Knodel, Inc.
Membership .....NARTB, TvB
President.....John W. English
Gen., Sta. Mgr.....Charles G. Baskerville
Commercial Mgr.....Earl Welde
Chief Engineer.....Pete Miller
Consulting Engineer.....Craven, Lohnes

WITN—Washington—1955
NBC

Channel: 7 VHF..AP: 160 Kw...VP: 316 Kw.
Owned-Oper. By.....North Carolina TV, Inc.
Business Address .....Washington
Phone Number 1760
Air Time.....9 hours daily
News Service .....UP
Representative .....Headley-Reed
Membership .....NARTB
Pres., Gen., Sta. Mgr.....W. R. Robertson, Jr.
Comm. Manager.....T. H. Patterson
Dir. Ops., Film Mgr.....Hal Wilson
Dir. of News & Sp. Events.....S. Pfoutz
Chief Engineer.....L. E. Hilend
Cons. Eng.....George C. Davis, Wash., D. C.

WMFD-TV—Wilmington
1954—ABC-NBC

Channel: 6 VHF...AP: 31 Kw....VP: 62 Kw.
Owned-Oper. By.....WMFD-TV, Inc.
Business Address.....225 Princess Street
Phone Number.....3-4666
Air Time.....8 hours daily
News Service.....UP
Representative .....Weed
Membership .....NARTB
President, Gen. Mgr.....R. A. Dunlea
Station Manager.....R. A. Dunlea, Jr.
Comm. Manager.....C. O. Shields
Program Director.....Clint Long
Promotion Director.....Bob Caudle
Dir. of News & Sp. Events....Paul Jennewein
Production Manager.....Bob West
Publicity Director.....Gene Warren
Film Manager.....John McNeil
Chief Engineer.....E. I. Herring
Consulting Engineer.....A. D. Ring

WSJS-TV—Winston-Salem
1953—NBC

Channel: 12 VHF..AP: 200 Kw...VP: 316 Kw.
Owned-Oper. By.....Triangle Bcstg. Corp.

CBS

WNAO-TV
CHANNEL 28
THE NATION'S
No. 1
U.H.F.
IN A MIXED
MARKET !!

Raleigh
Durham

Business Address.....419-21 N. Spruce St.
Phone Number.....5-2311
Air Time.....18 hours daily
Newspaper Aff...Journal & Twin City Sentinel
News Service .....UP
Representative .....Headley-Reed
Membership .....NARTB, TvB
Exec. V.P. & Gen. Mgr.....Harold Essex
Sales Manager.....Harry B. Shaw
Program Manager.....John A. Comas
Prom. & Pub. Director.....Dick Barron
Director News.....F. O. Carver
Film Manager.....Carl Wiegold
Operations Manager.....Phil Hedrick
Consulting Eng.....Craven, Lohnes & Culver

WTOB-TV—Winston-Salem 1953

Channel: 26 UHF..AP: 9 Kw...VP: 17.2 Kw.
Owned-Oper. By...Winston-Salem Bcstg. Co.
Business Address.....Box 5176
Phone Number 3-4353
Air Time.....8 hours daily
Representative...Venard, Rintoul & McConnell
President .....James W. Coan
General Manager.....John G. Johnson
Production Mgr., Film Dir.....Tracy Lounsbury
Chief Engineer.....Jim Hoke

NORTH DAKOTA

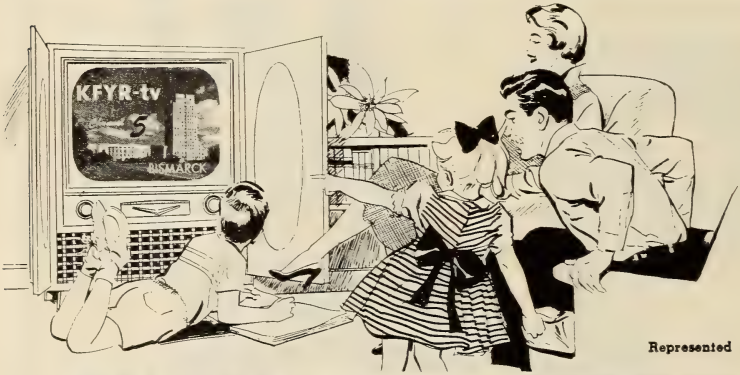
Pop. Feb. 1, 1956 (Est.) 624,000—TV Homes 72,095
Stations in State 6

KBMB-TV—Bismarck—1955 CBS

Channel: 12 WHF..AP: 14.5 Kw...VP: 39 Kw.
Owned-Oper. By..North Dakota Bcstg. Co., Inc.
Address.....Box 626, Fargo, N. D.
Representative.....Weed TV Corp.
Pres., Gen. Mgr.....John W. Boler

KFYR-TV—Bismarck—1953 NBC-CBS

Channel: 5 VHF..VP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Meyer Bcstg. Co.
Business Address.....202½ Fourth St.
Phone Number.....CA 3-0900
Air Time.....10 hours daily
News Service .....UP
Membership .....NARTB, TvB
Representative .....Hoag-Blair
President.....Mrs. P. J. Meyer
General Manager.....W. A. Ekberg
Comm. Manager.....A. L. Anderson
Program Director.....Cal Culver



Channel 5
BISMARCK, N. DAK.
FULL POWER
100,000 WATTS
Represented Nationally by Hoag-Blair TV, Inc.

Kfyr-tv entertains and sells some of the nation's spendingest families!

North Dakota families know a bargain when they see it . . . and they see it on KFYR-tv. Top-rated shows from the three major networks blend with carefully prepared local programming — sports, news and special events — to produce picture pleasure enjoyed by thousands of loyal KFYR-tv viewers.

And KFYR-tv satisfies some of the buying-est folks in the nation. North Dakota ranks 10th in the nation in retail sales per household . . . and Burleigh, KFYR-tv's home county, clinched 26th place among the nation's counties with a whopping retail buying spree of $5,748 per household last year.*

No matter how you look at it . . . set saturation, mail pull or local account loyalty, KFYR-tv delivers MORE for your advertising dollar — where dollars mean dividends!

*1955 *Consumer Markets, SR&DS*

KFYR-TV ★ Channel 5 ★ Bismarck, North Dakota ★ 100,000 WATTS

Prom., News & Sp. Events Dir....Jack Swenson
Production Manager.....Wayne Turner
Film Manager.....C. F. Dirlam
Chief Engineer.....Ivar Nelson
Consulting Engineer.....E. C. Page

WDAY-TV—Fargo—1953 NBC-ABC

Channel: 6 VHF..AP: 33 Kw...VP: 66 Kw.
Owned-Oper. By.....WDAY, Inc.
Business Address.....118 Broadway
Phone Number 5357
Representative..Peters, Griffin, Woodward, Inc.
President.....E. C. Reineke
Manager .....Tom Barnes
Asst. Manager.....Jack Dunn
Program Manager.....Ken Kennedy
Promotion Mgr.....Roy Pedersen
Production Director.....Jack Gauvitte

KNOX-TV—Grand Forks 1955—NBC-ABC

Channel: 10 VHF..AP: 14.1 Kw...VP: 28.2 Kw.
Owned-Operated By..Community Radio Corp.
Address .....Box 142
Representative....Rambeau, Bulmer & Johnson
Pres., Gen. Mgr.....Carroll E. Day

KCJB-TV—Minot—1953 CBS-NBC

Channel: 13 VHF...AP: 15 Kw....VP: 30 Kw.
Owned-Oper. By.....North Dakota Bcstg. Co.
Business Address.....15A West Central Ave.
Phone Number 51-161
Air Time.....10 hours daily
News Service.....AP, UP
Representative .....Weed
Membership .....NARTB
Pres., General Manager.....John W. Boler
Sta., Comm. Manager.....Chester Rietan
Prog. Director.....Peter Evenson
Dir. News & Sp. Events.....William Johnson
Film Manager.....Mary Novak
Chief Engineer.....Joe Main
Consulting Engineer.....Lloyd R. Amoo

KXJB-TV—Valley City 1954—CBS

Channel: 4 VHF..AP: 57 Kw...VP: 100 Kw.
Owned-Oper. By....North Dakota Bcstg. Co.
Business Address.....4000 Front Street
Phone Number 4461
Air Time.....13½ hours daily
News Service .....AP
Representative .....Weed
Membership .....NARTB
Pres., Gen. Mgr.....John W. Boler
V.P., Sales.....William L. Hurley
Promotion Director.....Barbara Curran
Dir. of News & Sp. Events.....Hal Kennedy
Oper. Mgr., Prog. Dir.....Judy Lawton
Prod. Manager.....R. O. Grignon
Film Manager.....Loren Mathre
V.P., Engineering.....Lloyd Amoo

The "*MARKET MAKERS*" made 1 market out of North Dakota!

***Now*... ONE CALL BUYS THE NORTH DAKOTA MARKET**

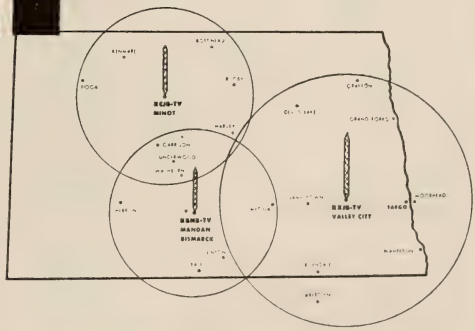
They're spread out in booming North Dakota, but they've got Cadillac buying power from oil, wheat, farming and distribution jobs—a population equal to Seattle, Minneapolis, New Orleans or Providence (and more buying power than most of them.)

What's the easiest, most impressive, most economical way to reach this boom baby? Buy television on the "Market Maker Stations"—the perfect case of *one* television operation taking over 700,000 people scattered over 75,000 sq. miles and making a single market of them.

Here's how economically you can cover North Dakota with the "Market Maker Stations." The open rates below include a 15% discount for using all 3 "Market Makers." (Use two, and get a 10% discount):

	10 sec.	1 min.
AA (7:30-9:30 PM)	$64.00	$127.50
A TIME	48.00	96.00
B TIME	35.00	70.00
C TIME	23.00	47.00

Additional frequency discounts to 25%.



ONE CALL... ONE CONTACT... ONE CONTRACT

Delivers 80% of North Dakota and plenty of gravy in Minnesota and South Dakota, too!

ONLY POSSIBLE BY BUYING THE...

MARKET MAKER STATIONS!

• CBS Primary • N. D. Broadcasting Co. • 4000 Front St. • Fargo 4461

Call **WEED TELEVISION**

KCJB-tv CHANNEL 13 30,000 WATTS MINOT

KXJB-tv CHANNEL 4 100,000 WATTS VALLEY CITY

KBMB-tv CHANNEL 12 30,000 WATTS BISMARCK

CLEVELAND'S NEW SIGHT AND SOUND

There's excitement in the air in Cleveland and all of Northern Ohio. KYW-TV, the newest member of the WBC family, is taking the town.

KYW-TV's audience is watching new and outstanding local shows! Popular NBC network shows! Color spectaculars! Drama, sports, comedy—the best of everything in sight and sound.

To you this means audience action in the nation's 7th largest market . . . 1,217,000 TV homes and the highest per-capita income in the country!

Put KYW-TV to work for you in these 27 rich counties. Call Albert Krivin, Sales Manager at CHerry 1-0942, or Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, MUrray Hill 7-0808, New York.

KYW 3 TV

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

WBC

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY
PETERS, GRIFFIN, WOODWARD, INC.

WAKR-TV—Akron—1953
ABC

Channel: 49 UHF..AP: 107 Kw...VP: 213 Kw.
Owned-Oper. By.....Summit Radio Corp.
Business Address.....853 Copley Road
Phone Number .....POrtage 2-8811
Air Time.....12 hours daily
News Service.....AP, UP
Representative .....Weed
Membership .....NARTB
President.....S. Bernard Berk
Gen., Sta. Manager.....Roger G. Berk
V.P., Dir. Sales.....Kenneth M. Keegan
Prom. Director.....A. R. Cooper
Dir. of News & Sp. Events.....Ed McDonald
Prog., Pub. Dir., Prod. Mgr...Robert I. Bostian
Film Manager.....William A. Mavrides
Chief Engineer.....Irwin L. Knopp
Consulting Engineer.....Kear & Kennedy

WICA-TV—Ashtabula—1953

Channels: 15 UHF...AP: 12 Kw....VP: 20 Kw.
Owned-Oper. By.....WICA, Inc.
Business Address.....Jefferson Road
Phone Number 32-126
Air Time.....3 hours daily
News Service .....UP
President.....D. C. Rowley
General Manager.....John Colin
Station Manager.....Donald Fassett
Comm. Manager.....Vernon Webster
Prog. Dir., Film Mgr.....John Strasen
Prom. & Pub. Director.....Lawrence Gerrity
Dir. of News & Sp. Events....Andrew Holecko
Production Manager.....Robert Coxe
Chief Engineer.....Frank Bernato
Consulting Engineer.....Guatney & Jones

WCPO-TV—Cincinnati
1949—ABC

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By..Scripps-Howard Radio, Inc.
Business Address.....2345 Symmes St.
Phone Number.....CApital 1-0777
Air Time.....17½ hours daily
News Service .....UP
Representative.....The Branham Co.
Membership .....NARTB
President .....Jack R. Howard
General Manager.....M. C. Watters
Station Manager.....Glenn C. Miller
National Sales Mgr.....Patrick H. Crafton
Prog. Director.....Ed Weston
Prom., Pub. Director.....Dave Wilson
Dir. of News & Sp. Events.....Jack Fogarty
Sales Director.....Clarence (Chick) Doty
Production Manager.....Len Goorian
Film Manager.....Harvey Freeman
Chief Engineer.....Paul Adams

WKRC-TV—Cincinnati
1949—CBS

Channel: 12 VHF..AP: 195 Kw...VP: 316 Kw.
Owned-Oper. By.....Radio Cincinnati, Inc.
Business Address.....Times-Star Bldg.
Phone Number.....GArfield 1-1331
Air Time.....18 hours daily
News Service .....AP
Representative .....Katz
Membership .....NARTB
President .....Hulbert Taft, Jr.
Exec. V.P., Gen. Manager.....David G. Taft
Gen. Sales Mgr.....Robert T. Schlinkert
Natl. Sls. Manager.....Kenneth Church
Local Sls. Manager.....Roger Read
Program Director.....Paul E. Shumate
Director of Merch. Prom.....John J. Walsh
Dir. of News & Sp. Events....George Palmer
Prod. Manager.....George Rogers
Publicity Director.....Don Edgemon
Promotion Director.....Lila Lambert
Film Manager.....Barry Hersh
Director of Eng.....George Wilson
Consulting Engineer.....George Davis

WLW-T—Cincinnati—1948
NBC

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By....Crosley Bcstg. Corp.
Address.....140 W. Ninth St.
Phone Number.....Cherry 1822
Air Time.....18 hours daily
News Service.....UP, INS
Rep.....WLW Sales, NBC Spot Sales
Membership .....NARTB, TvB
Chairman of the Board.....James D. Shouse
Pres. & Gen. Mgr.....Robert E. Dunville
V.P. & Asst. Gen. Mgr.....Ward Quaal
V.P. & Dir. TV Oper.....John T. Murphy
V.P. & Treasurer.....K. T. Murphy
V.P., Public Relations.....Gil Kingsbury
Station Mgr.....Robert Boulware
Asst. Manager.....Harry LeBrun
Program Director.....James Bruce
Dir. Client Service Dept.....Richard K. Jones
Prom., Pub. Director.....James E. Allen
Dir. of News & Sp. Events.....Terry Flynn
Exec. Producer.....Pete Katz
Dir. Film Procurement.....Al Sussman
Film Director.....Art Nevins
Chief Engineer.....R. J. Rockwell
Consulting Engineer.....Weldon & Carr.

KYW-TV—Cleveland—1948

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By.....Westinghouse Bcstg. Co.
Business-Studio Address....815 Superior Ave.
Phone Number.....CHerry 1-0942
Air Time.....18 hours daily
News Service.....AP, UP, INS Facsimile
Representative..Peters, Griffin, Woodward, Inc.
Membership .....NARTB, TvB
President .....D. McGannon
V.P., Gen. Mgr.....Rolland V. Tooke
Sales Manager.....Albert Krivin
Program Manager.....E. Preston Stover
Production Manager.....B. Calvin Jones
Adv. & Sls. Prom. Mgr.....G. Edward Wallis
Auditor .....Robert Peters
Chief Engineer.....Sidney V. Stadig

A NEW NAME...AND A NEW HOME

A change is being made in WXEL, Channel 8 in Cleveland. A change in name that has a logical association, that makes for easier identity. Sharing the Storer Broadcasting Company banner with veteran radio station WJW, Cleveland's WXEL becomes WJW-TV. And along with the change in call letters comes a change in the home of these two sister stations. In the heart of downtown Cleveland is a handsome new Williamsburg colonial structure—better-than-ever able to serve its clients and the public. Come visit us soon—there's a hospitable welcome awaiting you!

A STORER STATION

in Cleveland, keep your eye on channel 8

CBS

WJW-TV...Cleveland's Basic CBS Television Outlet

WEWS—Cleveland—1947
ABC

Channel: 5 VHF..AP: 47 Kw...VP: 93 Kw.
Owned-Oper. By...Scripps-Howard Radio, Inc.
Business-Studio Address.....1816 E. 13th St.
Phone Number.....TOwer 1-5454
Air Time.....15 hours daily
News Service .....UP
Membership .....NARTB, TvB
Representative .....Branham
President.....Jack R. Howard
General Manager.....James C. Hanrahan
Station Director.....J. Harrison Hartley
General Executive.....Floyd E. Weldman
Exec. Program Mgr.....Betty Cope
Dir. of News & Spec. Events..Donald L. Perris
Advertising Manager.....John H. Foley
Chief Engineer.....Joseph B. Epperson

WJW-TV—Cleveland—1949
CBS

Channel: 8 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Address.....1630 Euclid Ave.
Phone Number.....TOwer 1-8989
Air Time.....16 hours daily
News Service.....UP, AP, INS
Representative .....Katz
Membership .....NARTB, TvB
President .....George B. Storer
Managing Director.....Ben Wickham
Publicity Director.....Barbara Snyder
Commercial Mgr.....R. C. Wright
Program Director.....Ben Wickham
Chief Engineer.....H. A. Brinkman
Consulting Engineer.....A. Earl Cullum

WBNS-TV—Columbus—1949
CBS

Channel: 10 VHF..AP: 123 Kw...VP: 219 Kw.
Owned By.....Dispatch Printing Co.
Business Address.....33 N. High St.
Phone Number.....CA 8-3538
Air Time.....17 hours daily
News Service .....AP
Station Representative.....Blair TV
Membership .....NARTB, TvB
Dir. of Television.....Richard A. Borel
Program Director.....Jerome R. Reeves
Sales Director.....Robert D. Thomas
Promotion Director.....Barbara Haddox
Dir. News & Spe. Events.....Chester S. Long
Production Dir.....John Haldi
Public Serv. Dir.....Larry Rhodes
Merchandising Dir.....Morton Sherman
Film Buyer.....Betty Dixon
Chief Engineer.....Lester H. Nafzger
Consulting Engineer.....Jansky & Bailey

WLW-C—Columbus—1949
NBC-ABC

Channel: 4 VHF..AP: 13 Kw...VP: 26 Kw.
Owned-Operated By.....Crosley Bcstg. Corp.
Business Address...3165 Olentangy River Rd.
Phone Number.....Jefferson 5441
Membership .....TvB
Air Time.....19 hours daily
News Service .....UP
President.....Robert E. Dunville
Vice Pres. & Gen. Mgr.....James Leonard
Commercial Mgr.....James G. Burgess
Program Director.....Walter S. Jacobs
Promotion Director.....Donald H. Edgemor
Production Manager.....Bud Gillis
Dir. of News & Spec. Events....David Nichols
Film Manager.....Carol Barclay
Chief Engineer.....Charles Sloan

WTVN-TV—Columbus—1949
CBS-DuM

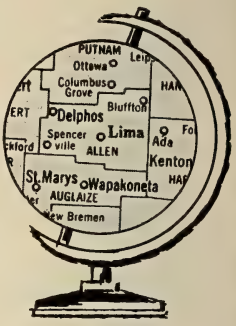
Channel: 6 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By.....Radio Cincinnati, Inc.
Address.....753 Harmon Ave.
Phone Number.....CApitol 8-5801
Air Time.....15 hours daily
News Service .....AP
Representative .....Katz
Membership .....NARTB
President.....Hulbert Taft, Jr.
Exec. Vice-President.....Kenneth Church
General Manager.....J. W. McGough
Sales Manager.....Edwin G. Richter, Jr.
Program Director.....Joseph A. Jenkins
Promotion Director.....Bruce Johns
Director of News.....Joe Hill
Film Manager.....Richard McKinney
Chief Engineer.....William H. Hansher

WLW-D—Dayton—1949
NBC-ABC

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Crosley Bcstg. Corp.
Business-Studio Address...4595 S. Dixie Hwy.
Phone Number.....Walnut 2101
Air Time.....19 hours daily
News Service.....UP, INS
Representative ...WLW Sales, NBC Spot Sales
Membership .....NARTB
President .....R. E. Dunville
V.P., Sta. Manager.....H. P. Lasker
Comm. Manager.....George Gray
Program Adm.....Arlene Hadley
Pub. Director.....Dorothy A. Sanders
Exec. Prod.....Robert Provence
Chief Engineer.....Lester Sturgill

WORLDS OF EXTRA COVERAGE!

In the rich trading area of Lima, Ohio, there are 45,000 TV families for a saturation of 81.1 percent . . . and here more people watch WHIO-TV than all the other TV stations combined. Outside of the primary area, LIMA IS 80 MILES FROM DAYTON. It's just one of the MANY outside bonus areas in WHIO-TV's coverage of 511,310 families. Here are the ARB facts and figures:

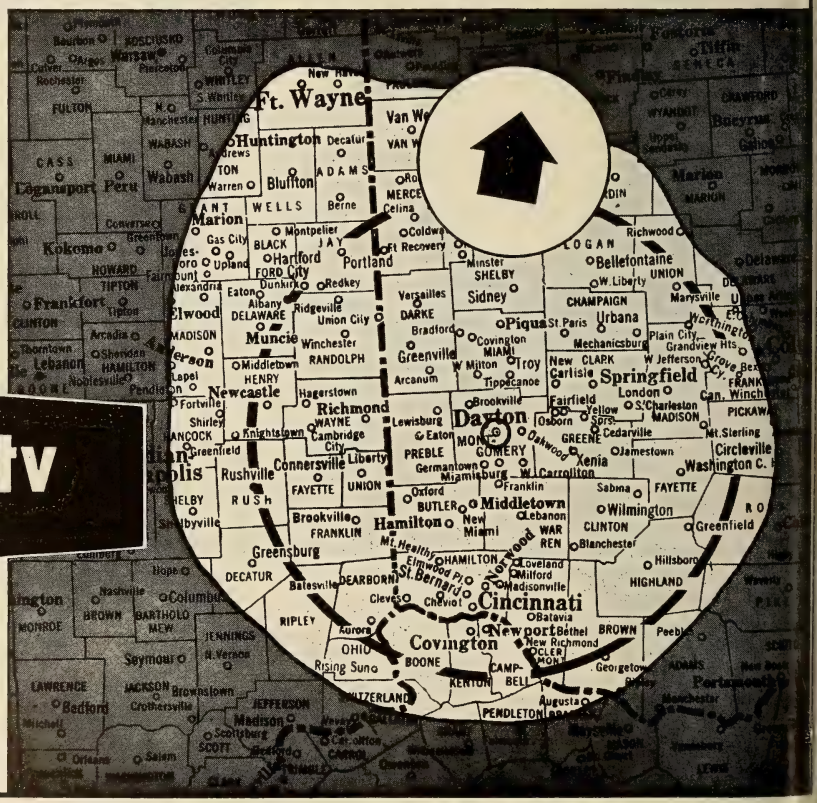


CHANNELS VIEWED MOST IN LIMA, OHIO

Channel	City	Station Viewed Most Before 6 P.M.	Station Viewed Most After 6 P.M.
WHIO-TV	Dayton	66	66
Station B (UHF)		7	24
Station C		5	5
Station D		3	3

These figures prove the eyes and ears of this world are tuned to WHIO-TV, one of America's great AREA stations, using one of the world's tallest towers (1104 ft.) and the equivalent of 316,000 watts. It's America's best buy in TV—and if you don't believe it ask our world representative George P. Hollingbery.

ONE OF AMERICA'S GREATEST AREA STATIONS



whio-tv
CBS

Channel **7**
DAYTON, OHIO

WHIO-TV—Dayton—1949
CBS-DuM

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Miami Valley Bcstg. Corp.
Business Address.....45 S. Ludlow St.
Phone Number.....ADams 2261
Air Time.....18 hours daily
Newspaper Affil.....Dayton Daily News
News Service .....UP
Representative .....Hollingbery
Membership .....NARTB
President.....James M. Cox Jr.
General Manager.....J. Leonard Reinsch
Station Manager.....Robert H. Moody
Commercial Manager.....W. E. Wolaver
Program Director.....Charles Gay
Dir. of News & Sp. Events.....Don Wayne
Production Manager.....Jack Hodgkinson
Film Manager.....Ralph Gram
Chief Engineer.....Ernest L. Adams
Consulting Engineer.....Frank H. MacIntosh

WIMA-TV—Lima—1953
NBC-ABC-CBS

Channel: 73 UHF..AP: 9.8 Kw...VP: 16.2 Kw.
Owned-Operated By.....WLOK, Inc.
Business Address.....1424 Rice Ave.
Phone Number 6-3411
Air Time.....12 hours daily
News Service .....UP
Representative .....H-R
Membership .....NARTB
President.....G. E. Hamilton
Gen., Sta. Manager.....R. W. Mack
National Sales.....J. L. Spring
Local Sales.....C. B. Heller
Program Director.....Easter Straker
Dir. of News & Sp. Events....Don Sherwood
Production Manager.....Dick Hower
Film Manager.....Tom Ryan
Chief Engineer.....Albert Smith
Consulting Engineer.....George Davis

WSTV-TV—Steubenville
1953—CBS-ABC

Channel: 9 VHF..AP: 115 Kw...VP: 230 Kw.
Owned-Oper. By.....WSTV, Inc.
Business Address.....Exchange Realty Bldg.
Phone Number.....ATlantic 2-6265
Air Time.....18 hours daily
News Service .....UP
Representative .....Avery-Knodel
President .....Jack N. Berkman
Gen., Sta. Manager.....John J. Laux
Comm. Manager.....Joseph M. Troesch
Prog. Director.....Rosemarie Zorne
Dir. of News & Sp. Events.....Scott McMurray
Prom., Pub. Director.....Bill McClinton
Prod. Mgrs.....George Wilson, Clyde Higgins
Film Manager.....Carl Kroskey
Chief Engineer.....Charles S. Shepherd
Consulting Engineer.....George C. Davis

WSPD-TV—Toledo—1948
ABC-CBS-NBC

Channel: 13 VHF..AP: 160 Kw...VP: 316 Kw.
Owned-Oper. By.....Storer Bdcstg. Co.
Business-Studio Address.....136 Huron St.
Air Time.....16 hours daily
News Service.....INS, UP
Phone Number.....CHerry 8-6201
Representative .....Katz
Membership .....NARTB, TvB
President .....George B. Storer
V.P. & Managing Dir.....Allen L. Haid
National Sales Mgr.....Bill Ashworth
Dir. of News & Sp. Events.....Jim Uebelhart
Production Manager.....John Saunders
Film Director.....Elaine Phillips
Prog. Director.....Al Ruhfel
Prom., Pub. Director.....Liz Wagner
Chief Engineer.....Bill Stringfellow
Consulting Engineer.....Jansky & Bailey

WFMJ-TV—Youngstown
1953—NBC

Channel: 21 UHF..AP: 87.5 Kw...VP: 175 Kw.
Owned-Operated By...Vindicator Printing Co.
Address.....101 W. Boardman Street
Phone Number 3-4121
Air Time.....18 hours daily
Membership .....NARTB
Newspaper Affil...The Youngstown Vindicator
Representative .....Headley-Reed
President.....William F. Maag Jr.
Gen., Sta., Comm.....Mitchell F. Stanley
Program Director.....Warren S. Park Jr.
Promotion Director.....Eugene A. Barko
Dir. of News & Sp. Events....William Lindsay
Production Manager.....Jay A. Grier
Film Manager.....Eugene L. Donahay
Chief Engineer.....Frank A. Dieringer
Consulting Engineer.....A. Earl Cullum Jr.

WKBN-TV—Youngstown
ABC-CBS

Channel: 27 UHF..AP: 89 Kw...VP: 178 Kw.
Owned-Operated By.....WKBN Bcstg. Co.
Address.....3930 Sunset Blvd.
Phone Number.....STerling 2-1145
News Service .....UP
Air Time.....18 hours daily
Membership .....NARTB
Representative .....Raymer
President, Gen. Mgr.....W. P. Williamson, Jr.
Station Director.....J. L. Bowden
Program Director.....Paul Turner
Public Relations Dir.....Jim E. Smith
Dir. News & Sp. Events.....Gene Starn
Production Mgr.....Howard Rempes
Film Manager.....Norman Berger
Chief Engineer.....B. T. Wilkins
Consulting Engineer.....Page, Creutz, Garrison & Waldschmitt

WHIZ-TV—Zanesville—1953
ABC-CBS-NBC

Channel: 18 UHF..AP: 40.7 Kw...VP: 74.1 Kw.
Owned-Oper. By...Southeastern Ohio TV Sys.
Business Address.....Lind Arcade Bldg.
Phone Number.....GL 2-5431
Air Time.....10 hours daily
News Service .....AP, UP
Representative .....Pearson
Membership .....NARTB, TvB
President .....Clay Littick
Gen., Station Mgr.....Allan Land
Comm. Manager.....Nate Milder
Dir. of News, Sp. Events....Arthur Schreiber
Program Director.....Reed Mellon
Prom., Pub. Director.....Naomi Lorton
Prod., Film Buyer.....Edward Fisher
Film Manager.....Ralph Young
Chief Engineer.....William A. Hunt, Sr.
Consulting Engineer..Craven, Lohnes & Culver

OKLAHOMA

Pop. Feb. 1, 1956 (Est.) 2,280,000—TV Homes 506,727
Stations in State 8

KTEN—Ada—1954
ABC-CBS-NBC

Channel: 10 VHF..AP: 141 Kw...VP: 252 Kw.
Owned-Oper. By....Eastern Okla. TV Co., Inc.
Business Address.....P. O. Box 10
Phone Number 1010
Air Time.....12 hours daily
News Service .....AP
Rep.....Venard, Rintoul & McConnell
President.....Dr. C. C. Morris
V.P. & Gen. Mgr.....Bill Hoover
Sec. Treas. & Station Mgr.....Brown Morris
Program Director.....Nadine Wheeler
Dir. of News & Sp. Events....George Miller, Jr.
Comm. Manager.....Bill Hoover
Prom., Pub. Director.....Helen Moreland
Production Maanger.....Jack Hoover
Film Manager.....G. C. Northington
Chief Engineer.....Fred Smith
Consulting Eng...Vandivere, Cohen & Wearn

KGEO-TV—Enid—1954
ABC

Channel: 5 VHF.. AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Streets Electronics, Inc.
Business Address.....206 East Randolph
Phone Number .....ADams 4-5000
Air Time.....10 hours daily
News Service .....UP
Representative.....John E. Pearson
Membership .....NARTB
President .....P. R. Banta
Gen., Sta., Comm. Manager....George Streets
Promotion, Publicity.....Casey Cohlmia
Production Manager.....George Hohnbaum
Film Manager.....Bill Davis
Chief Engineer.....William Teitzel
Consulting Engineer.....A. Earl Cullum

KSWO-TV—Lawton—1950
ABC

Channel: 7 VHF..AP: 4.57 Kw...VP: 9.12 Kw.
Owned-Operated By
Oklahoma Quality Bcstg. Co.
Address .....Box 1385
Phone Number 7725
Representative .....Pearson
President..... .....R. H. Drewry
General Manager.....Ross Baker
Comm. Manager.....Al Shore
Prog., News & Sp. Events Dir.....Jack Sasser
Production Manager.....Bill Wheatley
Publicity Director.....Wretha Bernhart
Film Manager.....Murdoch Matthew
Chief Engineer.....Williard Cochran
Consulting Engineer.....William Buford

KTVX—Muskogee—1954
ABC

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Tulsa Broadcasting Co.
Business Address .....Box 9697
Phone Number .....HIckory 6-6184
Representative .....Avery-Knodel
President .....John T. Griffin
Vice-Pres., Gen. Mgr.....L. A. Blust, Jr.
Sta. Mgr., Prog. Director.....Ben January
National Sales Mgr.....Ben Holmes
Program Director.....John Devine
Prom., Pub. Director.....Robert C. Meade
Dir. of News & Sp. Events.....Jack Morris
Production Manager.....Al Clauser
Film Managers.....Glen Raines, J. Mermovd
Engineering Supervisor.....Robert E. Snider
Chief Engineer.....Louis Brown
Consulting Engineer.....Paul Godley

KWTV—Oklahoma City—1953
CBS-ABC

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Oklahoma Television Corp.
Business Address.....Box 8788
Phone Number.....Victor 3-6641
Air Time.....17 hours daily
Representative .....Avery-Knodel
Membership .....NARTB, TvB
President.....Roy J. Turner
General Manager.....Edgar T. Bell
Commercial Mgr.....Fred L. Vance
Promotion, Pub. Dir.....Montez Tjaden
Nat. Sls. Mgr.....Jack de Lier
Local Sls. Mgr.....J. Gallaska
Film Manager.....David Hunt
Production Mgr.....Gene Linder
Consulting Eng.....George C. Davis
Director of News.....Bruce Palmer
Program Director.....Perry Dickey
Chief Engineer.....Morris W. Thomas

WKY-TV—Oklahoma City 1949—ABC-NBC

Channel: 4 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By.....WKY Radiophone Co.
Studio Address.....500 E. Britton Rd.
Phone Number.....TRinity 8-2161
Air Time.....17½ hours daily
News Service .....UP
News Affil.....Okla. Publishing Co.
Representative .....Katz
Membership .....NARTB, TvB
President, Gen. Mgr.....E. K. Gaylord
Station Manager.....P. A. Sugg
Asst. Station Mgr.....Hoyt Andres
Adm. Asst.....Eugene B. Dodson
Program Director.....Robert Olson
Prom., Publicity Dir.....Wally Kinnan
Dir. of News & Sp. Events.....Grant Foster
Asst. Prog. Mgr., Film Mgr.....Kieth Mathers
Chief Engineer.....H. J. Lovell
Consulting Eng.....A. D. Ring & Associates

KOTV—Tulsa—1949—CBS

Channel: 6 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By.....KOTV, Inc.
Business Address.....302 S. Frankfort St.
Phone Number .....CHerry 2-9233
Air Time.....18 hours daily
News Service .....UP
Membership .....NARTB
Station Representative .....Petry
Pres., Gen Mgr.....C. Wrede Petersmeyer
Program Director.....Dick Campbell
Comm. Manager.....Jim Richdale, Jr.
Prom., Publicity Director.....Robert Freeland
Film Manager.....Glenn White
Dir. of News & Sp. Events.....Cy Tuma
Chief Engineer.....LaVoy Hooker
Consulting Engineer.....Earl Cullum

KVOO-TV—Tulsa—1954 NBC

Channel: 2 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oped...Central Plains Enterprises, Inc.
Business Address.....311 South Denver
Phone Number .....LUther 4-7204
Air Time.....17 hours daily
News Service .....UP, AP, INS
Representative .....Blair TV
Membership .....NARTB, TvB
President .....W. G. Skelly
General Manager.....C. B. Akers
Comm. Manager.....John Devine
Program Director.....Bill Sadler
Publicity Director.....Ann Fellows
Prom. Director.....Gordon Gearhart
Prod. Manager.....Fred Komma
Dir. of News & Sp. Events.....Ken Miller
Film Manager.....Allen Cox
Chief Engineer.....John Bushnell
Consulting Engineer.....Jansky & Bailey

OREGON

Pop. Feb. 1, 1956 (Est.) 1,680,000—TV Homes 321,351
Stations in State 5

KVAL-TV—Eugene—1954 ABC-NBC

Channel: 13 VHF..AP: 33 Kw...VP: 56 Kw.
Owned-Oper. By.....Eugene Television, Inc.
Business Address.....P. O. Box 548
Phone Number 4-3245
Rep.....Hollingbery, Moore & Lund
President .....Bob Booth
Gen., Sta. Manager.....S. W. McCready
Comm. Manager.....Glenn Nickell
Prog. Dir., Prod. Mgr.....R. E. Anderson
Dir. of News & Sp. Events.....Phil George
Prom., Pub. Director.....Beverly Brunton
Film Manager.....Martin Levinson
Chief Engineer.....Al Barnard

KBES-TV—Medford—1953 CBS-ABC-NBC

Channel: 5 VHF..AP: 15.8 Kw...VP: 28.8 Kw.
Owned-Oper. By.....Calif.-Ore. TV Inc.
Business Address.....Box 1189
Phone Number 3-4581
Newspaper Affil.....Grants Pass Courier
Representative .....Hoag, Blair
President .....Amos Voorhies
Gen. Mgr., Sec'y. Treas.....W. B. Smullin
Vice-Pres., Business Mgr.....Everett A. Faber
Vice-Pres., Sta. Mgr.....E. A. Malone
Manager.....Jerold R. Poulos
Chief Engineer.....Nestor L. Williams

KLOR—Portland—1955—ABC

Channel: 12....AP: 158 Kw.....VP: 316 Kw.
Owned By.....Huntington Malarkey Estate
Address.....4854 SW 19th St.
Sales Rep.....Geo. P. Hollingbery
E. Rep...Page, Creutz, Garrison & Waldschmitt
Legal Rep.....Barnes & Neilson
General Manager.....John Schley

KOIN-TV—Portland—1953 CBS

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned By...Mt. Hood Radio & TV Bcstg. Corp.
Business Address.....140 S.W. Columbia St.
Phone Number .....CA 8-3333
Air Time.....16 hours daily
Newspaper Affil.....Oregonian
News Service .....AP, UP
Rep.....CBS Spot Sales
Membership .....TvB
President.....Theodore R. Gamble
General Manager.....C. Howard Lane
National Sales Mgr.....John L. Palmer
Program Director.....Ted W. Cooke
Promotion Director.....Robert McGill
Dir. of News & Sp. Events.....Tal Tripp
Production Manager.....Roy Rector
Program Production.....Luke Roberts
Film Manager.....Tad M. Williams

Chief Engineer.....Louis S. Bookwalter
Consulting Engineer.....Page, Creutz

KPTV—Portland—1952
NBC

Channel: 27 UHF..AP: 324 Kw...VP: 646 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Address.....735 S.W. 20th Pl.
Phone Number.....CApitol 2-9921
Air Time.....16 hours daily
News Service.....UP
Representative.....NBC Spot Sales
Membership .....NARTB, TvB

President.....George B. Storer
Managing Director.....Francis Riordan
Nat. Sales Manager.....Donald Typeson
Program Director.....Tom Myers
Local Sls. Mgr.....D. O. Lonie
Pub., Prom. Director.....A. R. McLaughlin
Dir. of News & Sp. Events.....Ivan Smith
Film Manager.....Richard Norman
Production Manager.....Ralph McGrew
Chief Engineer.....William H. McAlister
Consulting Eng.....A. Earl McCullum, Jr.

KPIC—Roseburg—1956
(Satellite of KVAL, Eugene)

PENNSYLVANIA

Pop. Feb. 1, 1956 (Est.) 10,835,000—TV Homes 2,798,330
Stations in State 24

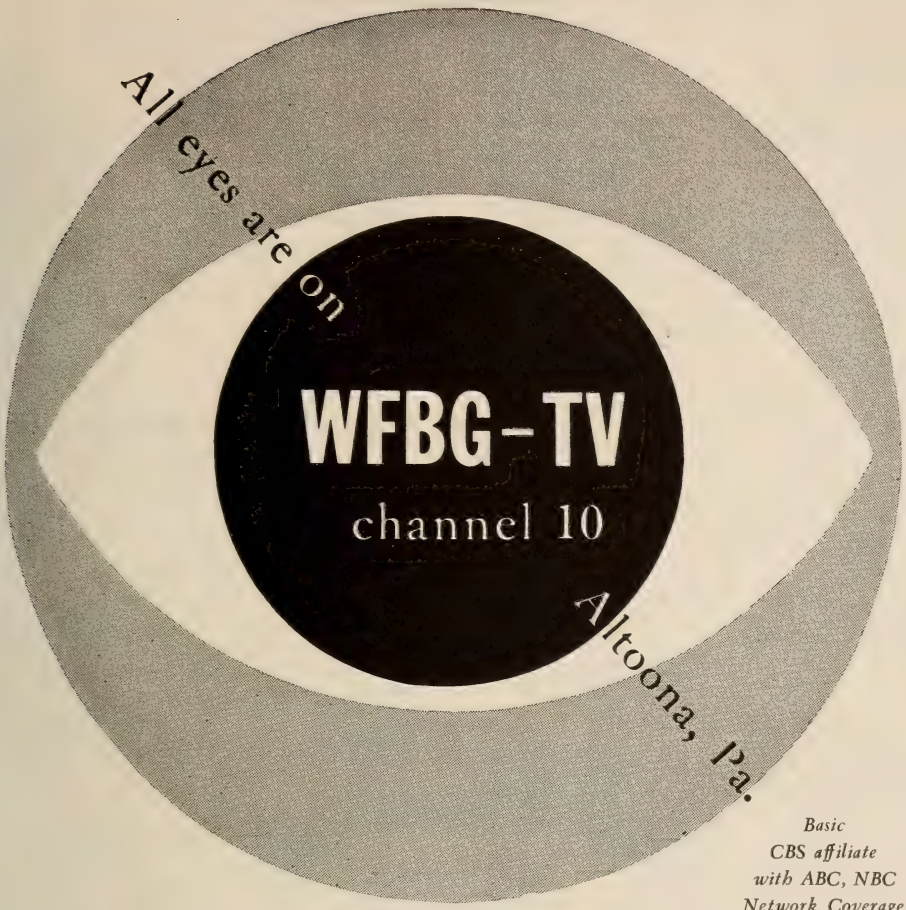
WFBG-TV—Altoona—1952
NBC-ABC-CBS

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Triangle Publications, Inc.
Address .....Gable Arcade
Phone Number .....ALtoona 4-2031
Air Time.....16 hours daily
News Service .....AP, INS
Representative .....H-R Television
Membership .....NARTB
Managing Prog. Director.....Jack Snyder
Oper. Manager.....George R. Burgoon

Prom., Pub. Director.....Sally Lowther
Dir. of News & Sp. Events....Charles Flynn
Film Manager.....B. Harley Shook
Chief Engineer.....K. R. Brubaker
Consulting Eng.....Craven, Lohnes & Culver

WLEV-TV—Bethlehem
1952—NBC

Channel: 51 UHF..AP: 12.4 Kw...VP: 12.4 Kw.
Owned-Oper. By.....Associated Bcstrs. Inc.
Business Address..... P. O. Box 111
Phone Number.....Hemlock 4-6278



Basic CBS affiliate with ABC, NBC Network Coverage

You need only buy WFBG-TV to cover all of Central and Western Pennsylvania. With maximum power of 316,000 watts, WFBG-TV blankets the rich, heavily-populated area between Pittsburgh and Harrisburg. In addition to the 573,731 tv sets in its coverage area, you get a bonus of 131,556 television homes in Metropolitan Pittsburgh.*

WFBG-TV

Altoona, Pa.

BASIC CBS *NETWORK*

also ABC, NBC affiliate

Represented exclusively by H-R Television, Inc.

*Videodex January 15, 1955 Gives WFBG-TV 11.6% in Pittsburgh, or more than 130,000 homes.

Air Time.....9 hours
News Service .....UP
Representative .....Meeker
Membership .....NARTB, TvB
Station Executive.....Clair R. McCollough
Sta., Film Manager.....Elwood Anderson
National Sales Manager.....J. R. Gulick
Program Director.....Bernard Ames
Chief Engineer.....J. E. Mathiot
Consulting Engineer.....James C. McNary

WGLV—Easton—1953—ABC

Channel: 57 UHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WGLV, Inc.
Address .....2857 Nazareth Road
Phone Number.....EAston 3-3557
Air Time.....18 hours daily
Newspaper Affiliation.....Easton Express
News Service .....AP
Representative .....Headley-Reed
President .....J. L. Stackhouse
General Manager.....Charles R. Thon
Program Director.....Peter F. Gallagher
Production Manager.....Woody Smith
Film Manager.....Willard Shively
Dir. of News & Sp. Events.....Jack Rattigan
Business Mgr.....Nelson S. Rounsley
Chief Engineer.....Robert Francett
Consulting Engineer.....Paul Godley

WICU—Erie—1949 ABC-NBC

Channel: 12.....AP: 15 Kw.....VP: 30 Kw.
Owned-Oper...Edward Lamb Enterprises, Inc.
Bus.-Trans. Address.....3514 State St.
Phone Number 4-5201
Air Time.....18 hours daily
Newspaper Affil. .....Dispatch
News Service .....AP
Representative .....Petry
Membership .....NARTB
President .....Edward Lamb
Gen., Sta. Manager.....Ben McLaughlin
Comm. Manager.....Karl Nelson
Program Director.....Bob Lunquist
Prom., Pub. Director.....Jack Schumacher
Production Manager.....Dick Johnson
Film Manager.....John Cook
Chief Engineer.....Mike Csop
Consulting Engineer.....F. H. McIntosh

WSEE—Erie—1954—CBS

Channel: 35 UHF..AP: 100 Kw...VP: 200 Kw.
Owned-Oper. By...Great Lakes Television Co.
Address.....1220 Peach Street
Phone Number 5-7575
Air Time.....11½ hours daily
Newspaper Affiliation.....Times
News Service .....UP
Representative .....Avery-Knodel
President .....George J. Mead
Exec. V.P. & Gen. Mgr.....Charles E. Denny
Station Manager.....Frank B. Palmer
Comm. Manager.....Donald M. Boyce
Dir. of News & Sp. Events....Richard Morgan
Film Manager.....Frank Herrick
Chief Engineer.....Edward Zellefrow
Consulting Engineer.....Kear & Kennedy

WCMB-TV—Harrisburg 1954

Channel: 27 UHF..AP: 120 Kw...VP: 240 Kw.
Owned-Oper. By.....Rossmoyne Corp.
Business Address.....228 Court St.
Phone Number .....CEdar 4-3005
Air Time.....6 hours daily
Representative .....Gill-Perna
President.....Edgar T. Shepard, Jr.
Vice-Pres. Gen Manager.....Ed. K. Smith
Program Director.....Chuck Zink
Dir. of News & Sp. Events....Edward Conway
Production Manager.....William Bowman
Film Manager.....Glenn Horner
Chief Engineer.....J. Howard Bair
Consulting Engineer.....Frank McIntosh

WHP-TV—Harrisburg—1953 CBS

Channel: 55 UHF..AP: 126 Kw...VP: 253 Kw.
Owned-Oper. By.....WHP, Inc.
Business Address.....216 Locust St.
Phone Number 4-3211
Air Time.....9½ hours daily
Representative .....Bolling
General Manager.....A. K. Redmond
Program Director.....Dick Redmond
Promotion Dir.....Beatrice Potteiger
Director of News.....John Price
Chief Engineer.....E. Daniel Leibensperger

WTPA—Harrisburg—1953 ABC

Channel: 71 UHF..AP: 110 Kw...VP: 220 Kw.
Owned-Oper. By.....Harrisburg Bcstrs. Inc.
Business Address.....3235 Hoffman St.
Phone Number.....Harrisburg 8-7171
Air Time.....15½ hours daily
Newspaper Affiliation.....Patriot-News
News Service .....UP
Representative..Harrington, Richter & Parsons
Membership .....NARTB
President .....Donald Newhouse
Gen., Sta. Mgr.....David J. Bennett
Prog. Dir. & Film Mgr.....Donald D. Wear
Prom. & Pub. Director.....Rick Ricker
Director of News.....Gladys Swift
Production Mgr.....“Mac” McCauley
Chief Engineer.....Paul Gross
Consulting Engineer..Craven, Lohnes & Culver

WARD-TV—Johnston—1953 ABC-CBS

Channel: 56 UHF..AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By.....Rivoli Realty Co.
Business Address.....Franklin St.
Phone Number 8-1216
Air Time.....8 hours daily
News Service .....UP
Representative .....Weed
President.....W. M. Thomas
Gen., Sta., Comm., Film Mgr....R. Butterfield
Prog., Prom. Director.....William Wilson
Dir. of News & Sp. Events.....F. Jordan
Chief Engineer.....Richard Kline

WJAC-TV—Johnstown
1949—CBS-NBC-ABC

Channel: 6 VHF..AP: 36.4 Kw...VP: 70.8 Kw.
Owned-Operated By.....WJAC, Inc.
Business Address.....329 Main St.
Phone Number 5-1262
Air Time.....17½ hours daily
Newspaper Affil.....The Tribune-Democrat
News Service .....UP
Representative .....Katz
Membership .....NARTB, TvB
President.....Walter W. Krebs
Gen., Sta. Mgr.....Alvin D. Schrott
Comm. Manager.....John H. Hepburn
Program Director.....Frank P. Cummins
Dir. of News & Sp. Events.....E. J. Klym
Dir. of Tech. Operations.....Nevin L. Straub
Chief Engineer.....Theodore Campbell
Consulting Engineer.....James C. McNary

WGAL-TV—Lancaster—1949
CBS-NBC

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....WGAL, Inc.
Address .....24 S. Queen St.
Phone Number 3-5851
Air Time.....18 hours daily
News Service .....AP
Representative .....Meeker
Membership .....NARTB, TvB
President, Gen. Mgr.....Clair R. McCollough
Station, Film Manager.....Harold E. Miller
Comm. Manager.....Leroy K. Strine
Program Director.....Paul Rodenhauser
Promotion Director.....Paul I. Woodland
Technical Director.....J. E. Mathiot
Consulting Eng.....James C. McNary

WCAU-TV—Philadelphia
1948—CBS

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Bulletin Co.
Address.....Line Ave. & Monument Rd.
Phone Number.....GR 7-8300
Air Time.....18 hours daily
Newspaper Affil.....Evening Bulletin
News Service.....AP, UP
Representative.....CBS TV Spot Sales
Membership .....NARTB, TvB
President & Gen. Mgr...Donald W. Thornburgh
V.P. in charge of TV.....Charles Vanda
V.P., Ass't Gen. Mgr.....Joseph L. Tinney
TV Sales Mgr.....Robert M. McGredy
Program Director.....Robert A. Forrest
V.P. chg. Pub. Rel. & Prom.....Robert N. Pryor
Dir. of News & Sp. Events.....Charles Shaw
Film Manager.....Norman Leebron
V.P. in chg. Engineering.....John G. Leitch

WFIL-TV—Philadelphia
1947—ABC-DuM

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.

SEE CHANNEL 12 WPFH

The NEW LOOK in TV

for the COMPLETE Philadelphia Story

See listings under Wilmington, Del., Page 863

Pittsburgh-TV means...

KDKA 2 TV

Any moment, day or night, KDKA-TV's share of local audience is better than 94%. This is the country's eighth market! The KDKA signal area holds 4,235,994 people — 1,200,000 TV families — retail sales over $4½ billion.

Nothing can sway this market like KDKA-TV. Not over-many availabilities, naturally, but some good ones. Get the facts. Call Lloyd Chapman, KDKA-TV Sales Manager, at EXpress 1-3000 in Pittsburgh, or Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, MUrray Hill 7-0808, New York.

In Pittsburgh . . . no selling campaign is complete without the *WBC* station —

KDKA 2 TV

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO
BOSTON — WBZ+WBZA
PITTSBURGH — KDKA
CLEVELAND — KYW
FORT WAYNE — WOWO
PORTLAND — KEX

TELEVISION
BOSTON — WBZ-TV
PITTSBURGH — KDKA-TV
CLEVELAND — KYW-TV
SAN FRANCISCO — KPIX

KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.

W B C

Owned-Oper. By...Triangle Publications Inc.
Business Address.....46th & Market Sts.
Phone Number.....Evergreen 2-4700
Air Time.....16 hours daily
Newspaper Affiliation...Philadelphia Inquirer
News Service .....UP
Representative .....Blair TV
Membership .....NARTB, TvB
General Manager.....Roger W. Clipp
Exec. Assts.....George A. Koehler,
Howard W. Maschmeier
Commercial Mgr.....Kenneth W. Stowman
Program Director.....Jack Steck
Promotion Director.....Joe Zimmermann
Director of News.....Charles Harrison
Publicity Director.....John Hyland
Production Manager.....Chet Cooper
Film Manager.....Ralph Goldstein
Chief Engineer.....Henry Rhea

WRCV-TV—Philadelphia 1941—NBC

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By..Westinghouse Bdcstng., Inc.
Business Address.....1600 Architects Bldg.
Phone Number.....LOcust 4-5500
Air Time.....18 hours daily
News Service .....UP, INS
Station Representative.....Free & Peters
Membership .....NARTB, TvB
Gen. Mgr.....Rolland V. Tooke
Comm. Mgr....Alexander W. Dannenbaum, Jr.
Dir. of News & Sp. Events.....Ernest Leiss
Program Manager.....Stan Lee Broza
Operations Manager.....P. E. Stover
Promotion Dir.....Edward Wallis
Publicity Dir.....Gene Stout
Film Buyer.....Edward Murray
Chief Engineer.....Sidney V. Stadig

KDKA-TV—Pittsburgh—1949 NBC

Channel: 2.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By..Westinghouse Brdcstng. Co.
Business Address.....Gateway Center
Phone Number.....Express 1-3000
Air Time.....18 hours daily
News Service .....UP
Representative.....Free & Peters
Membership .....NARTB
President.....Chris J. Witting
Gen., Sta. Manager.....Harold C. Lund
Comm. Manager.....Lloyd D. Chapman
Program Director.....Byron Dowty
Promotion Director.....David N. Lewis
Dir. of News & Sp. Events.....Bill Burns
Film Manager.....Richard Dreyfus
Production Manager.....Julian Drob
Publicity Director.....Peter Thornton
Consulting Engineer.....J. B. Mitchell
Chief Engineer.....Raymond Rodgers

WENS—Pittsburgh—1953—ABC-CBS-NBC

Channel: 16 UHF..AP: 106 Kw...VP: 200 Kw.
Owned-Oper. By.....Telecasting, Inc.
Business Address.....700 Ivory Avenue
Phone Number.....WEllington 1-1200
Air Time.....16 hours daily
News Service.....UP, INS
Representative ..... Petry
President.....Thomas P. Johnson
Vice Pres., General Mgr.....Larry Israel
Sales Mgr.....Don Menard
Publicity Director.....Peter Thornton
Chief Engineer.....James Hurley

(See Page 926)

WHUM-TV—Reading—1953

Channel: 61 UHF..AP: 135 Kw...VP: 260 Kw.
Owned-Oper. By.....Eastern Radio Corp.
Address .....Skyline Drive
Phone Number 4-4805
Air Time.....18 hours daily
News Service .....INS, AP
Representative.....H R Television, Inc.
Membership .....NARTB
President.....Humboldt J. Greig
Vice President.....John E. Schuler
National Sales Manager..Robert M. Reuschle
Regional Sales Manager.....Ed Walpert
Program Director.....Robert Bostian
Promotion Director.....Robert Esterly
Dir. of News & Sp. Events.....John Deegan
Film Manager.....Alan Lane
Chief Engineer.....Joseph Risse
Consulting Engineer.....A. Earl Cullum, Jr.

WARM-TV—Scranton—1954 ABC

Channel: 16 UHF..AP: 102 Kw...VP: 191 Kw.
Owned-Oper. By.....Union Bcstg. Co.
Business Address.....333 Madison Ave.
Phone Number.....Diamond 3-1245
Air Time.....11 hours daily
News Service .....AP, UP
Representative .....Hollingbery
President.....Martin F. Memolo
V.P., Gen., Sta. Mgr.....William M. Dawson
Commercial Mgr.....Sam M. Feigenbaum
Prog. & Prod. Director.....Art Bolin
Director of News.....John Von Bergen
Prom., Pub. Director.....Jane O'Hara
Chief Engineer.....Roswell J. Parker

WGBI-TV—Scranton—1953 CBS

Channel: 22 UHF..AP: 115 Kw...VP: 215 Kw.
Owned-Oper. By.....Scranton Bcstrs. Inc.
Business Address.....1000 Wyoming Ave.
Phone Number .....DIamond 2-7634
Air Time.....18 hours daily
Representative .....H-R
Membership .....NARTB
President.....Mrs. M. E. Megargee

WENS

CHANNEL 16

CARLTON HOUSE PITTSBURGH 19, PA.

LARRY ISRAEL

VICE-PRESIDENT — GENERAL MANAGER

Gen., Comm. Mgr.....George D. Coleman
Station Manager.....Robert E. McDowell
Prog. Dir., Film Mgr.....Mort Rosenthal
Promotion Director.....Douglas Holcomb
Dir. of News & Sp. Events.....Tom Powell
Film Manager.....Allan Hedgecock
Chief Engineer.....K. R. Cooke
Consulting Engineer.....George C. Davis

WTVU—Scranton—1953

Channel: 73 UHF. AP: 8.42 Kw.. VP: 12.84 Kw.
Owned-Oper. By.....Appalachian Co.
Business Address.....First Natl. Bank Bldg.
Phone Number 7-3334
Representative .....Everett-McKinney
President .....Frank Collins
Vice-President.....James H. Crowley
General Mgr.....Thomas W. Jones
Chief Engineer.....Adolph Oschmann

WBRE-TV—Wilkes-Barre 1953—NBC

Channel: 28 UHF..AP: 500 Kw...VP: 1000 Kw.
Owned-Oper. By.....WBRE TV Inc.
Address.....62 S. Franklin St.
Phone Number.....Valley 3-3101
Air Time.....18 hours daily
News Service .....AP
Representative .....Headley Reed
Membership .....NARTB, TvB
President.....Louis G. Baltimore
General Manager.....David M. Baltimore
Operations Manager.....F. D. Coslett
Comm. Manager.....Ernest Lewis
Program Director.....Franklin D. Coslett
Promotion Director.....Phil O'Neill
Publicity Director.....Henry Gann
Production Manager.....Fred Foerster
Film Manager.....Robert Gibson
Chief Engineer.....Charles Sakoski, Sr.

WILK-TV—Wilkes-Barre 1953—ABC

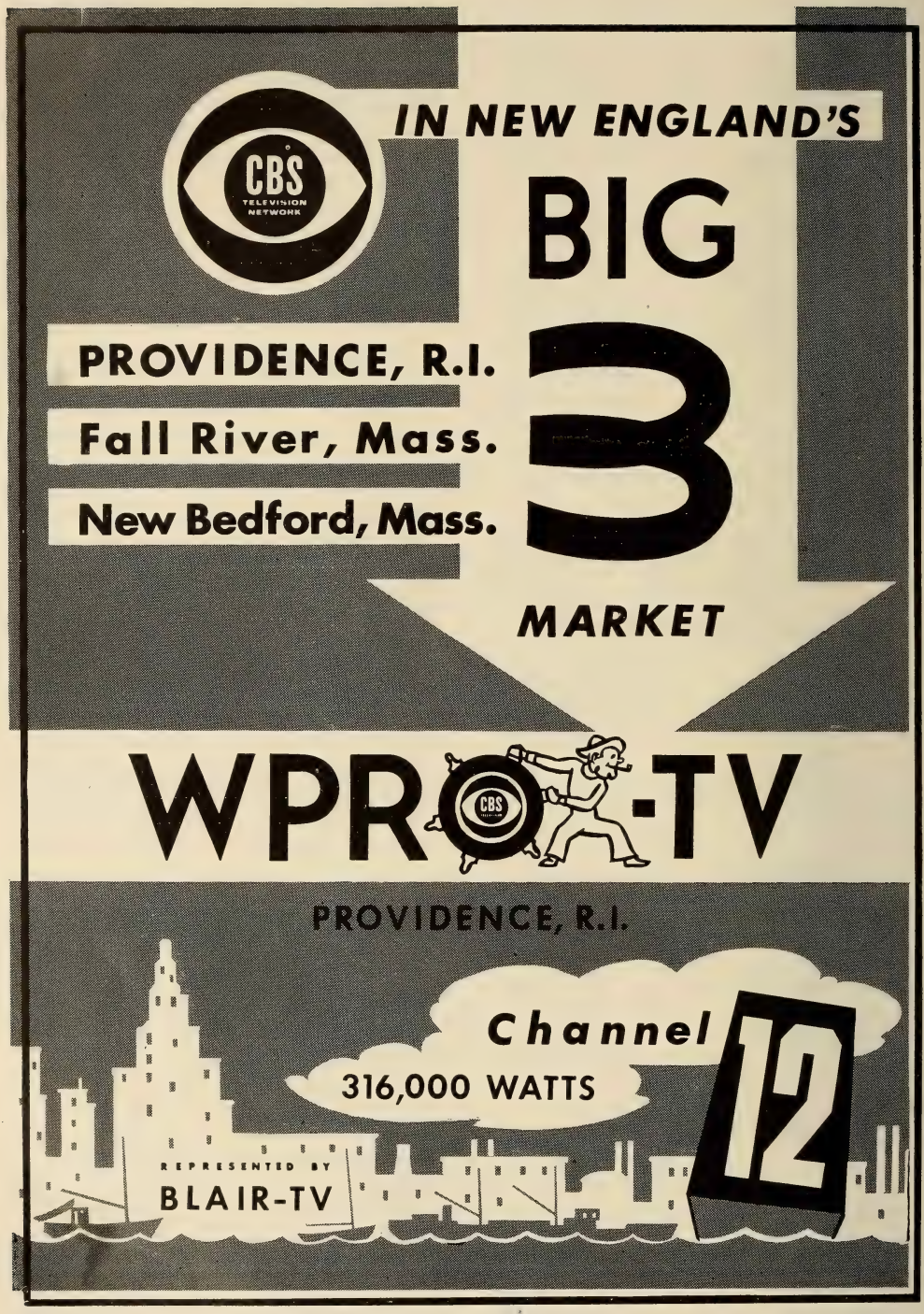
Channel: 34 UHF.. AP: 180 Kw...VP: 250 Kw.
Owned-Oper. By..Wyoming Valley Bcstg. Co.
Business Address.....88 North Franklin St.
Phone Number 4-4666
Representative ..... Avery-Knodel
Air Time.....4 hours daily
News Service .....AP
Membership .....NARTB
President .....Mitchell Jenkins
General Manager.....Thomas P. Shelburne
Executive Vice Pres.....Roy E. Morgan
Comm. Manager.....Malcom Dale
Program Director.....Harold Berg
Prom., Pub. Director.....Mrs. Dorothy Albee
Dir. of News & Sp. Events.....Thomas Bigler
Production Mgr.....Bill Williams
Film Manager.....Francis J. Lee
Chief Engineer.....Theodore French
Consulting Eng.....Page, Creutz, Garrison & Waldschmitt

WNOW-TV—York—1953 DuM

Channel: 49 UHF..AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By....Broadcast Division, Helm Coal Co.
Business Address.....25 So. Duke St.
Phone Number.....27-821
Air Time.....10½ hours daily
News Service .....AP
Representative .....Keller
Membership .....NARTB
General Manager.....Lowell W. Williams
Sta. Mgr., Prog. Dir.....Richard E. Burg
Comm. Manager.....Robert Stough
Prom., Pub. Dir.....J. Edward Schwalm
Dir. of News & Sp. Events.....Will Groff
Film Manager.....George Kraft
Chief Engineer.....Glenn M. Winter
Consulting Engineer.....John H. Mullaney

WSBA-TV—York—1952 ABC

Channel: 43 UHF..AP: 10 Kw...VP: 20 Kw.
Owned-Operated By..Susquehanna Bcstg. Co.
Address .....Queen St.
Phone Number 2-5531
Air Time.....13 hours daily
News Service .....AP
Representative .....Adam J. Young, Jr.
President.....Louis J. Appell, Jr.
Gen., Sta., Comm. Mgr.....C. L. Doty
Program Director.....Jim Curtis
Promotion Director.....Jack Herr
Dir. of News & Sp. Events.....Otis B. Morse
Film Manager.....Tom Miller
Chief Engineer.....Lew Jones
Consulting Engineer.....George E. Davis


CBS
TELEVISION NETWORK
IN NEW ENGLAND'S
BIG
3
MARKET
PROVIDENCE, R.I.
Fall River, Mass.
New Bedford, Mass.
WPRO-TV
PROVIDENCE, R.I.
Channel
12
316,000 WATTS
REPRESENTED BY
BLAIR-TV

RHODE ISLAND

Pop. Feb. 1, 1956 (Est.) 827,000—TV Homes 233,478
Stations in State 2

WJAR-TV—Providence
1949—ABC-NBC

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....The Outlet Co.
Business-Studio Address....176 Weybosset St.
Phone Number.....Gaspee 1-8255
Air Time.....18 hours daily
News Service.....AP, INS
Representative .....Weed
Membership .....NARTB
Vice President.....George O. Griffith
Manager .....Peter B. James
Oper. Manager.....Frederick R. Griffiths
Sales Manager.....Edward Boghosian
Program Director.....Seymour Horowitz
Promotion Director.....James Canavan
Dir. of News & Sp. Events....Warren Walden
Production Manager.....Manning Tesser
Public Relations.....Dody Sinclair
Film Manager.....William Cooper
Chief Engineer.....Thomas C. J. Prior
Consulting Eng.....Craven, Lohnes & Culver

WPRO-TV—Providence—
1955—CBS

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By..Cherry & Webb Bcstg. Co.
Address.....24 Mason St.
Phone Number.....PLantation 1-9776
Air Time.....17¼ hours daily
News Service .....UP
Representative .....Blair
Membership .....NARTB
President.....William S. Cherry, Jr.
General Manager.....Arnold F. Schoen, Jr.
Comm. Manager.....Eugene W. Wilkin
Program Director.....Fred D. Shavor
Operations Manager.....E. Paul Abert
Chief Engineer.....John V. Ferri
Consulting Engineer.....James C. McNary

SOUTH CAROLINA

Pop. Feb. 1, 1956 (Est.) 2,250,000—TV Homes 394,395
Stations in State 8

WAIM-TV—Anderson
1953—CBS

Channel: 40 UHF.AP: 207 Kw..VP: 103.5 Kw.
Owned-Oper. By.....Wilton E. Hall
Business Address.....1 Martin St.
Phone Number.....CAnal 6-1511
Air Time.....12 hours daily
Newspaper Affil....Independent & Daily Mail
News Service .....INS
Representative .....Headley-Reed
President..... Wilton E. Hall
General Manager.....Glenn P. Warnock
Program Director.....Marshall Gaillard
Chief Engineer.....John Willis
Consulting Engineer.....George C. Davis

WCSC-TV—Charleston
ABC-CBS

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WCSC, Inc.
Business Address.....485 East Bay St.
Phone Number 3-8371
Air Time.....12½ hours daily
News Service .....UP
Representative..Peters, Griffin, Woodward, Inc.
President, Gen. Mgr.....John M. Rivers
National Adv., Sta. Mgr.....Roland Weeks
Regional Sales Mgr.....Ralph Thornley
Program Director.....Russell D. Long
Prom., Pub. Director....Mrs. Annie Lee Small
Dir. of News & Sp. Events.....Harry Gianaris
Production Manager.....Charles Hall
Film Manager.....Annie Laurie Quarterman
Chief Engineer.....Wilbur R. Albee

WUSN-TV—Charleston
1954—NBC-ABC

Channel: 2 VHF...AP: 53 Kw....VP: 100 Kw.
Owned-Oper. By...Southern Broadcasting Co.
Address.....P. O. Box 879
Phone Number.....Mt. Pleasant 4141
Air Time.....17 hours daily
Newspaper Affil.....Evening Post Publ. Co.
News Service .....UP
Representative .....H-R, Ayres
Membership .....TvB
Pres., Gen. Sales Mgr.....J. Drayton Hastie
Station Manager.....Douglas M. Bradham
Promotion Director.....Frank Knighton
Production Director.....Clarke W. Davis
Film Manager.....Gray Carroll
Chief Engineer.....Walter Nelson
Consulting Engineer.....Gautney & Jones

WIS-TV—Columbia—1953
NBC

Channel: 10 VHF..AP: 135 Kw...VP: 269 Kw.
Owned-Oper. By.....WIS-TV Corp.
Business Address.....1111 Bull St.
Phone Number 3-8356
Air Time.....12.5 hours daily
News Service .....UP
Representative..Peters, Griffin, Woodward, Inc.
Membership .....NARTB
Pres., Gen. Mgr.....G. Richard Shafto
Station Manager.....Charles A. Batson
Comm. Manager.....Law Epps
Program Director.....Adrian Munzell
Dir. of News & Sp. Events.....Gren Seibels
Production Manager.....Dixon C. Lovvorn
Film Manager.....Robert Humphries
Chief Engineer.....Herbert G. Eidson
Consulting Eng.....Craven, Lohnes & Culver

WNOK-TV—Columbia—1953
CBS

Channel: 67 UHF..AP: 47 Kw...VP: 93.5 Kw.
Owned-Oper. By.....Palmetto Radio Corp.
Business Address.....1811 Main Street

Phone Number 2-7737
Air Time.....13½ hours daily
News Service .....AP, INS
Representative .....Raymer
Membership .....NARTB
V.P., Gen., Comm. Mgr..H. Moody McElveen, Jr.
Prog. Director.....Bill Routh
Promotion Director.....Pat Conder
Dir. of News & Sp. Events.....Don Robertson
Production Manager.....Graham Thomas
Film Manager.....R. L. Brown
Chief Engineer.....Charlton W. Bowers
Consulting Engineer.....Kear & Kennedy

WBTW—Florence—1954 CBS

Channel: 8 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By.Jefferson Standard Bcstg. Co.
Address .....Box 630
Phone Number 2-1566
Air Time.....8 hours daily
News Service .....AP
Representative.....CBS Television Spot Sales
Membership .....NARTB, TvB
President.....Joseph M. Bryan
General Manager.....Charles H. Crutchfield
Station Manager.....Melvin Purvis
Managing Director.....J. William Quinn
Prog. Dir., Prod. Mgr.....George B. Burnette
Prom., Pub. Director.....Whiteford Smith
Film Manager.....Harry Hughes
Chief Engineer.....E. A. Sellars
Consulting Eng.....A. D. Ring & Associates

WFBC-TV—Greenville 1953—NBC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WMRC, Inc.
Business Address.....505 Rutherford St.
Phone Number 9-1321
Air Time.....18 hours daily
Newspaper Affiliation.....News-Piedmont
News Service .....INS
Representative .....Weed
Membership .....NARTB
President.....R. A. Jolley
General Manager.....B. T. Whitmire
Program Director.....Norvin C. Duncan
Comm. Mgr.....Robert Q. Glass, Jr.
Prom., Pub. Director.....Bob Edwards
Dir. of News & Sp. Events.....Monty Dupuy
Production Manager.....Vance Johnson
Film Director.....Charles Howard
Chief Engineer.....Wilson C. Wearn
Con. Engineer.....Vandivere-Cohn-Wearn

WGVL—Greenville—1953 ABC-CBS

Channel: 23 UHF..AP: 8.51 Kw...VP: 17 Kw.
Owned-Oper. By....Greenville Television Co.
Business Address.....Box 2344
Phone Number 5-0471
Air Time.....9 hours daily
News Service .....AP
Representative .....H-R, Ayers
President .....Edgar M. Norris
Gen., Station Manager.....Ben K. McKinnon
Prog., News, Sp. Events Dir.....Bob Shoaff
Publicity Director.....Jule Ferguson
Film Manager.....Bill Banner
Chief Engineer.....Harley Reynolds
Consulting Engineer .....McIntosh-Ingles

SOUTH DAKOTA

Pop. Feb. 1, 1956 (Est.) 665,000—TV Homes 60,295
Stations in State 3

KDLO-TV—Florence—1955 CBS-NBC-ABC

(Satellite of KELO-TV, Sioux Falls, S. D.)
Channel: 3 VHF...AP: 15 Kw....VP: 25 Kw.
Owned-Operated By.....Triple-City Bcstg. Co.
Address.....Phillips Ave., Sioux Falls, S. D.
Representative.....H-R TV, Bulmer & Johnson
General Manager.....Evans Nord

KOTA-TV—Rapid City—1955

Channel: 3VHF..AP: 794 Watts..VP: 1.32 Kw.
Owned-Operated By.Black Hills Broadcast Co.
Address.....1819 W. St. Joe St.
Representative .....Headley-Reed TV
General Manager.....Leo D. Borin

KELO-TV—Sioux Falls—1953 ABC-CBS-NBC

Channel: 11 VHF..AP: 141 Kw...VP: 251 Kw.
Owned-Oper. By.....Midcontinent Bcstg. Co.
Business Address.....8th St. & Phillips Ave.
Phone Number 4-5841
Air Time.....17 hours daily
News Service .....UP, AP
Membership .....NARTB
Representative .....H-R; Bulmer & Johnson
President.....Joseph L. Floyd
Gen., Station Mgr.....Evans A. Nord
Program Director.....Murray Stewart
Prom., Pub. Director.....Robert Beadle
Dir. of News & Sp. Events.....Bill Wigginton
Production Manager.....Dave Dedrick
Film Manager.....O. Buell Donaldson
Chief Engineer.....Les Froke
Consulting Engineer.....A. D. Ring Assoc.

WDEF-TV—Chattanooga
1954—ABC-CBS-NBC

Channel: 12 VHF. AP: 52.6 Kw.. VP: 105.2 Kw.
Owned-Oper. By.....WDEF Broadcasting Co.
Address .....Volunteer Building
Phone Number 6-0124
Air Time.....12 hours daily
News Service .....UP
Representative .....Branham
Membership .....NARTB
President.....Carter M. Parham
Gen., Station Mgr.....Harold E. Anderson
Comm. Manager.....Otis H. Segler
Program Director.....Morris Quave
Prom., Pub. Director.....Emory Williamson
Dir. of News & Sp. Events.....Mort Lloyd
Production Manager.....David I. Andrews
Film Manager.....John Bonney
Chief Engineer.....B. C. Baker
Consulting Engineer.....Russel P. May

WDXI-TV—Jackson—1955
CBS

Channel: 71 UHF..AP: 41.7 Kw...VP: 83.2 Kw.
Owned-Operated By.....Dixie Bcstg. Co.
Address .....Williams Bldg.
Representative....Burn-Smith Co.-Dora-Clayton
Pres., Gen. Mgr.....Aaron B. Robinson

WJHL-TV—Johnson City
1953—ABC-CBS-NBC

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WJHL, Inc.
Business Address.....145 W. Main St.
Phone Number 2780
Air Time.....15 hours daily
Representative .....Pearson
President.....W. H. Lancaster, Sr.
Gen. Manager.....W. Hanes Lancaster, Jr.
Program Director.....Jack Sausman
Prom., Pub. Director.....W. A. McDonald
Dir. of News & Sp. Events.....Mike Blancard
Prod. Manager.....Leonard Matney
Film Manager.....JoAnn Torbett
Chief Engineer.....Albert Renfro

WATE-TV—Knoxville
1953—ABC-NBC

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper...Greater East Tennessee TV, Inc.
Business Address.....612 S. Gay St.
Phone Number 2-7111
Air Time.....16 hours daily
Representative .....Avery-Knodel
President.....Paul Mountcastle, Sr.
General Manager.....W. Henry Linebaugh
Comm. Manager.....J. T. McCloud
Program Director.....John Reese
Prom. Publicity Director....H. Wayne Hudson
Dir. of News & Sp. Events....Arthur J. Metzler
Production Mgr.....Carl Tibbetts
Film Buyer.....J. H. Reese
Chief Engineer.....Fred M. Andrews
Consulting Eng.....Comm. Radio Equip. Co.

WTSK-TV—Knoxville
1953—CBS-ABC

Channel: 26 UHF..AP: 11 Kw...VP: 21.9 Kw.
Owned-Oper. By.....So. Central Bcstg. Co.
Phone Number 5-2113
Business Address.....Memorial Park Rd.
Air Time.....16 hours daily
News Service .....AP
Representative .....Pearson
Pres., Gen., Sta., Comm. Mgr...J. Engelbrecht
Program Director.....Bill Eckstein
Promotion Director.....Rowena Anderson
Dir of News & Sp. Events.....Jack Joywer
Production Manager.....Jerry Morris
Film Manager.....Tommy Van Hoosier
Chief Engineer.....Joe Broyles
Consulting Engineer.....John Mullaney

WHBQ-TV—Memphis—1953
ABC

Channel: 13 VHF..AP: 160 Kw...VP: 316 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business Address.....1381 Madison Ave.
Phone Number 32-3441
Air Time.....15½ hours daily
News Service .....UP
Representative .....H-R
Membership .....NARTB, TvB
President .....Thomas J. O'Neil
V.P. & Gen. Manager.....John H. Cleghorn
Operations Manager.....Bill Grumbles
Sales Service Manager.....Gordon Lawhead
Promotion Director.....Bill Rucker
Director of Sales.....L. O. Dobson
Program Director.....Wilson Northcross
Production Director.....Mark Forrester
Dir. of News & Sp. Events.....Gene Roper
Production Manager.....Wilson Northcross
Chief Engineer.....Welton Roy

WMCT—Memphis—1953
NBC

Channel: 5 VHF...AP: 60 Kw....VP: 100 Kw.
Owned-Operated.....Memphis Publishing Co.
Address.....Goodwyn Institute Building
Phone Number .....JAckson 6-7464
Air Time.....17 hours daily
Newspaper Affil.....The Commercial Appeal
Representative .....Branham
Membership .....NARTB, TvB
President .....Enoch Brown
General Manager.....H. W. Slavick
Station, Comm. Mgr.....Earl Moreland
Prog. Dir., Film Mgr.....Wilson Mount
Prom., Pub., Director.....Walter E. Frase
Dir. of News & Sp. Events.....Ed White
Production Mgr.....Edward Greaney, Jr.
Chief Engineer.....E. C. Frase, Jr.
Consulting Engineer.....George C. Davis

WREC-TV—Memphis—1955

Channel: 3 VHF...AP: 60 Kw....VP: 100 Kw.
Owned-Operated By....WREC Bcstg. Service
Address.....Hotel Peabody Bldg.
Representative .....Katz Agency
General Manager.....Hoyt B. Wooten

WLAC-TV—Nashville 1954—CBS

Channel: 5 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. .....WLAC-TV Inc.
Address.....159 Fourth Avenue North
Phone Number .....Chapel 2-4331
Air Time.....16 hours daily
News Service .....UP
Representative .....Katz
Membership .....NARTB
Exec. V.P. & Gen. Mgr.....T. B. Baker, Jr.
Natl. Sls. Manager.....R. M. Reuschle
Operations Mgr.....Roy A. Smith
Director of News.....Jack Drake
Promotion Director.....Jim Wharton
Chief Engineer.....Ralph L. Hucaby
Consulting Engineer.....Earl A. Cullum

WSIX-TV—Nashville—1953 ABC

Channel: 8 VHF...AP: 89 Kw....VP: 178 Kw.
Owned-Oper. By.....WSIX Inc.
Business Address.....Nashville Trust Bldg.
Phone Number 5-5431
Air Time.....14 hours daily
News Service .....AP
Representative .....Hollingbery
Pres., Gen. Mgr.....R. D. Stanford, Jr.
Director of TV.....Harry Stone
Production Manager.....James Lynagh
Publicity Director.....James L. Harper
Comm. Manager.....E. S. Tanner
Chief Engineer.....Charles Darke
Consulting Eng.....A. D. Ring Assoc.

WSM-TV—Nashville—1950 NBC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned....Nat'l Life & Accident Insurance Co.
Address .....7th & Union
Phone Number 2-6624
News Service .....AP, UP, INS
Membership .....NARTB, TvB
Representative .....Petry
President, Gen. Mgr.....John H. DeWitt, Jr.
Comm. Manager.....Hi Bramham
Operation Manager.....Brad Crandall
Prom. & Pub. Director.....W. R. McDaniel
Film Manager.....Elmer Cartwright
Production Mgr.....Fritz Kleibacker
Dir. of News & Sp. Events.....Harold Baker
Chief Engineer.....Aaron Shelton

FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE
COVERAGE . . .

AP

FOR
RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

k·r·b·c·t·v

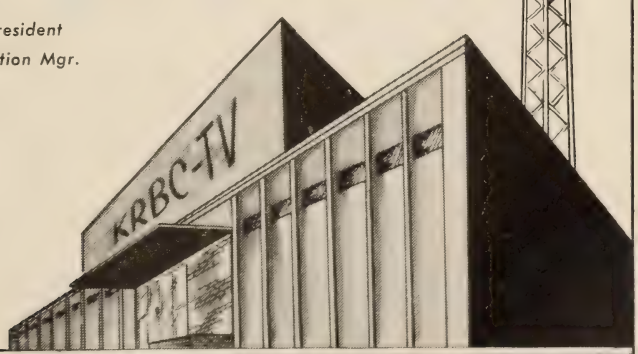
Channel 9

The ONLY station in Abilene, Texas

- First in the nation for per-capita auto sales
- New home of 100-million dollar SAC B-47 Air Base
- Heart of rapidly expanding oil country
- Texas-tall antenna (1030 feet above Abilene)

Write, Wire, TWX, or Call
National Representative
JOHN E. PEARSON, Television, Inc.
National Sales Manager
FOREST LANE

Dale Ackers, *President*
John Kelly, *Station Mgr.*



Interconnected NBC

ABILENE, TEXAS

OLD TEXAS TEST FOR COFFEE

Drop a branding iron into the pot.
When it floats, coffee's strong enough.

PANHANDLE TEST

Drop a spot schedule into KGNC.
Market's already tested: Amarillo is first (again) in the nation in retail sales per household.

National representatives, The Katz Agency
AM: 710 kc, 10,000 watts
TV: Channel 4

KRBC-TV—Abilene—1953
ABC-ABC-CBS

Channel: 9 VHF..AP: 14.7 Kw...VP: 29.5 Kw.
Owned-Oper. By.....Abilene Radio & TV Co.
Business Address.....4510 So. 14th St.
Phone Number.....2-8491
Air Time.....15 hours daily
News Service .....AP
Representative .....Pearson
Membership .....TvB
President & Gen. Mgr.....Dale Ackers
Station Manager.....John Kelly
Comm. Manager.....John Higgins
Program Director.....Steve Cowan
Production Mgr.....Larry Fitzgerald
Continuity Chief.....Bert Mitchell
News Director.....Don Wilson
Film Buyer.....Joe Mansell
Prom., Pub. Manager.....Forest Lane
Chief Engineer.....Bill Kessel
Cons. Eng.....Commercial Radio Equipment
(SEE PAGE 933)

KFDA-TV—Amarillo—1953
ABC-CBS

Channel: 10 VHF..AP: 125 Kw...VP: 250 Kw.
Owned & Oper. By....Amarillo Bsctg. Co., Inc.
Address .....P. O. Box 1440
Phone Number.....DRake 4-5343
Air Time.....17 hours daily
News Service.....AP, UP
Representative .....H-R, Clarke-Brown
Membership .....NARTB, TvB
President.....Gene L. Cagle
General Manager.....Ed Moore
Prog. Dir., Prod., Film Mgr.....N. C. Long
Promotion Director.....Dan Hayslett
Director of News & Sp. Events.....Bill Johns
Publicity Director.....Kin Raley
Production Manager.....Jerry Gardner
Chief Engineer.....Bill Spiller
Cons. Eng.....Commercial Equipment Co.

KGNC-TV—Amarillo—1953
NBC

Channel: 4 VHF.. AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By..Globe News Publishing Co.
Address.....1800-2200 North Polk St.
Phone Number 4-4601
Air Time.....15 hours daily
News Affil.....News, Times, Globe
News Service.....AP, UP
Membership .....NARTB, TvB
Representative .....Katz
President .....Parker Prouty
General Manager.....Wes Izzard
Station Manager.....Bud Thompson
Comm. Manager.....Aubrey Jackson
Program Director.....Bob Vaughn
Promotion Director.....Marianne Johnson
Dir. of News & Sp. Events.....Bob Izzard
Production Manager.....Bill McEachern
Publicity Director.....Beverly Beck
Film Manager.....Joan Jamison
Chief Engineer.....W. H. Torrey
Consulting Engineer.....A. Earl Cullum

KTBC-TV—Austin—1952
ABC-CBS-NBC

Channel: 7 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....Texas Bcstg. Corp.
Address.....P. O. Box 717
Phone Number 2-2424
Air Time.....16 hours daily
News Service .....UP
Representative .....Raymer
President.....Claudia T. Johnson
General Manager.....J. C. Kellam
Sales Manager.....O. P. (Bob) Bobbitt
Sales, Prom. Director.....Charles Brooks
Program Director.....Richard "Cactus" Pryor
Publicity Dir.....Charles Brown
Dir. of News & Sp. Events.....Paul Bolton
Production Manager.....Fred Noble
Film Manager.....Elmo Brown
Chief Engineer.....Ben Hearn
Consulting Engineer.....A. Earl Cullum, Jr.

KBMT—Beaumont—1954
ABC-NBC-DuM

Channel: 31 UHF.. AP: 117 Kw...VP: 224 Kw.
Owned-Oper. By..Television Broadcaster, Inc.
Address.....P O. Box 1192
Phone Number 9-2476
Air Time.....8 hours daily
News Service .....UP
Representative .....Forjoe
Membership .....NARTB
President.....Randolph C. Reed
V.P. & Gen. Mgr.....John Rossiter
Dir. of News & Sp. Events.....Roy Grimse
Production Manager.....William Beathard
Chief Engineer.....Frank Leins
Consulting Engineer.....Frank McIntosh

KFDM-TV—Beaumont—1955
CBS-ABC

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By....Beaumont Bcstg. Corp.
Address .....1420 Calder Ave.
Representative..Peters, Griffin, Woodward, Inc.
Exec. V.P., Gen. Mgr.....C. B. Locke

KBST-TV—Big Spring—1955
CBS

Channel: 4 VHF...AP: 6.3 Kw....VP: 12.9 Kw.
Owned-Oper. By...Big Spring Television, Inc.
Address.....2500 Kentucky Way
Phone Number 3-2611
Air Time.....8 hours daily
News Service .....AP
Representative .....Pearson
Pres., Gen., Sta. Mgr.....William J. Wallace
Chief Engineer.....Andrew Jones
Con. Eng.....Commercial Radio Equipment

KVDO-TV—Corpus Christi 1954—ABC-NBC

Channel: 22 UHF..AP: 10.2 Kw...VP: 18.8 Kw.
Owned-Oper. By..Costal Bend Television Co.
Address.....409 South Staples
Phone Number 2-7468
News Service .....AP
Air Time.....12 hours daily
Representative...Adam Young, Clarke Brown
President .....Gabriel Lozano
General Manager..... L. W. "Bud" Smith
Asst. Manager.....A. O. Lerma
Comm. Manager.....R. W. Williams
Prod., Prog. Director.....Karl King
Director News.....Ken Cessna
Film Manager.....A. Reyna
Chief Engineer.....Nestor Aresta, Jr.

KRLD-TV—Dallas—1949 CBS

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....KRLD Radio Corp.
Business Address.....Herald Square
Phone Number.....RAndolph 6811
Newspaper Affiliation...Dallas Times Herald
Air Time.....17½ hours daily
News Service .....UP
Membership .....NARTB
Representative .....Branham
Board Chairman.....J. W. Runyon
President.....Clyde Rembert
Station Manager.....Roy M. Flynn
Comm. Manager.....Gene Cuny
Program Director.....Ves Box
Promotion Director.....A. J. Putnam
Dir. of News & Sp. Events.....Larry Rasco
Production Manager.....Fritz Kuler
Publicity Director.....A. J. Putnam
Film Manager.....Nick Mueller
Chief Engineer.....B. B. Honeycutt
Consulting Engineer.....T. A. M. Craven

WFAA-TV—Dallas—1949 ABC-NBC

Channel: 8 VHF..AP: 178 Kw...VP: 316 Kw.
Owned-Operated By.....A. H. Belo Corp.
Business Address....3000 Harry Hines Blvd.
Phone Number.....Riverside 3315
Newspaper Affiliation.....Morning News
Representative .....Petry
President.....E. M. (Ted) Dealey
General Manager.....James M. Moroney
Station Manager.....Ralph W. Nimmons
Comm. Manager.....Mike Shapiro
Program Director.....Bob Blase
Promotion Director.....Charles Larkins
Dir. of News & Sp. Events.....Tom Journey
Production Manager.....Tom Palmer
Film Manager.....Dunlap Clark
Chief Engineer.....Jim W. Cooper
Consulting Eng.....A. Earl Cullum

KRLD-TV's GIANT TOWER

1685 feet above average terrain, plus maximum power, provide maximum coverage of sales-rich North Texas and Southern Oklahoma . . . Population in excess of 2,275,000 and growing . . . TV sets in excess of 555,000 and growing rapidly.

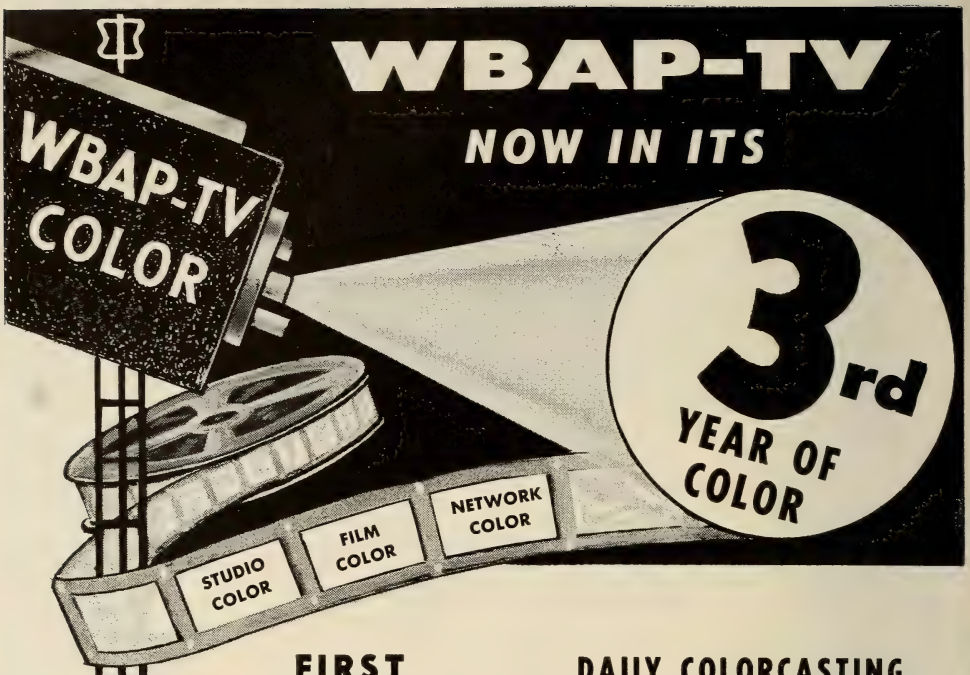
CITY GRADE COVERAGE IN DALLAS AND FT. WORTH

These factors plus consistently higher-rated CBS-KRLD-TV programs in survey after survey assure better than ever sales results.

KRLD TV Channel 4 CBS

MAXIMUM POWER DALLAS

SHERLOCK HOLMES
CONFIDENTIAL FILE
MILLION DOLLAR MOVIE
LITTLE RASCALS
GENE AUTRY
CHANNEL ELEVEN THEATRE
worlds of good lookin' for all the family on
Channel 11
KFJZ-TV
FORT WORTH
LIBERACE
AMOS & ANDY
THE FALCON
ROY ROGERS
SAN FRANCISCO BEAT
MAYOR OF THE TOWN
CITY DETECTIVE
LOONEY TUNES
RANGE RIDER
WRESTLING



FIRST

- ★ On the air in the Southwest
- ★ With COLOR, in Texas
- ★ With full power, tall tower (1113 ft.)
- ★ With city grade service in both cities

DAILY COLORCASTING

"TEXAS LIVING" — attractive Margret McDonald gives latest fashion, food, beauty tips — a top-ranking women's show!

"THE JONES PLACE" — a tremendously popular western-style show, starring Neal Jones. Just two examples of local color programming for introducing and testing new products in dramatic color presentation.

"NBC MATINEE" — full hour of top dramatic entertainment each day, in vivid network color! Available only on WBAP-TV, Channel 5 — now in its 3rd year of colorcasting!

WBAP-TV CHANNEL 5

THE STAR-TELEGRAM STATION • ABC–NBC • FORT WORTH, TEXAS

AMON CARTER, Founder | AMON CARTER, JR., President | HAROLD HOUGH, Director | GEORGE CRANSTON, Manager | ROY BACUS, Commercial Manager

FREE & PETERS, Inc. – National Representatives

KROD-TV—El Paso—1952 ABC-CBS

Channel: 4 VHF....AP: 28 Kw.....VP: 56 Kw.
Owned-Oper. By.....El Paso Times, Inc.
Address.....2201 Wyoming St.
Representative .....Branham
General Manager.....Val Lawrence
Sales Manager.....Dick Watts
Promotion Mgr.....Ken McClure
Chief Engineer.....E. P. Talbott

KTSM-TV—El Paso—1953 NBC

Channel: 9 VHF..AP: 33.1 Kw...VP: 55.1 Kw.
Owned-Operated By.....Tri-State Bcstg. Co.
Address.....801 N. Oregon St.
Phone Number 2-5423
News Service .....UP
Membership .....NARTB
Representative .....Hollingbery
Pres., Gen., Sta. Mgr.....Karl O. Wyler
Comm. Manager.....Roy T. Chapman
Prog. Director.....Jack B. Chapman
Dir. of News & Sp. Events....Conrey Bryson
Production Manager.....Jack Rye
Publicity Director.....John Phelan
Chief Engineer.....Kenneth J. Walton
Consulting Engineer.....George Adair

KFJZ-TV—Fort Worth—1955

Channel: 11 VHF..AP: 105 Kw...VP: 210 Kw.
Owned-Oper. By...Texas State Network, Inc.
Address.....1201 W. Lancaster St.
Phone.....Edison 3474
News Service.....AP
Representative..H-R Television, Clarke Brown
President.....Gene L. Cagle
V.P., Gen. Mgr.....Charles B. Jordan
Natl. Sales Mgr.....Dale Drake
Local Sales Mgr.....John Hopkins
Opr. Mgr., Film Buy.....Buck Long
Prod. Sup.....John Stegall
Publicity, Sls. Prom.....J. Bert Mitchell, Jr.
Chief Engineer.....Joseph B. Haigh

(SEE PAGE 937)

WBAP-TV—Fort Worth 1948—ABC-NBC

Channel: 5 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By.....Carter Publications, Inc.
Business Address.....3900 Barnett St.
Phone Number.....Lockwood 1981
Air Time.....17 hours daily
Newspaper Affiliation.....Fort Worth Star-Telegram
News Service .....AP
Representative.....Free & Peters
Membership .....NARTB, TvB
Chairman .....Amon Carter Sr.
President.....Amon Carter, Jr.
General Manager.....George Cranston
Director .....Harold Hough
Commercial Mgr.....Roy Bacus
Prom., Pub. & Merch. Dir.....Joe Wallace
Program Director.....Robert Gould
Film Manager.....Lynn Trammell
Oper. Manager.....Robert Grammer
Director of News.....James A. Byron
Prod. Supervisor.....Phil Wygant
Chief Engineer.....R. C. Stinson

KGUL-TV—Galveston-Houston 1952—CBS

Channel: 11 VHF..AP: 125 Kw...VP: 235 Kw.
Owned-Oper. By.....Gulf Television Co.
Business Address.....11 Video Lane
Phone Number 3-1607
Air Time.....18 hours daily
News Service .....AP
Representative.....CBS Television Spot Sales
Membership .....NARTB
Pres., Gen. Mgr.....Paul E. Taft
Sales Manager.....Robert S. Wilson
Comm. Manager.....Raymond E. Jones
Prog. Dir., Prod. Mgr.....Thomas L. Thompson
Prom. Director.....John L. Eisele
Dir. of News & Sp. Events.....Bob Savage
Pub. Director.....Wiliam D. Evans, Jr.
Film Manager.....Bud Johnson
Chief Engineer.....William R. Sloat
Consulting Eng...Vandivere, Cohen, & Wearn

(SEE PAGE 943)

KGBT-TV—Harlingen—1953 CBS-ABC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By....Harbenito Bcstg. Co., Inc.
Business Address.....Box 711
Phone Number .....GA 3-4880
Air Time.....9 hours daily
News Service .....UP
Membership .....NARTB
Representative .....H-R Reps.
President .....McHenry Tichenor
General Manager.....Troy McDaniel
Comm. Manager.....I. S. Roberts
Program Director.....Ray Gordon
Promotion Director.....Mel Kassanof
Dir. of News & Sp. Events.....Jerry Fisher
Film Manager.....Roberto Rodriguez
Chief Engineer.....A. R. Beck
Consulting Engineer.....Andy Ring

KPRC-TV—Houston—1950 NBC

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Houston Post Co.
Business Address.....2318 Polk Ave.
Phone Number.....Madison 9271
Representative .....Petry
Membership .....TvB
V.P., General Manager.....Jack Harris
Commercial Mgr.....Jack McGrew
Program Director.....Bert Mitchell
Promotion Mgr.....Kirt Harris
Film Manager.....Earl Corridon
Publicity Director.....Edna Forester
Traffic .....Katherine Estes
Chief Engineer.....Paul Huhndorfl

(SEE PAGE 944)

KTRK-TV—Houston—1954
ABC

Channel: 13 VHF..AP: 117 Kw...VP: 316 Kw.
Owned-Oper...Houston Consolidated TV Co.
Address.....P. O. Box 12
Phone Number.....JAckson 6-1313
Air Time.....16 hours daily
Newspaper Affiliation .....Chronicle
Representative .....Blair-TV
Membership .....NARTB, TvB
President.....John T. Jones, Jr.
Exec. V.P., Gen., Sta. Mgr....W. E. Walbridge
Program Director.....John E. Hill
Comm. Manager.....William F. Bennett
Dir. of News & Sp. Events.....Ray Conoway
Prom., Pub. Director.....Lee Curran
Film Manager.....Hugh Pickett
Production Manager.....William T. Wagner
Chief Engineer.....Tom Hiner
Consulting Engineer.....George Davis

KHAD-TV—Laredo—1956
CBS-NBC

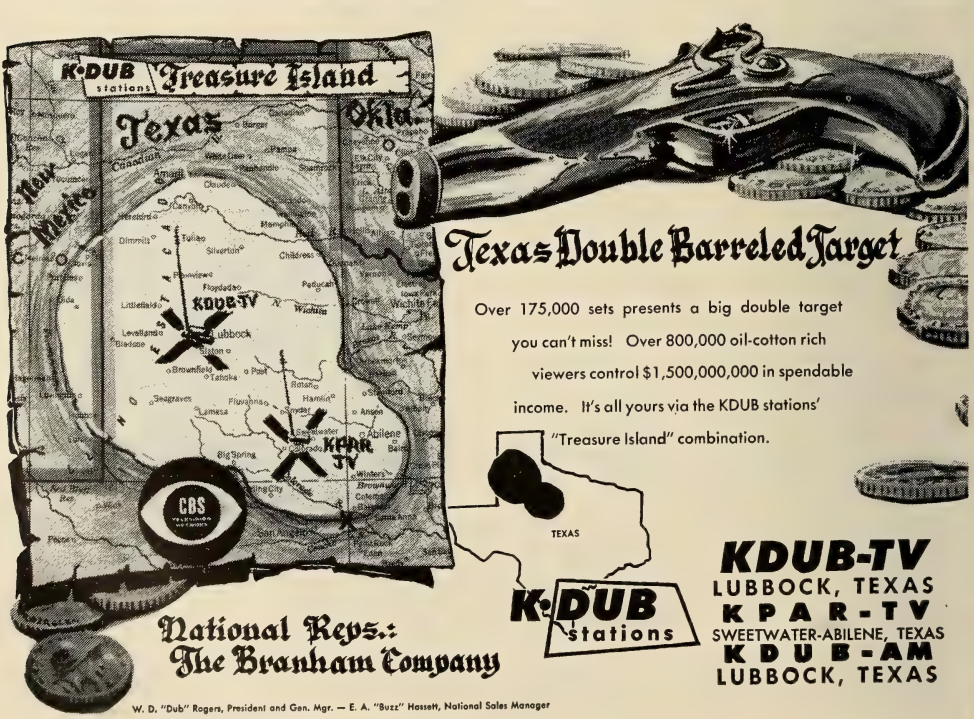
Channel: 8 VHF..AP: .149 Kw...VP: .297 Kw.
Owned-Oper. By.Vidicon Industries of America
Address .....Box 993
Representative.....John E. Pearson
General Manager.....Shaun F. Murphy

KTVE—Longview—1953

Channel: 32 UHF..AP: 112 Kw...VP: 224 Kw.
Owned-Oper. By.....East Texas TV Co.
Business Address.....P. O. Box 2029
Phone Number.....PLaza 8-5551
Air Time.....8 hours daily
Representative .....Forjoe
President, Gen. Mgr.....A. James Henry
Sta. Mgr., Prog. Director.....Barre Monigold
Prod., Film Manager.....Carl Loy
Chief Engineer.....W. I. Simpson

KDUB-TV—Lubbock—1952
CBS

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Texas Telecasting, Inc.
Business Address.....7400 College Ave.
Phone Number .....SH 4-2345
News Service.....INS, AP
Representative .....Branham
Air Time.....18 hours daily
Membership .....NARTB, TvB
Pres., Gen. Mgr.....W. D. (Dub) Rogers
National Sales Mgr.....E. A. Hassett
Local Sales Manager.....Jimmie Isaacs
Prog. Dir., Film Mgr.....Ray Trent
Promotion Director.....W. H. Shipley
Production Manager.....Vernon Peorner
Publicity Director.....W. H. Shipley
Chief Engineer.....Rudy Starnes
Consulting Engineer.....Frank McIntosh
Dir of News & Sp. Events.....Jack McIlrath



W. D. "Dub" Rogers, President and Gen. Mgr. — E. A. "Buzz" Hassett, National Sales Manager

KCBD-TV—Lubbock—1953
ABC-NBC

Channel: 11 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Bryant Radio & TV Inc.
Business Address.....Box 1507
Phone Number .....SHerwood 4-1414
Air Time.....17 hours daily
News Service.....AP, UP
Representative .....Raymer
Membership .....NARTB
Pres., Gen. Manager.....Joe H. Bryant
Asst. Gen. Manager.....Robert L. Snyder
National Sales Mgr.....Ray Poindexter
V.P., Comm. Manager.....George L. Tarter
Program Director.....Bill Taylor
Prom., Pub. Director.....Joan Prigmore
Dir. of News & Sp. Events.....Keith Fuller
Production Manager.....Everett George
Film Manager.....Clay Oates, Jr.
Chief Engineer.....Frank Lee
Consulting Engineer.....Weldon & Carr

(SEE PAGE 947)

KTRE-TV—Lufkin—1955
NBC

Channel: 9 VHF..AP: 12.5 Kw...VP: 26 Kw.
Owned-Oper. By....Forest Capital Bcstg. Co.
Business Address.....P. O. Box 701
Phone Number 3-7771
Air Time.....11 hours daily
News Service .....AP
Representative .....Venard, Rintoul, McConnel, Melville Co.
President.....R. W. Wortham, Jr.
Gen., Sta. Mgr.....Richman Lewin
Comm. Manager.....Murphy Martin
Prog., News Director.....Boyd Porter, Jr.
Prom., Pub. Director.....Jean Garrett
Production Manager.....Jimmy Guillot
Film Manager.....Glenn Armstrong
Chief Engineer.....Fred Clinton Hill
Consulting Engineer.....A. Earl Cullom

The most unique TV station in America!

- America's *only* non-metropolitan market with basic NBC-TV network programming coming in LIVE! *
- The *only* TV station in the heart of East Texas' rich pine belt—21 thriving counties in Texas and Louisiana!

KTRE-tv
LUFKIN, TEXAS
CHANNEL 9
NBC-TV*

AFFILIATED WITH KTRE RADIO, 1000 WATT, MBS

"SERVING 300,000 PEOPLE IN THE LUMBER-RICH LUFKIN-NACOGDOCHES AREA!

National Representatives:
VENARD, RINTOUL & McCONNELL, Inc.
New York, Chicago, San Francisco, Los Angeles & Boston

Southwest Representative:
CLYDE MELVILLE COMPANY OF DALLAS

Richman Lewin
Vice President & General Manager

* LIVE via microwave from *KPRC-TV* Houston

KMID-TV—Midland—1953
NBC-ABC-CBS-DuM

Channel: 2 VHF..AP: 13.8 Kw...VP: 26.3 Kw.
Owned-Oper. By..Midessa Television Co., Inc.
Business Address.....Box 2758
Phone Number 2-7321
Air Time.....10 hours daily
News Service .....UP
Rep.....Venard, Rintoul & McConnell, Brown
Membership .....NARTB
President.....J. Conrad Dunigan
Gen., Sta. Mgr.....Sidney A. Grayson
Comm. Manager.....Bob Cain
Prog., News & Sp. Events Dir.....Bill Richie
Promotion Director.....Brad Bodkin
Production Manager.....Bob McClellan
Publicity Director.....Louise Owen
Film Manager.....Carl Kennedy
Chief Engineer.....William D. Buford

KOSA-TV—Odessa—1956
CBS

Channel: 7 VHF..AP: 53.7 Kw...VP: 102 Kw.
Owned-Operated By....Odessa Television Co.
Address.....1211 N. Whitaker
Phone 7-8301
Membership .....NARTB
Representative.....John E. Pearson TV
President.....Cecil Trigg
Station Manager.....John Vacca
Sales Manager.....Ed Costello
Chief Engineer.....William Schock

(SEE PAGE 948)

KTXL-TV—San Angelo—1953
CBS

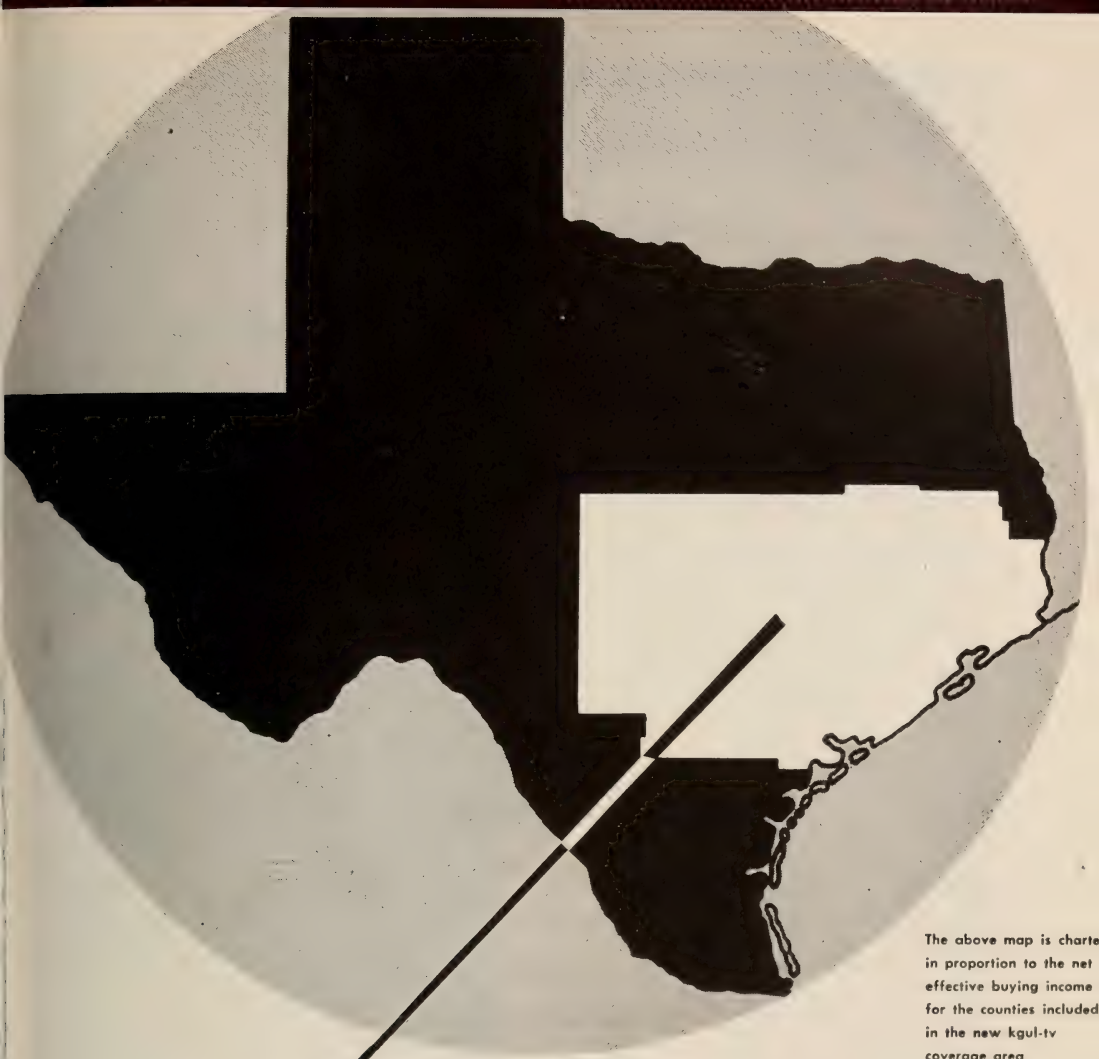
Channel: 8 VHF..AP: 15.5 Kw...VP: 27.5 Kw.
Owned-Oper. By..Westex Television Co., Inc.
Business Address.....Box 1271
Phone Number 7183
Air Time.....9 hours daily
Rep....Melville, Venard, Rintoul & McConnell
News Service .....UP
President.....A. D. Rust
V.P., Gen., Sta. Mgr.....J. Harley Hubbard
Comm. Manager.....George Olsen
Prog., Prom. Director.....Doug Thompson
Secretary-Treasurer.....B. P. Bludworth
Dir. of News & Sp. Events.....Neil Baird
Prod., Film Manager.....Charles Cathey
Chief Engineer.....Robert Benson

FOR WORLD-WIDE NEWS . . .
FOR CLEAR, COMPREHENSIVE COVERAGE . . .

AP

FOR RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.



The above map is charte
in proportion to the net
effective buying income
for the counties included
in the new kgul-tv
coverage area

You buy 1/4 of Texas with kgul-tv

kgul's area coverage encompasses Galveston, Houston and the entire Gulf Coast market. The buying power of this area represents over 25% of the total buying power for the whole state of Texas. Here's a real Texas-size buy for your advertising dollars: one-fourth of Texas with kgul-tv.

	State of Texas	Gulf Coast TV Market	%
Families	2,510,500	611,600	24.36
Effective Buying Income	$12,622,592	$3,258,444	25.81

Source of Figures: Sales Management.

CBS TELEVISION NETWORK

Represented Nationally
By CBS Television
Spot Sales

kgul TV

CHANNEL 11

GULF TELEVISION COMPANY

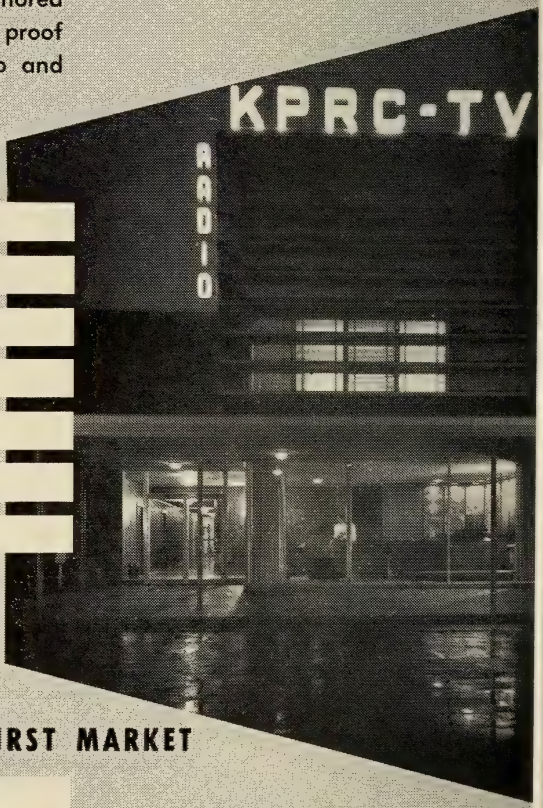
Galveston, Texas

First in Houston

radio and television

KPRC and KPRC-TV Dominate the Houston Market

KPRC RADIO has been the first choice of Houston Gulf Coast listeners for more than 30 years. KPRC-TV, now over five years old, is also first choice with these same people. More than a time-honored habit, this loyalty is indisputable proof of KPRC's experienced leadership and consistent fine quality.



- FIRST IN EXPERIENCE
- FIRST IN PUBLIC SERVICE
- FIRST IN NEWS
- FIRST IN LOCAL TALENT
- FIRST IN FARM NEWS
- FIRST IN RATINGS
- FIRST IN FACILITIES

FIRST IN THE SOUTH'S FIRST MARKET

NBC 950 KPRC HOUSTON ON YOUR DIAL

KPRC-TV CHANNEL 2 HOUSTON

JACK HARRIS
Vice President and General Manager
Nationally Represented by
EDWARD PETRY AND COMPANY

KCOR-TV—San Antonio—1955

Channel: 41 UHF..AP: 6.03 Kw...VP: 14.4 Kw.
Owned-Operated By.....KCOR, Inc.
Address.....111 Martinez St.
Representative .....Richard O'Connell
General Manager.....Nathan Safir

KENS-TV—San Antonio 1950—ABC-CBS

Channel: 5 VHF..AP: 50.1 Kw...VP: 100 Kw.
Owned-Oper. By.....Express Publ. Co.
Business Address.....Transit Tower
Phone Number.....CApital 7-8151
Air Time.....16 hours daily
News Service .....UP
Representative..Peters, Griffin, Woodward, Inc.
Membership .....NARTB, TvB
Newspaper Affil.....Express & News
President.....Frank G. Huntress, Jr.
General Manager.....Albert D. Johnson
Comm. Manager.....Wayne Kearl
Program Director.....Edward Uhler, Jr.
Prom., Pub. Director.....Bob Miller
Dir. of News & Sp. Events.....Pat Boyette
Production Manager.....Bruce Clark
Film Manager.....Lynn Tisdale
Chief Engineer.....William J. Jackson
Consulting Engineer.....W. G. Egerton

For Listings On Important Advertising Agencies and Their Executives See Page 135.

For Advertising Presidential Biographies On The Top Twenty-Five Agencies in the Nation See Page 220.

For Biographies On the Top Radio and Television Timebuyers for Advertising Agencies See Page 226.

WOAI-TV—San Antonio
1949—NBC-ABC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Southland Industries, Inc.
Address.....1031 Navarro St.
Phone Number .....CA 7-4221
Air Time.....19 hours daily
News Service.....AP, INS, UP
Representative .....Petry
Membership .....TvB
President.....Hugh A. L. Halff
Sta., Gen. Mgr.....James M. Gaines
Comm. Manager.....Edward V. Cheviot
Prog. Director.....Robert Reed
Prod. Manager.....French Ferguson
Dir. of News & Sp. Events.....Henry Howell
Publicity Director.....Imogene Stanley
Chief Engineer.....Charles Jeffers

KPAR-TV—Sweetwater—1956

(Satellite of KDUB-TV, Lubbock, Texas)

Channel: 12 VHF..AP: 14.1 Kw...VP: 28.2 Kw.
Owned-Operated By....Texas Telecasting, Inc.
Address....7400 College Ave., Lubbock, Tex.
Representative.....The Branham Co.
Station Manager.....Dan Guthrie

KCEN-TV—Temple—1953
NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....The Bell Publishing Co.
Business Address.....P. O. Box 188
Phone Number 3-6868
Air Time.....16 hours daily
Newspaper Affiliation.....Telegram
News Service .....UP
Representative .....Hollingbery Melville
President.....Frank W. Mayborn
Gen., Sales Manager.....Burton Bishop
Sta. Mgr., Film Buyer.....Harry Abbott
Prod. Co-ord., Prom. Dir.....Van Hutto
Dir. of News & Sp. Events.....Tom Speer
Chief Engineer.....James Owens
Consulting Engineer.....A. Earl Cullum, Jr.

KCMC-TV—Texarkana—1953
CBS-ABC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....KCMC, Inc.
Business Address.....Summerhill Rd.
Phone Number 32-8201
Air Time.....17 hours daily
News Service .....AP
Newspaper Affil.....Gazette & Daily News
Representative..Venard, Rintoul & McConnell; Melville; Ayers
Membership .....NARTB, TvB
President .....C. E. Palmer
Gen., Comm. Manager....Walter M. Windsor
Prod. Manager.....Charles E. Wade
Program Director.....David H. Lee
Prom. Director.....R. M. Peters
Dir. of News & Sp. Events....Roy L. Mitchell
Chief Engineer.....William R. Atkinson
Consulting Eng.....Comm. Radio Equip. Co.

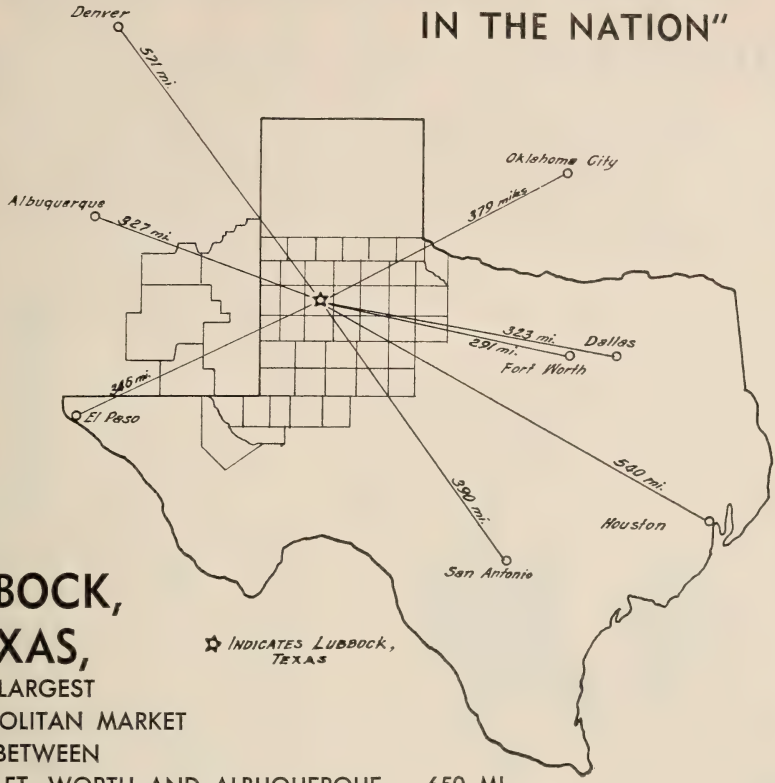
KLTV—Tyler-Longview—1954
NBC-ABC-CBS-DuM

Channel: 7 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Lucille Ross Lansing
Business Address.....115 South College
Phone Number 2-3875
General Manager.....Marshall H. Pengra
Program Director.....Bob Norris
News Director.....Gerry Lansing
Chief Engineer.....Hudson Collins

KWTX-TV—Waco—1955
CBS-ABC

Channel 10 VHF..AP: 53.6 Kw...VP: 107.2 Kw.
Owned-Operated By..KWTX Broadcasting Co.
Address .....Box 3128
Representative.....John E. Pearson TV
V.P., Gen. Mgr.....M. N. Bostick

"ONE OF THE FASTEST GROWING MARKETS IN THE NATION"



LUBBOCK, TEXAS,

LARGEST
METROPOLITAN MARKET
BETWEEN
DALLAS, FT. WORTH AND ALBUQUERQUE — 650 MI.
SAN ANTONIO AND DENVER — 961 MI.
OKLAHOMA CITY AND EL PASO — 556 MI.

KCBD-TV

CHANNEL 11

NBC • ABC

OWNED AND OPERATED BY

BRYANT RADIO AND TELEVISION COMPANY, INC.

National Representative — PAUL H. RAYMER

GEO. L. TARTER
VICE PRES.-SALES

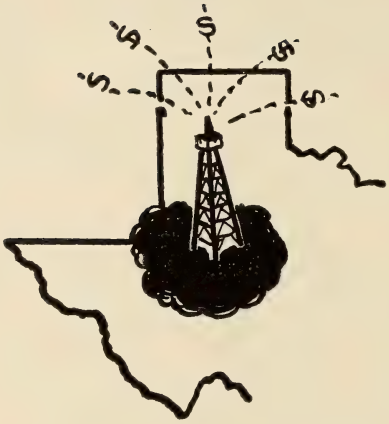
PHONE
• SHerwood 4-1414 •

RAY POINDEXTER
NATL. SALES MGR.

"YOUR BEST TELEVISION BUY IN LUBBOCK"

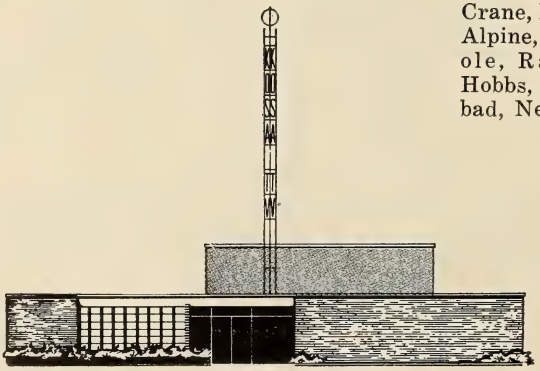
KOSA-TV . . . . . A CBS

KOSA-TV, a CBS primary affiliate, is the home television for Odessa, Texas and the OIL RICH PERMIAN BASIN of West Texas and Eastern New Mexico.



KOSA-TV has an effective radiated power of OVER 102,000 watts, MORE power than any other TV station in our market area. This power is acquired thru the use of a 10 kilowatt GE Transmitter and a 12 bay GE Antenna. KOSA-TV's tower rises 1,000 feet over Odessa's average terrain. A snow free picture is delivered within a 100 mile circle of the tower site. To name a few of the cities included in KOSA-TV's coverage: Snyder, Big Spring, Colorado City, Seagraves, Fort Stockton, Crane, Midland, Andrews, Wink, Alpine, Pecos, McCamey, Seminole, Rankin, Lamesa: Also Hobbs, New Mexico and Carlsbad, New Mexico.

KOSA TV



CHANNEL 7 ODESSA TEXAS

KRGV-TV—Weslaco—1954
ABC

Channel: 5 VHF..AP: 14.4 Kw...VP: 28.8 Kw.
Owned-Oper. By.....KRGV Television Inc.
Business Address.....311 S. Missouri Ave.
Phone Number 517
News Service .....AP
Air Time.....7 hours daily
Representative .....Pearson
President.....O. L. Taylor
Gen., Sta. Manager.....Byron W. Ogle
Promotion Director.....Bill Rucker
Comm. Manager.....Ken Markel
Program Director.....Jim Cook
Publicity Director.....Ted Cressner
Dir. of News & Sp. Events..Harry Van Slycke
Film Manager.....Raul Gonzales
Chief Engineer.....Lewis Hartwig
Consulting Engineer.....A. Earl Cullum

KFDX-TV—Wichita Falls
1953—ABC-NBC

Channel: 3 VHF....AP: 30 Kw.....VP: 60 Kw.
Owned-Operated By.Wichtex Radio & Tele. Co.
Address .....Seymour Road
Phone Number 2-8668
Air Time.....14 hours daily
News Service .....UP
Representative .....Raymer
Membership .....NARTB
President.....Darrold A. Cannan
General Manager.....Howard H. Fry
National Sales Mgr.....Mott M. Johnson
Local Sales Manager.....George Craig
Program Director.....Warren Silver
Prom., Pub. Director.....Jimmie Skidmore
Dir. of News & Sp. Events....Norman Duncan
Production Manager.....Bill Angel
Film Manager.....Gene Riddle
Film Buyer.....Howard Fry
Chief Engineer.....John Adams
Consulting Engineer.....George Davis

KSYD-TV—Wichita Falls
1953—CBS

Channel: 6 VHF..AP: 13.5 Kw...VP: 22.3 Kw.
Owned-Operated By.....Syd Grayson
Address.....P. O. Box 420
Phone Number 3-4181
Air Time.....17 hours daily
News Service .....UP
Representative .....Hoag-Blair
Membership .....NARTB, TvB
Gen. Mgr.....Syd Grayson
Comm. Manager.....Blaine Cornwell
Prom. Director.....Mrs. Owanah Shelton
Dir. of News & Sp. Events.....Ed Hamlyn
Program Director.....Roy George
Film Manager.....Thomas R. Sugars
Chief Engineer.....Herbert T. Wiley
Consulting Engineer.....A. Earl Cullum

(SEE PAGE 950)

For World-Wide News . . .

For Clear, Comprehensive

Coverage . . .

AP

FOR

RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

KWFT-TV is now

KSYD-TV

100,000 watts

MAXIMUM POWER—WITH COLOR

in Wichita Falls, Texas—your best TV advertising buy is KSYD-TV*

here is proof positive!

based on figures just released
Pulse dated Dec. 1—Dec. 7, 1955 proves audience preferences
in the metropolitan Wichita Falls area to be:

ONCE A WEEK SHOWS	MULTI-WEEKLY SHOWS
1. $64,000 Question (CBS) **KSYD-TV**	1. Patti Page **KSYD-TV**
2. Ed Sullivan (CBS) **KSYD-TV**	2. Looney Tunes **KSYD-TV**
3. I Love Lucy (CBS) **KSYD-TV**	3. 10 p.m. News & Weather **KYSD-TV**
4. December Bride (CBS) **KSYD-TV**	4. 5:45 p.m. News & Weather **KSYD-TV**
5. Jack Benny (CBS) **KSYD-TV**	5. **Station B**
big 5 of the top 5 all on KSYD-TV	***4 of the top 5 on KSYD-TV***

**The leading carrier of National Spot business in the Wichita Falls market according to Rorabaugh Reports*

CHANNEL 6 **KSYD-TV**

Exclusive CBS for North Texas and Southern Oklahoma

Wichita Falls, Texas

Syd Gray General Manager

Hoag-Blair Company Nat'l Sales Representatives

UTAH

Pop. Feb. 1, 1956 (Est.) 770,000—TV Homes 163,762
Stations in State 3

KSL-TV—Salt Lake City
1948—CBS

Channel: 5 VHF...17.8 Kw....VP: 29.5 Kw.
Owned-Oper. By..Radio Service Corp. of Utah
Business Address.....145 Social Hall Ave.
Phone Number 5-4641
Air Time.....17 hours daily
News Service .....UP
Representative.....CBS TV Spot Sales
Membership .....NARTB, TvB
Exec. Vice President.....Ivor Sharp
Vice President.....J. W. Wright
V.P. & Gen., Sta. Mgr.....D. Lennox Murdoch
Comm. Mgr.....Edward B. Kimball
Program Director.....Wayne Richards
Director News.....Paul Alexander
Prom. & Pub. Dir.....A. Richard Robertson
Production Manager.....Scott R. Clawson
Merchandising Dir.....J. Henry Boren
Film Editor.....Richard V. Thiriot
Chief Engineer.....Vincent E. Clayton

KTVT—Salt Lake City—1948
NBC

Channel: 4 VHF...AP: 14 Kw....VP: 27 Kw.
Owned By....Intermountain Bcstg. & TV Corp.
Business Address.....128 Social Hall Ave.
Phone Number.....22-5681
Air Time.....16 hours daily
Station Representative .....Katz
Newspaper Affiliation.....Time, Inc.
News Service.....INS
Membership .....NARTB, TvB
Pres. & Gen. Mgr.....G. Bennett Larson
V.P., Director Oper.....John M. Baldwin
Prod. & Prog. Director.....Dan Rainger
Sales Mgr.....Harold Woolley
Prom. & Pub. Director.....Del Leeson
Dir. of News & Sp. Events.....Jack Goodman
Film Manager.....James Chubb
Chief Engineer.....Allan Gunderson

KUTV—Salt Lake City—1954
ABC

Channel: 2 VHF.AP: 22.85 Kw..VP: 45.71 Kw.
Owned-Oper...Utah Broadcasting & TV Corp.
Address.....179 Social Hall Ave.
Phone Number 2-2505
Air Time.....10 hours daily
Newspaper Affiliation.....Tribune
Representative .....Hollingbery
Membership .....NARTB
President.....Frank C. Carman
Gen., Sta., Comm. Mgr.....Brent H. Kirk
Prom., Pub. Director.....Richard Westman
Prog., Prod. Manager.....Alan Frank
Film Manager.....William McPhie
Chief Engineer.....Herbert Holtshouser

VERMONT

Pop. Feb. 1, 1956 (Est.) 385,000—TV Homes 73,267
Stations in State 1

WCAX-TV—Burlington
1954—ABC-CBS-NBC

Channel: 3 VHF..AP: 9.5 Kw...VP: 18.3 Kw.
Owned-Oper. By..WCAX Broadcasting Corp.
Address.....135 Main Street
Phone Number 2-5761
Air Time.....10 hours daily
News Service .....UP
Representative .....Weed
Membership .....NARTB
President.....C. P. Hasbrook
General Manager.....S. T. Martin
Comm. Manager.....J. A. Dobson
Promotion Director.....Charles Lewis
Dir. of News & Sp. Events....John A. Sullivan
Production Manager.....Richard G. Huntley
Film Manager.....A. Sherman Rutter
Chief Engineer.....J. W. Tierney

VIRGINIA

Pop. Feb. 1, 1956 (Est.) 3,650,000—TV Homes 721,048
Stations in State 9

WVEC-TV—Hampton-Norfolk
1953—NBC

Channel: 15 UHF..AP: 110 Kw...VP: 220 Kw.
Owned-Oper. By.....Peninsula Bcstg. Corp.
Business Address.....812 W. 21st St.
Phone Number.....MAdison 7-7774
Air Time.....17 hours daily
Membership .....NARTB, TvB
Representative .....Avery-Knodel
Pres., Gen. Manager.....Thomas P. Chisman
Station Manager.....Harrel A. Brauer, Jr.
Program Director.....L. W. Kliewer
Prom., Pub. Director.....Pete Franklin
Dir. of News & Sp. Events.....L. W. Kliewer
Production Manager.....Jim Gray
Film Manager.....Robert Champion
Chief Engineer.....William C. King, Jr.
Consulting Eng...Vandivere, Cohen & Wearn

WSVA-TV—Harrisonburg
1953—ABC-DuM-NBC-CBS

Channel: 3 VHF..AP: 4.17 Kw...VP: 8.32 Kw.
Owned-Oper. By...Shenandoah Valley Bcstg.
Business Address.....Rawley Pike
Representative .....Pearson
Pres., Gen., Sta. Mgr.....Frederic L. Allman
Comm., Prom. Mgr.....Howard C. Evans
Prog. Director.....Robert E. Lee
Pub. Director.....Andy McCaskey
Chief Engineer.....Warren L. Braun

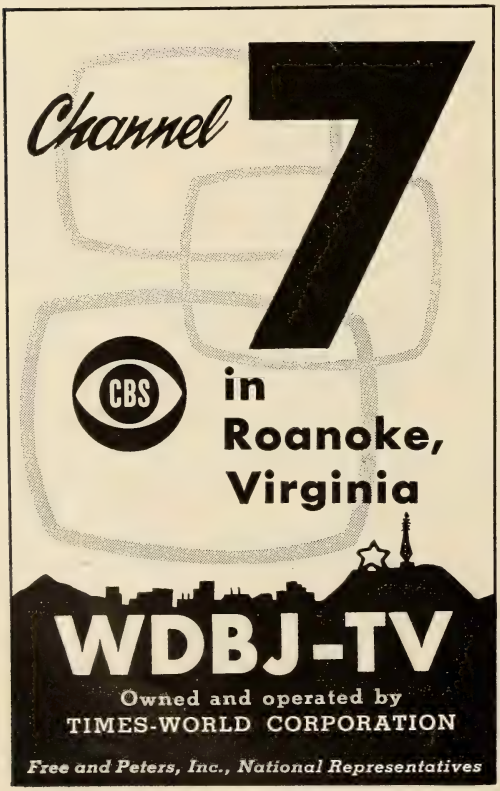
WLVA-TV—Lynchburg
1953—ABC

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By..Lynchburg Bcstg. Corp.
Address.....925 Church St.

Phone Number 2-1242
Air Time.....8 hours daily
News Service .....AP
Representative .....Hollingbery
President .....Edward Allen
General Manager.....Phil Allen
Sales Manager.....Joseph F. Wright, Jr.
Production Manager.....Rod Lee
Program Director.....Warren Uttal
Chief Engineer.....John T. Orth
Consulting Eng.....Craven, Lohrs & Culver

WTAR-TV—Norfolk—1950
ABC-CBS-DuM

Channel: 3 VHF..AP: 50 Kw...AP: 100 Kw.
Owned-Operated By.....WTAR Radio Corp.
Business Address.....720 Boush St.
Phone Number 56711
Air Time.....18 hours daily
Newspaper Affil.....Norfolk Newspapers, Inc.
News Service.....AP, INS
Representative .....Petry
Membership .....NARTB, TvB
President, Sta. Mgr.....Campbell Arnoux
Asst. General Mgr.....John C. Peffer
Gen. Sales Manager.....Robert M. Lambe
Program Director.....Harold Soldinger
Dir. of News & Sp. Events..Gilbert A. McLeod
Local Sales Manager.....Russ Severin
Chief Engineer.....Richard Lindell
Consulting Engineer.....Jansky & Bailey



WTOV-TV—Norfolk—1955

Channel: 27 UHF..AP: 11.7 Kw...VP: 19.6 Kw.
Owned-Operated By.....Tim Brite, Inc.
Address....1318 Spratley St., Portsmouth, Va.
Representative....Joseph Hershey McGillvra
General Manager.....Temus R. Bright

WXEX-TV—Petersburg
1955—NBC

Channel: 8 UHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By..Petersburg Television Corp.
Address .....124 W. Tabb Street
Phone Number .....REgent 3-7876
Air Time.....15½ hours daily
News Service .....AP, INS
Representative .....Forjoe
President.....Thomas G. Tinsley, Jr.
General Manager.....Irvin G. Abeloff
Comm. Manager.....George R. Oliviere
Chief Engineer.....John F. Costello
Engineering Super.....George W. McGuigan
Consulting Engineer.....Kear and Kennedy

WTVR—Richmond—1947
NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Havens & Martin, Inc.
Address.....3301 W. Broad St.
Phone Number 5-8611
Air Time.....17 hours daily
News Service .....UP
Station Representative.....Blair TV
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Wilbur M. Havens
Asst. Manager.....Walter A. Bowry, Jr.
Prog. Dir., Film Mgr.....John Shand
Director of News.....Roy Roman
Production Manager.....John Mackin
Film Manager.....Conrad G. Rianhard
Chief Engineer.....James Kyle
Consulting Engineer.....James C. McNary

WDBJ-TV—Roanoke—1955
CBS

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Time-World Corp.
Address .....124 West Kirk Avenue
Phone Number 8131
Air Time.....7 hours daily
News Service .....AP, UP
Representative..Peters, Griffin, Woodward, Inc.
Membership .....NARTB, TvB
President.....M. W. Armistead, III
Managing Director.....Ray P. Jordan
Asst. Mang. Director.....John Harkrader
TV Sales Manager.....Blake Brown
Program Director.....Paul E. Reynolds
TV Program Manager.....Charles Ballou
Technical Director.....J. Edward Newman
News Director.....Donald F. Murray
Production Manager.....Harry Wiseman
Promotion Director.....Mike Schaffer
Chief Engineer.....Robert Crowley

WSLS-TV—Roanoke—1952
NBC-ABC

Channel: 10 VHF..AP: 148 Kw...VP: 296 Kw.
Owned-Oper. By....Shenandoah Life Stations
Address.....301 1st St. SW
Phone Number 4-9227
Air Time.....18 hours daily
News Service .....AP
Representative .....Avery-Knodel
Membership .....NARTB, TvB
President .....Paul C. Buford
Exec. Vice Pres.....James H. Moore
Asst. & Comm. Mgr.....Horace Fitzpatrick
Program Director....George W. Chernault Jr.
Advertising Director.....Fred L. Corstaphney
Dir. of News & Sp. Events.....Tom S. Wright
Dir. Sales Prom.....Charles Garrison
Chief Engineer.....J. P. Briggs
Consulting Engineer.....George C. Davis

WASHINGTON

Pop. Feb. 1, 1956 (Est.) 2,573,000—TV Homes 612,808
Stations in State 10

KVOS-TV—Bellingham
1953—CBS

Channel: 12 VHF..AP: 17 Kw...VP: 38.5 Kw.
Owned-Oper. By.....KVOS Inc.
Business Address.....1151 Ellis St.
Representative .....Forjoe
President .....Rogan Jones
Commercial Manager.....Fred Elsethagen
Production Director.....David Mintz

KEPR-TV—Pasco—1954

(Satellite of KIMA-TV, Yakima)
Channel: 19 UHF..AP: 4.9 Kw...VP: 9.12 Kw.
Owned-Operated By.....Cascade Bcstg. Co.
Address.....Box 702, Yakima, Wash.
Representative.....Weed TV, Moore & Lund
Manager .....Monte Strobl

KING-TV—Seattle—1948
ABC

Channel: 5 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By.....King Bcstg. Co.
Business Address.....320 Aurora
Phone Number .....Mutual 3555
Air Time.....15½ hours daily
Representative .....Blair-TV
Membership .....NARTB, TvB
President.....Mrs. A. Scott Bullitt
V.P., Gen. Mgr.....Otto P. Brandt
Commercial Manager.....Al Hunter
Dir. of News & Spec. Events...Charles Herring
Production Manager.....Bernie Carey
Sls. Mgr.....Bill Hubbach
Local Sls. Mgr.....J. Pindell
Program Director.....Lee Schulman
Prom., Pub. Director.....Lee Schulman
Chief Engineer.....Robert Ferguson
Dir. of Engineering.....James L. Middlebrooks

KOMO-TV—Seattle—1953
NBC

Owned-Oper. By.....Fisher's Television Co.
Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Business Address.....100 4th Ave. N.
Phone Number .....SE 6000
Air Time.....18 hours daily
Representative .....NBC Spot Sales
Membership .....NARTB, TvB
President.....O. D. Fisher
Vice Pres. & Gen. Mgr.....W. W. Warren
V.P. & Comm. Mgr.....Ray Baker
Mgr. Programming.....Dave Crockett
News & Sp. Events Ed.....Herb Robinson
Program Manager.....Tom Rogstad
Publicity Director.....Margaret Frey
Film Editor.....Lester Chipman
Ad., Prom. Manager.....Bill Cathey
Nat. Sls. Mgr.....W. Jordan
Sales Manager.....Bill Hubbach
Prod. Manager.....Keith Jackson
Chief Engineer.....C. E. Miller
Consulting Eng.....A. D. Ring Associates

KHQ-TV—Spokane—1952
NBC-ABC

Channel: 6 VHF...AP: 55 Kw....VP: 100 Kw.
Owned-Operated By.....KHQ, Inc.
Address.....700 Radio Central Bldg.
Phone Number.....MAdison 5131
Air Time.....12 hours daily
Newspaper Affil.....Spokesman Chronicle
Representative .....Katz
Membership .....NARTB
Pres., Gen., Station Mgr.....R. O. Dunning
Comm. Manager.....John Pindell
Sales Mgr.....J. B. Blair
Program Director.....William A. Neilson
Prom., Pub. Director.....Rex Gerlach
Dir. of News & Sp. Events.....Patrick Cullen
Production Manager.....Homer Mason
Film Manager.....James Johns
Chief Engineer.....Al Sparling
Cons. Engineer.....George Davis

KREM-TV—Spokane—1953
ABC

Channel: 2 VHF..AP: 69.2 Kw...VP: 100 Kw.
Owned & Oper. By.....Louis Wasmer
Address.....S. 4103 Regal
Phone Number.....Keystone 0466
Representative .....Petry
President .....Louis Wasmer
General Manager.....Robert Temple
Program Director.....Paul Morris
Dir. of News & Sp. Events....Richard Hoover
Chief Engineer.....Homer Mead
Consulting Engineer.....James Hatfield

KXLY-TV—Spokane—1953
CBS-DuM

Channel: 4 VHF..AP: 28.5 Kw...VP: 48 Kw.
Owned-Oper. By...Northern Pacific TV Corp.
Address .....West 315 Sprague Ave.
Phone Number.....Madison 4291
Air Time.....14 hours daily
News Service .....UP
Representative .....Avery-Knodel
Membership .....NARTB
President .....Norman Eisenstein
Gen., Sta. Mgr.....Richard Jones
Comm. Manager.....Robert Struble
Program Director.....Gene Roth
Promotion, Publicity Dir.....Bob Moore
Dir. of News & Sp. Events..Martin Koschmann
Production Manager.....Ed Robinson
Film Manager.....Clarence Koenig
Chief Engineer.....Dave Green

KTNT-TV—Tacoma—1953
CBS

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By...Tribune Publishing Co.
Address.....711 St. & Grant Ave.
Phone Number .....FUlton 2561
Air Time.....16 hours daily
Newspaper Affil.....Tacoma News Tribune
News Service.....AP, UP
Representative .....Weed
Membership .....NARTB, TvB
General Manager.....Len Higgins
Comm. Manager.....Larry Carino
Director of News.....Sam Rinaker
Program Director.....Burke Ormsby
Chief Engineer.....Max Bice
Consulting Engineer.....Alvin H. Barnard

KTVW—Tacoma—1953

Channel: 13 VHF..AP: 57 Kw...VP: 98.5 Kw.
Owened-Oper. By.....J. Elroy McCaw
Business Address.....230 8th Avenue
Phone Number .....BR 3113
Air Time.....11½ hours daily
Representative .....Hollingbery
Owner.....J. Elroy McCaw
Gen., Comm. Manager.....William Veneman
Tacoma Manager.....William Rambo
Program Director.....Don Wood
Prom., Pub. Director.....Edna K. Hanna
Dir. Sports, Sp. Events.....John Jarstad
Production Manager.....Tom Towey
Film Manager.....Howard C. Perkin
Chief Engineer.....Charles R. Morris

KIMA-TV—Yakima—1953
ABC-CBS-NBC

Channel: 29 UHF..AP: 7.5 Kw...VP: 15 Kw.
Owned-Oper. By.....Cascade Bcstg. Co., Inc.
Business Address...Radio & Television Center
Phone Number 6104
Air Time.....10 hours daily
News Service .....AP
Representative .....Weed
Membership .....NARTB, TvB
President.....A. W. Talbot
Gen., Sta. Mgr.....Thomas C. Bostic
Commercial Mgr.....H. R. Cary
Program, Flm. Mgr.....James Nolan
Promotion Director.....Joe Ryan
Director of News.....John Knievel
Pub. Relations Director.....E. M. Morrissey
Production Mgr.....Tom Ewing
Chief Engineer.....J. Barry Watkinson
Consulting Engineer.....Frank McIntosh

WEST VIRGINIA

Pop. Feb. 1, 1956 (Est.) 1,970,000—TV Homes 346,106
Stations in State 7

WHIS-TV—Bluefield—1955
NBC

Channel: 6 VHF..AP: 28.8 Kw...VP: 50 Kw.
Owned-Oper. By....Daily Telegraph Ptg. Co.
Address .....Municipal Building
Phone Number 7-7115
Air Time.....12 hours daily
News. Affil....Daily Telegraph, Sunset News
News Service .....AP
Representative .....Katz
Membership .....NARTB
Vice Pres., Gen. Manager.....H. I. Shott
Station Manager.....P. T. Flanagan
Sales Manager.....John C. Shott
Program Director.....Dale Smith
Prom., Pub. Director.....Janie Lambert
Dir. of News & Sp. Events.....Don Reed
Prod., Film Manager.....Elvin Feltner
Chief Engineer.....John Byers
Consulting Engineer.....John Millaney

WCHS-TV—Charleston—1954
CBS

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned & Oper. By.....WCHS-TV Inc.
Address.....1111 Virginia Street East
Phone Number 6-5358
News Service .....UP
Air Time.....17 hours daily
Representative .....Branham
Membership .....NARTB, TvB
President.....Lewis C. Tierney
General Manager.....John T. Gelder, Jr.
Comm. Manager.....John L. Sinclair, Jr.
Prom., Pub. Manager.....Phil Sheridan
Program Director.....Morton S. Cohn
Director of News.....Bob Boaz
Prod. Manager.....Frank Annand
Chief Engineer.....William E. Dixon
Cons. Engineer.....Weldon & Carr

WHTN-TV—Huntington
1955—ABC-DuM

Channel: 13 VHF..AP: 186 Kw...VP: 316 Kw.
Owned-Oper...Greater Huntington Radio Corp.
Address .....625 Fourth Avenue
Phone Number .....JAckson 5-7661
Air Time.....9 hours daily
News Service .....UP
Representative .....Petry
Chairman.....S. J. Hyman
President .....Fred Weber
Station Manager.....John Philips
Comm. Manager.....George Miller, Jr.
Program Director.....Milton Slater
Promotion Director.....Gene Gaulaway
Dir. of News & Sp. Events....Chuck Stearns
Production Manager.....Don Waggoner
Publicity Director.....Fannie Ruth Ross
Film Manager.....Joseph Saracini
Chief Engineer.....Harold Storm
Consulting Eng.....Jansky & Baily

WSAZ-TV—Huntington
1949—NBC

Channel: 3 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Operated By.....WSAZ, Incorporated
Address.....201 Ninth St.
Phone Number 4-4126
Air Time.....17 hours daily
Newspaper Affil...Huntington Publishing Co.
News Service .....AP
Station Representative .....Katz
Membership .....NARTB, TvB
President.....Col. J. H. Long
V.P. & Gen. Mgr.....L. H. Rogers II
V.P. & Tech. Dir.....L. E. Kilpatrick
Asst. Gen. Mgr.....C. T. Garten
Sales Mgr.....R. E. White
National Sales Director.....Liz Conaty
Regional Sales Mgr.....W. R. Murray
Program Director.....J. H. Ferguson
Dir. of News & Sp. Events, Pub....Nick Basso
Production Mgr.....Ned R. Brooke
Film Manager.....Gayle MacCracken
Chief Engineer.....J. P. Clay

WOAY-TV—Oak Hill—1954
ABC-DuM

Channel: 4 VHF..AP: 69.2 Kw...VP: 100 Kw.
Owned & Oper. By.....Robert R. Thomas, Jr.
Business Address.....Box 251
Phone Number 651
Representative .....Weed TV
General Manager.....Robert R. Thomas, Jr.
Sales Manager.....Will Jackson
Program Director.....Clyde Higgins
Chief Engineer.....Kenneth Rice

WTAP—Parkersburg—1953
ABC-CBS-NBC

Channel: 15 UHF.AP: 10.5 Kw..VP: 19.5 Kw.
Owned-Oper. By....Zanesville Publishing Co.
Business Address.....121 W. Seventh St.
Phone Number 7-4589, 24561

Dominating America's 23rd Market!
CHARLESTON-HUNTINGTON, W.VA.
CBS
316,000 W. CHANNEL 8
WCHS-TV

IN THE
Industrial Heart
OF AMERICA'S
Tri-State Area
It's TV's
New Queen

Selling 1½ million customers in Huntington—Ashland—Charleston—Ironton—Portsmouth.
316,000 watts of V.H.F. power
WHTN-TV BASIC ABC
Greater Huntington Theatre Corp.
Huntington, W. Va. Huntington 3-0185

Air Time.....9 hours daily
News Service .....UP
Representative .....Pearson
Membership .....NARTB
President .....Clay Littick
General Manager.....Allan Land
Sta., Comm. Manager.....Milton Komito
Prom., News Director.....Bob Lefko
Production Manager.....Jim Spear
Film Buyer.....Ed Fisher
Chief Engineer.....William A. Hunt, Sr.
Consulting Engineer.....Lohnes & Culver

WTRF-TV—Wheeling—1953 ABC-NBC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Tri-City Bcstg. Co.
Business Address.....Ogden Bldg.
Phone Number.....Wheeling 1177
Air Time.....17 hours daily
Newspaper Affil.....News Publ. Co. & Dix Newspapers
News Service .....UP
Representative .....Hollingbery
Membership .....NARTB, TvB
Exec. V.P. & Gen. Mgr.....Robert W. Ferguson
Comm. Mgr.....H. Needham Smith
Prog. Director.....By Williams
Prom., Pub. Director.....Greg Van Camp
Dir. of News & Sp. Events.....George Diab
Production Manager.....Gary Vorhees
Film Manager.....William Ney
Chief Engineer.....Howard Daubenmeyer
Consulting Eng.....Robert Silliman & Assoc.

WISCONSIN

Pop. Feb. 1, 1956 (Est.) 3,595,000—TV Homes 818,426
Stations in State 11

WEAU-TV—Eau Claire—1953 ABC-NBC

Channel: 13 VHF.AP: 26.2 Kw..VP: 59.5 Kw.
Owned-Oper. By.....Central Bcstg. Co.
Business Address.....2415 So. Hastings Way
Phone Number 2-3474
Air Time.....9 hours daily
Newspaper Affil.....Eau Claire Leader
News Service .....UP
Membership .....NARTB
Representative .....Hollingbery
President.....W. C. Bridges
Gen., Comm. Manager.....Leo Howard
Program Director.....Richard Kepler
Sls. Prom. Manager.....Wayne McNulty
Director of News.....Don Wright
Chief Engineer.....T. O. Jorgenson

WBAY-TV—Green Bay—1953 ABC-CBS

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Norbetine Fathers
Business Address.....115 South Jefferson St.
Phone Number .....HEmlock 2-3331
Air Time.....17½ hours daily
News Service .....UP
Representative .....Weed
Membership .....NARTB
Managing Dir.....Rev. M. J. Beemster
General Manager.....Haydn R. Evans
Station Manager.....Burkett Farquhar
Commercial Mgr.....Robert C. Nelson
Prog. Dir.....Leo Persselin
Promotion Dir.....Robert Meister
Director of News.....Clair Stone
Production Mgr.....Bob Van Abel
Film Manager.....Jim Krause
Chief Engineer.....Wallace E. Stone

WFRV-TV—Green Bay—1955

Channel: 5 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By...Valley Telecasting Co.
Address .....Bellin Bldg.
Representative .....Headley-Reed TV
V.P., Gen. Mgr.....Don C. Wirth

WKBT—La Crosse—1954 CBS-NBC

Channel: 8 VHF..AP: 50 Kw...VP: 100 Kw.
Owned & Oper. By....WKBH Television Inc.
Address.....141 South 6th St.
Phone Number 2-4678
Air Time.....9 hours daily
Newspaper Affiliation.....Tribune
Representative .....H-R TV, Inc.
Membership .....NARTB
Pres., Gen. Mgr.....Howard Dahl
Comm. Mgr.....Robert Z. Morrison, Jr.
Program Director.....Ray Scaron
Promotional Director.....Leonard Anderson
Chief Engineer.....Al Leeman
Consulting Engineer.....Jansky & Bailey

WKOW-TV—Madison—1953 CBS

Channel: 27 UHF.AP: 8.49 Kw..VP: 16.98 Kw.
Owned-Oper. By.....Monona Bcstg. Co.
Business Address..215 West Washington Ave.
Phone Number 3-5329
Representative .....Headley-Reed
President .....Stewart Watson
General Manager.....Ben J. Hovel
Commercial Mgr.....Robert E. Loomer
Program Director.....Audrey Bland
Technical Supervisor.....Cloven Smith
Consulting Engineer.....W. F. Keane

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Represented Nationally by
Edward Petry Co. Inc.

WMTV—Madison—1953 CBS-ABC-DuM

Channel: 33 UHF..AP: 9.1 Kw...VP: 17 Kw.
Owned-Oper. By.....Bartell Television Corp.
Business Address.....West Beltline Hwy.
Phone Number 3-5381
Air Time.....12 hours daily
News Service .....UP
Representative .....Bolling
Pres., Gen. Mgr.....Gerald A. Bartell
Comm. Manager.....Peter P. Theg
Program Director.....Wanda Montz
Sta. Manager.....Morton J. Wagner
Pub. Director.....Claire Roelandt
Director of News.....Michael Griffin
Production Mgr.....George Harrison
Film Manager.....William Edwards
Prom. Director.....Dorothy Geiser
Chief Engineer.....Stanley Sadler
Consulting Engineer.....Ralph Evans

WMBV-TV—Marinette—1954 NBC

Channel: 11 VHF..AP: 120 Kw...VP: 240 Kw.
Owned-Oper By..M & M Broadcasting Co., Inc.
Address .....Radio-TV Park
Phone Number 2-6631
Air Time.....16 hours daily
News Service .....UP
Rep.....Venard, Rintoul & McConnell
President.....W. E. Walker
General Manager.....Joseph D. Mackin
Station Manager.....William R. Walker
Prog. Dir., Film Mgr.....Pat Kehoe
Prom., Pub. Director.....Lois Wilkowski
Dir. of News & Sp. Events....Tom J. Reading
Chief Engineer.....Al S. Alexander
Consulting Eng.....A. D. Ring & Assoc.

WTMJ-TV—Milwaukee 1947—ABC-NBC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....The Journal Co.
Business-Trans. Address.....333 W. State St.
Phone Number.....B'way 1-6000
News Service .....AP
Air Time.....16 hours daily
Representative.....Harrington, Righter & Parsons, Inc.
Membership .....NARTB, TvB
V.P. and Gen. Mgr. of Radio and TV, The Journal Co.....Walter J. Damm
Station Mgr.....George Comte
Asst. Sta. Mgr.....George Nicoud
Res., Devel. Co-ordinator.....L. W. Herzog
Sales Mgr.....Neale V. Baake
Program Manager.....James Robertson
Mgr. Radio & TV Engng.....Phillip Laeser
News Editor.....Jack Krueger

WISN-TV—Milwaukee 1954—ABC

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned By.....Hearst Corp.
Business Address.....710 N. Plankinton
Phone Number .....BRoadway 1-4644
Newspaper Affiliation .....Sentinel
News Service .....AP, INS
Representative .....Petry
Membership .....NARTB
V.P., Gen. Mgr.....I. E. "Chick" Showerman
Director.....J. B. Soell
Asst. Manager.....L. A. "Duke" Larson
Program Director.....Dean McCarthy
Prom. Director.....Charles Lanphier
Dir. of News & Sp. Events...Carl Zimmermann
Public Affairs Director.....Mel Quinn
Publicity Director.....Lou Riepenhoff
Business Manager.....Joseph Sergio
Chief Engineer.....Lionel Wittenberg

WXIX—Milwaukee—1953 CBS

Channel: 19 UHF..AP: 141 Kw...VP: 263 Kw.
Owned-Oper. By.....CBS, Inc.
Business Address.....5445 N. 27th St.
Phone Number .....UPtown 3-1919
Air Time.....18 hours daily
News Service .....AP, UP
Representative.....CBS TV Spot Sales
Membership .....NARTB, TvB
General Manager.....Edmund C. Bunker
Program Director.....Leon Drew
General Sales Mgr.....Theodore F. Shaker
Business Mgr.....John Lathrop Viemeister
Director Operations.....Arthur F. Schoenfuss
Dir. Pub. Affairs.....Warren Bush
Promotion Director.....William Ryan
News Director.....Jerry Dunphy
Prod. Manager.....Jack Reeves
Publicity Director.....R. H. Van Roo
Chief Engineer.....F. R. Heuberger

WSAU-TV—Wausau—1954 ABC-CBS-NBC

Channel: 7 VHF..AP: 63 Kw...VP: 100 Kw.
Owned-Oper. By..Wisconsin Valley TV Corp.
Address .....714-5th Street
Phone Number 2-1021
Newspaper Affil.....Record-Herald
News Service.....AP, UP
Air Time.....6½ hours daily
Representative .....Meeker TV; Harry Heyatt
President.....J. C. Sturdevant
V.P., Gen. Manager.....George T. Frechette
Director of News.....Walter Chilson
Comm., Asst. Gen. Mgr.....Richard D. Dudley
Program Director.....James K. Harelson
Film Manager.....B. Kellenhauser
Chief Engineer.....Roland W. Richardts
Consulting Engineer.....Walter Kean

KFBC-TV—Cheyenne—1953
CBS-ABC

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Frontier Bcstg. Co.
Business Address.....2923 East Lincolnway
Phone Number 4-4461
Newspaper Affiliation.....Wyoming Eagle & Wyoming Tribune
News Service .....UP
Representative .....Hollingbery
President.....Robert S. McCracken
Gen., Sta. Mgr.....William C. Grove
Commercial Mgr.....C. P. Cahill
Promotion Manager.....D. E. Allen
Traffic Manager.....Joyce Pratt
Production Manager.....Jackson H. Mumey
Chief Engineer.....R. C. Pfannenschmid

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ALASKA

KENI-TV—Anchorage
1953—NBC-ABC

Channel: 2 VHF..AP: 8.42 Kw...VP: 13.8 Kw.
Owned-Oper. By....Midnight Sun Bcstg. Co.
Business Address.....Box 939
Phone Number 52201
Air Time.....9 hours daily
News Service .....AP
Representative .....Weed, Moore-Lund
President.....Austin G. Cooley
General Managers.....Alvin O. Bramstedt, Jack D. Ellison
Sales Manager.....James Duncan
Program Director.....Dick Rand
Prom., Pub. Director.....Jane Wilson
News Director.....Don Meighan
Film Manager.....Arlene Statina
Chief Engineer.....Thad (Bill) Harris

KTVA—Anchorage—1953
CBS-DuM

Channel: 11 VHF..AP: 1.61 Kw...VP: 3.22 Kw.
Owned-Oper. By....Northern Television, Inc.
Business Address.....Mt. McKinley Bldg.
Representative .....Hugh Feltis
Pres., Gen., Sta., Comm. Mgr.....A. G. Hiebert
Program Director.....Lois Clemens
Dir. News, Prod. Mgr.....Walter A. Welch
Film Manager.....Hal Knutson

KFAR-TV—Fairbanks—1955
NBC-ABC

Channel: 2 VHF..AP: 2.76 Kw...VP: 5.6 Kw.
Owned-Operated By..Midnight Sun Bcstg. Co.
Address .....Lathrop Bldg.
Representative.....Del Day, James Fletcher
General Manager.....A. O. Bramstedt

KTVF—Fairbanks—1955
CBS

Channel: 11 VHF..AP: 5.6 Kw...VP: 11.05 Kw.
Owned-Operated by..Northern Television, Inc.
Address.....3rd and Lacey Sts.
Representative.....Alaska Radio-TV Sales
Pres., Gen. Mgr.....A. G. Hiebert

HAWAII

KHBC-TV—Hilo—1955

(Satellite of KGMB-TV, Honolulu)
Channel: 9 VHF....AP: .5 Kw.....VP: 1 Kw.
Owned-Oper. By.Hawaiian Bcstg. System Ltd.
Address.....1534 Kapiolani Blvd., Honolulu
Representative..Peters, Griffin, Woodward, Inc.
V.P., Gen. Mgr.....C. Richard Evans

KGMB-TV—Honolulu—1952
ABC-CBS-NBC

Channel: 9 VHF..AP: 62.4 Kw...VP: 104 Kw.
Owned-Oper.....Hawaiian Bcstg. Sys., Ltd.
Address .....1534 Kapiolani
Representative..Peters, Griffin, Woodward, Inc.
President.....J. Howard Worrall
General Manager.....C. Richard Evans
Station Manager.....Wayne Kearl
Program Director.....Robert Costa
Dir. News & Spec. Events.....Wayne Collins
Production Director.....Sheridan Reid
Merchandising Dir.....Donald Frink

KULA-TV—Honolulu—1954 ABC

Channel: 4 VHF..AP: 13.1 Kw...VP: 26.3 Kw.
Owned-Oper. By.....TV Corp. of America
Address.....1290 Ala Moana Blvd.
Representative.....Adam Young TV Corp.
Gen., Film Mgr.....Jack Burnett

KONA—Honolulu—1952—NBC

Channel: 11 VHF...AP: 15 Kw....VP: 30 Kw.
Owned-Operated By.....Radio Honolulu, Ltd.
Address .....206 Koula St.
Representative.....NBC Spot Sales
Membership .....NARTB
Pres., Sta. Mgr.....John D. Keating
Program Director.....Trent Christman
Dir. News & Spec. Evts.....Jim Washburn
Film Manager.....Mike Carr

KMAU—Wailuku—1955

(Satellite of KGMB-TV, Honolulu)

Channel: 3 VHF..AP: 2.98 Kw...VP: 5.95 Kw.
Owned-Oper. By.Hawaiian Bcstg. System Ltd.
Address.....1534 Kapiolani Blvd., Honolulu
Representative..Peters, Griffin, Woodward, Inc.
V.P. & General Mgr.....C. Richard Evans

KMVI—Wailuku—1955

(Satellite of KONA, Honolulu)

PUERTO RICO

WKAQ-TV—San Juan—1954 CBS

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....El Mundo Inc.
Business Address.....Box 5096
Rep.....Inter-American Publications Inc.
Membership .....NARTB
President .....Angel Ramos
General Manager.....R. Delgado Marquez
Comm. Mgr.....Jorge Rivero
Program Director.....Fernando Cortes, Jr.
Production Mgr.....Sally H. Boulon
Film Manager.....Valentin Torres
Cons. Engineer.....George C. Davis

WAPA-TV—San Juan—1954 NBC-ABC

Channel: 4 VHF..AP: 33.9 Kw...VP: 56.2 Kw.
Owned-Oper. By..Ponce de Leon Bcstg. Corp.
Business Address.....357 Ponce de Leon
Phone Number 3-3006
Air Time.....10 hours daily
Representative.....Caribbean Networks Inc.
President.....Jose Ramon Quinones
Gen., Sta. Manager.....Delfin Fernandez
Comm. Manager.....Camilo Fraticelli
Program Director.....Jose E. Franco
Prod., Prom. Director.....Luis Dominguez
Film Manager.....James J. Deig
Publicity Director.....Felix Santiago
Chief Engineer.....George Sprague
Cons. Engineer.....Comm. Radio Equipment

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TELEVISION STATIONS OF CANADA

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CBFT—Montreal—1952
CBC

Channel: 2....AP: 8.28 Kw.....VP: 15.7 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....1425 Dorchester St. W.
Phone Number.....UNiversity 6-2571
Director .....Andre Ouimet
Assistant Director.....Yves Vien
Program Director.....Fernand Guerard
Comm. Manager.....Maurice Valiquette
Press and Information Supervisor..Robert Elie

CBHT—Halifax—1954—CBC

Channel: 3.....AP: 60 Kw.....VP: 100 Kw.
Owned By.....Canadian Bcstg. Corp.
Address .....100 Sackville St.
Phone Number 2-8311
Air Time.....8 hours daily
Reg. Director.....Capt. W. E. S. Briggs
Director.....G. F. Brickenden
Comm. Representative....Donald G. LeBlanc
Technical Director.....J. Simonsen
Program Director.....Carl MacCaull
Press & Info. Director.....Bert Wilson
Editor TV News.....John Maydew
Film Director.....Hermann Noelle

CBLT—Toronto—1952
CBC-CBS-ABC-DuMont-NBC

Channel: 9...AP: 12.72 Kw....VP: 25.65 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....354 Jarvis St.
Phone Number.....Walnut 35481
Director .....Fergus Mutrie
Asst. Director.....J. R. W. Graham
Program Director.....R. W. McGall
Technical Director.....Reginald Horton
Comm. Representative.....J. R. Kennedy
Film Supervisor.....O. C. Wilson
Supervisor of Design.....William McCrow
Press and Information Rep...James Creighton

CBMT—Montreal—1954
CBC

Channel: 6....AP: 26.2 Kw.....VP: 43.8 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....1425 Dorchester St. W.
Phone Number.....UNiversity 6-2571
Television Director.....Andre Ouimet
Comm. Manager.....Maurice Valiquette
Technical Director.....C. Frenette
Press and Information Supervisor..Robert Elie

CBOFT—Ottawa—1955

Channel: 9 VHF...AP: 17 Kw....VP: 31 Kw.
Owned-Oper. By.....Canadian Bcstg. Corp.
Address .....Lanark Ave.
Station Manager.....C. P. Wright

CBOT—Ottawa—1953
CBC

Channel: 4....AP: 4.8 Kw.....VP: 9.2 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....Scott St. W. of Island Park. Dr.
Phone Number..... 21151
Director .....Charles P. Wright
Program Director.....Bruce McPherson
Technical Director.....Maxted Gilbert

CBUT—Vancouver—1953
CBC

Channel: 2.....AP: 55 Kw.....VP: 100 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....1200 Georgia St.
Phone Number.....Marine 6121
Television Director.....Peter McDonald
Program Director.....Marce L. Munro
Technical Director.....Ross L. Whiteside
Newsreel Editor-in-charge.....R. L. Elson
Film Director.....Don Lytle
Design Director.....Cliff Robinson

CBWT—Winnipeg—1954
CBC

Channel: 4.....AP: 28 Kw.....VP: 56 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....541 Portage Ave. W.
Phone Number 742-541
Television Director.....W. G. Carpentier
Program Director.....Gordon Atkinson
Technical Director.....Harry Heywood

CFCM-TV—Quebec City—1954
CBC-CBS

Channel: 4....AP: .635 Kw.....VP: 1.27 Kw.
Owned By...Famous Players Canadian Corp.
Address....200 Ave. St. Jean Bosco, Ste. Foy
Phone Number.....Murray 3-4985
Sales Rep...Weed TV; Hardy; Hunt and Assoc.
President .....Gaston Pratte
Executive Director.....A. C. Picard
Director of Operations.....Ernest W. Miller
Comm. Mgr.....A. P. Fitzgibbons
Program Manager.....Suzanne Guinard

CFPA-TV—Porth Arthur
1954—CBC

Channel: 2....AP: 2.55 Kw.....VP: 5-10 Kw.
Owned By.....Ralph H. Parker
Address.....87 N. Hill St.
Phone Number 4-2404
Air Time.....7 hours daily
Sales Rep.....Weed TV; All-Canada TV
President and Mgr.....Ralph H. Parker

CFPL-TV—London—1953
CBC

Channel: 10....AP: 184 Kw.....VP: 325 Kw.
Owned By....London Free Press Printing Co.
Address.....Commissioners Rd., Box 488
Phone Number 4-2115
Air Time.....11½ hours daily
Newspaper Affil.....London Free Press
Sales Rep.....Weed TV; All-Canada TV
President, Mgr. Dir.....Walter J. Blackburn
Station Mgr.....Murray T. Brown
Asst. Manager.....Robert A. Reinhart
Sls. & Prom. Manager.....W. C. Wingrove
Film Supervisor.....Beatrice Kurp
Dir. of Engineering.....G. Robitaille
Production Coordinator.....Kevin Knight
Newsreel Supervisor.....Ron Laidlaw
Cons. Engineer.....K. A. Mackinnon

CFQC-TV—Saskatoon—1954
CBC-NBC-ABC

Channel: 8.....AP: 60 Kw.....VP: 100 Kw.
Owned By.....A. A. Murphy & Sons Ltd.
Address.....216 1st Ave. N.
Air Time.....10 hours daily
Phone Number 2-6611
Sales Rep.....Adam Young TV Corp.; Oakes; Radio Representative, Ltd.
President.....A. A. Murphy
Vice-Pres., Gen. Mgr.....G. Blair Nelson
Asst. Manager.....Vernon Dallin
Production Director.....Walter Romanow
Prom. Director.....Mrs. Joyce Webb
News Service Dir.....Bill Cameron
Chief Engineer.....Lyn Hoskin

CFRN-TV—Edmonton—1954
CBC

Channel: 3....AP: 13.7 Kw.....VP: 27.4 Kw.
Owned By.....G. R. A. Rice
Address .....Jasper Highway
Phone Number 2-2701
Sales Rep.....Adam Young TV Corp.; Oakes; Radio Representatives Ltd.
Manager.....G. R. A. Rice
Chief Engineer.....F. G. A. Makepeace
Program Director.....S. S. Lancaster

CHCH-TV—Hamilton—1954
CBC

Channel: 11....AP: 60 Kw.....VP: 100 Kw.
Owned By.....Wentworth Bcstg. Co., Ltd.
Address.....163 Jackson St. W.
Phone Number 2-1121
Air Time .....10 hours
Sales Rep.....Adam Young, All-Canada TV
News Service .....UP
Newspaper Affil.....Spectator
Membership .....NARTB
President, Gen. Mgr.....Kenneth D. Soble
Asst. Mgr.....S. J. Bibby
Comm. Manager.....R. J. Peters
Prog. Manager.....J. S. Purvis
Prom. Manager.....S. F. Habberfield
Production Manager.....A. R. Arsenault
News Editor.....Dave C. Rogers
Film Manager.....D. Gale
Chief Engineer.....W. E. Jeynes

CHCT-TV—Calgary—1954
CBC

Channel: 2.....AP: 50 Kw.....VP: 100 Kw.
Owned By.....Calgary Television, Ltd.
Address.....955 Rideau Road
Phone Number 33491
Newspaper Affil.....Herald
Air Time.....14 hours daily
Sales Rep.....Weed TV Corp.; All-Canada TV
Engineering Rep.....K. A. Mackinnon, Ottawa
President .....Gordon Love
Manager .....Herb Stewart
Operations Manager.....R. S. Carson
Prom., Pub. Director.....Bob Nystedt
Dir. of News & Sp. Events.....Ed Whalen
Production Manager.....Ted Bissland
Film Manager.....Walter Petrigo
Chief Engineer.....Lee Crawley
Consulting Engineer.....K. A. Mackinnon

CHEX-TV—Peterborough
1955

Channel: 12 VHF..AP: 156 Kw...VP: 260 Kw.
Owned.....Kawartha Broadcasting Co., Ltd.
Address .....Box 637
General Manager.....Jack Davidson

CHSJ-TV—Saint John—1954
CBC

Channel: 4....AP: 50 Kw.....VP: 100 Kw.
Owned By....New Brunswick Bcstg. Co., Ltd.
Address .....14 Church St.
Phone Number 3-3304
Sales Rep.....Weed TV Corp.; All-Canada TV
General Manager.....George A. Cromwell
Production Director.....Earl McCarron
Prod. Supervisor.....Fred Blizzard
Women's Prog. Supervisor.....Jene L. Wood
Technical Director.....T. Reid Dowling
Chief Engineer.....Jack Bishop

CJBR-TV—Rimouski—1954
CBC-CBS

Channel: 3....AP: 34.55 Kw.....VP: 60.6 Kw.
Owned By....Lower St. Lawrence Radio Inc.
Address.....6 St. John St.
Phone Number 2217
Newspaper Affil.....Le Progres Du Golfe
Sales Rep.....Adam Young TV Corp.; Stovin
President .....Jacques Brilliant
Station Manager.....Andre Lecomte
Program Director.....Francois Raymond
Prom. Director.....Sandy Burgess
Director of News.....Guy Ross
Film Manager.....Paul Ratte
Chief Technician.....M. Marcel Vallee
Chief Engineer.....Real Therrien

CJCB-TV—Sydney—1954 CBC

Channel: 4....AP: 60 Kw.....VP: 100 Kw.
Owned By.....CJCB-TV Officers
Address .....Hardwood Hill
Phone Numbers.....5596, 8240, 3431
Sales Rep...Weed TV Corp.; All-Canada TV
President, Gen. Mgr.....J. Marven Nathanson
Business Manager.....Norris Nathanson
Chief Engineer.....Robert J. Norton

CJIC-TV—Sault Ste Marie 1954—CBC-CBS

Channel: 2...AP: 2.58 Kw....VP: 5.16 Kw.
Owned By.....J. G. Hyland
Address.....119 East St.
Phone Number.....ALgoma 6-7494
Sales Rep....Weed TV Corp.; All-Canada TV
President, Gen. Mgr.....J. G. Hyland
Program Manager.....Sam Pitt
Comm. Mgr.....Gene Plouffe
Chief Engineer.....Dave Irwin

CJLH-TV—Lethbridge 1955

Channel: 7 VHF..AP: 85.5 Kw...VP: 171 Kw.
Owned-Oper. By...Lethbridge Television Ltd.
Address.....1015 Third Ave., S.
Representative...Weed TV Corp., All-Canada TV
Managing Director.....Norman Botterill

CJON-TV—St. John's—1955

Channel: 6....AP: 11 Kw.....VP: 21.04 Kw.
Owned-Oper. By....Newfoundland Bcstg. Co. Ltd.
Address.....Prince of Wales St., Box E5105
Representative.....Weed TV, Al-Canada TV
Pres., Gen. Mgr.....G. W. Stirling

CKCK-TV—Regina—1954 CBC-CBS

Channel: 2....AP: 10 Kw.....VP: 19.5 Kw.
Owned By .....Transcanada
Address .....Leader Post Building
Phone Number 36671
Sales Rep.....Weed TV Corp.; All-Canada TV
President .....Clifford Sifton
General Manager.....H. A. Crittenden
Comm. Manager.....Lloyd Westmoreland
Production Manager.....Larry Glover
Promotion Director.....William Rees
News Director.....Jim McLeod
Chief Engineer.....E. A. Strong
Cons. Engineer.....Keith McKinnon

CKCO-TV—Kitchener—1953 CBC

Channel: 13....AP: 8.45 Kw..... VP: 16 Kw.
Owned By.....Carl A. Pollock
Address.....864 King St. W.
Phone Number 3-4335
Sales Rep.....Weed TV Corp.; J. A. Hardy
President .....Carl Pollock
General Manager.....Eugene E. Fitzgibbons
Director of Operations.....W. D. McGregor
Commercial Manager.....Bill Whiting
Program Manager.....Don Martz
Prom., Pub. Director.....Jack Lanthier
Dir. of News & Sp. Events.....Alan G. Hodge
Production Manager.....Bruce Lawson
Film Manager.....Errol C. Kelley
Chief Engineer.....Alexander G. Day

CKCW-TV—Moncton—1954 CBC

Channel: 2 .....AP: 2 Kw.....VP: 5 Kw.
Address .....Halifax St.
Phone Number 4-9601
Air Time.....10 hours daily
News Service .....UP
Sales Rep.....Adam Young; Stovin & Co.
Pres., Gen. Mgr.....F. A. Lynds
Production Manager.....J. S. Irvine
Traffic Manager.....Marie Carrol
Prog. Director.....H. Button
Dir. of News & Sp. Events.....W. Curtis
Publicity Director.....B. Parsons
Film Manager.....Helen Savage
Chief Engineer.....Arnold Brewster

CKGN-TV—North Bay—1955 ABC-CBS-CBC-NBC

Channel: 10 VHF..AP: 25.75 Kw...VP: 51.5 Kw.
Owned-Oper. By.....Tel-Ad Co.
Address .....P. O. Box 630
Phone Number 3209
Air Time.....7 hours daily
Representative..Mulvihill Ltd., Hunt & Assoc.
Membership .....CARTB
Gen. Manager.....Russ J. Eastcott
Prom., Pub. Director.....Bruce McLeod
Production Manager.....Bill Hart
Chief Engineer.....W. Totman

CKLW-TV—Windsor

(See Detroit, Michigan Listing.)

CKNX—Wingham—1955—CBC

Channel: 8 VHF..AP: 19.5 Kw...VP: 36 Kw.
Owned-Oper. By.....CKNX Ltd.
Address .....Josephine Street
Phone Number 158
Air Time.....9 hours daily
Representative..All Canada TV, Adam Young
Membership .....CARTB
Pres., Gen. Manager.....W. T. Cruickshank
Comm. Manager.....Vin Dittmer
Program Director.....Don Hildebrand
Dir. of News & Sp. Events.....John Strong
Publicity Director.....Robert Van Duyn
Chief Engineer.....Scott Reid

CKVR-TV—Barrie—1955

Channel: 3.....AP: 7 Kw.....VP: 14 Kw.
Owned-Oper. By...Ralph Snelgrove TV Ltd.
Address .....P. O. Box 69
Phone Number 5585
News Service .....Broadcast News, Toronto Telegram
Membership .....CARTB, BBM
Representatives .....Mulvihill & Co. Ltd., Hunt & Assoc. Canadian Reps.
Pres., Gen. Manager....Ralph T. Snelgrove
Sales & Prom. Manager.....Charles Tierney
Production Manager.....Claude Baikie
News Director.....Bill Harrington
Art Director.....Frank Fog
Chief Engineer.....Jack Mattenley

CKSO-TV—Sudbury—1953 CBC-CBS-NBC-ABC-DuMont

Channel: 5....AP: .87 Kw.....VP: 1.74 Kw.
Owned By...G. Miller, J. Cooper, W. Woodill
Address.....Regent at Ash St.
Phone Number.....Osborne 3-3644
Sales Rep.....Weed TV Corp.; All Canada TV
General Manager.....W. J. Woodill
Production Manager.....J. A. Boyd
Film Editor.....Ingrid Rushton
Chief Engineer.....James McRae

CKWS-TV—Kingston—1954 CBC

Channel: 11....AP: 154 Kw.....VP: 257 Kw.
Owned By.....Frontenac Bcstg. Co. Ltd.
Address.....170 Queen St.
Phone Number 2-4977
Air Time.....11½ hours daily
Sales Rep.....Weed TV Corp.; All-Canada TV
President.....W. R. Davies
Manager.....R. W. Hofstetter
Program Director.....J. R. Chorley
News Director.....Harvey Tate
Film Manager.....Lois Scrutton
Comm. Mgr.....Harry Edgar
Production Manager.....Bill Luxton
Chief Engineer.....Bert Cobb

CKX-TV—Brandon—CBC

Channel: 5....AP: 9.65 Kw.....VP: 19.3 Kw.
Owned By.....Western Manitoba Bcstrs. Ltd.
Address .....2940 Victoria Ave.
Air Time.....6 hours daily
Phone Number 5393
Sales Representative.....All-Canada TV
Pres., Gen. Mgr.....John B. Craig
Comm. Manager.....Archie Olson
Program Director.....Douglas A. Lee
News Editor.....Jim Struthers
Promotion Director.....Betty Murphy
Sports Director.....Ken Milton
Film Editor.....Harold Pullan
Chief Engineer.....E. H. Davies

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For Clear, Comprehensive Coverage . . .

AP

FOR
RADIO and TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

COLOR EQUIPPED STATIONS—U.S.A.

• As of January 1, 1956

☆ ☆ ☆

State	City	Station	1955	1956	Affil.
Alabama	Birmingham	WABT		—	NBC-TV
		WBRC-TV	—		CBS-TV
	Mobile	WALA-TV	—		NBC-TV
	Montgomery	WCOV-TV		—	CBS-TV; DuMont
		WSFA-TV	—		NBC-TV
Arizona	Phoenix	KPHO-TV	—	—	CBS-TV
	Phoenix	KOOL-TV	—		CBS-TV
	Phoenix	KTVK	—		
	Phoenix-Mesa	KVAR	—		NBC-TV
	Tucson	KOPO-TV		—	CBS-TV
		KVOA-TV			NBC-TV
Arkansas	Little Rock	KARK-TV		—	NBC-TV; DuMont
	Pine Bluff	KATV	—		CBS-TV
	Texarkana	KCMC-TV	—		CBS-TV
California	Bakersfield	KERO-TV	—		NBC-TV; CBS-TV
	Fresno	KMJ-TV	—		NBC-TV; CBS-TV
	Fresno	KJEO	—		CBS-TV
	Los Angeles	KHJ-TV	—		DuMont
		KNXT	—		CBS-TV
		KRCA	—		NBC-TV
		KTLA	—		
	Sacramento	KCCC-TV	—		NBC-TV; CBS-TV
	Sacramento	KBET-TV	—		CBS-TV
		KCRA	—		
	Salinas-Monterey	KSBW-TV		—	CBS-TV
		KMBY-TV	—		CBS-TV
	San Diego	KFMB-TV	—		CBS-TV
		KFSD-TV	—		NBC-TV
	San Francisco	KPIX	—		CBS-TV
		KRON-TV	—		NBC-TV
		KGO	—		
	Santa Barbara	KEYT			NBC-TV
	Stockton	KTVU	—		NBC-TV
Colorado	Colorado Springs	KKTV		—	CBS-TV; DuMont
		KRDO-TV			NBC-TV
		KLZ-TV	—	—	CBS-TV
		KOA-TV	—		NBC-TV
	Pueblo	KCSJ-TV			NBC-TV
Connecticut	New Britain	WKNB-TV	—		CBS-TV
	New Haven	WNHC-TV	—		NBC-TV; CBS-TV; DuMont
Delaware	Wilmington	WDEL-TV	—		NBC-TV; DuMont
		WPFH	—		
Dist. of Columbia	Washington	WRC-TV			NBC-TV
		WTOP-TV	—		CBS-TV
		WMAL	—		
Florida	Jacksonville	WJHP-TV	—		NBC-TV
		WMBR-TV	—		CBS-TV; DuMont
	Miami	WGBS-TV	—		NBC-TV
		WTVJ	—		CBS-TV
	Orlando	WDBO-TV	—	—	NBC-TV; CBS-TV
	Palm Beach	WJNO-TV			NBC-TV
	St. Petersburg	WSUN-TV			CBS-TV
	Tampa	WFLA-TV	—		NBC-TV
	Tampa	WTVT	—		CBS-TV
Georgia	Atlanta	WAGA-TV	—		CBS-TV
		WSB-TV		—	NBC-TV
	Augusta	WJBF	—		NBC-TV; DuMont
		WRDW-TV			CBS-TV
	Columbus	WDAK-TV	—		NBC-TV
		WRBL-TV			CBS-TV
	Macon	WMAZ-TV	—		CBS-TV
		WNEX-TV	—		NBC-TV
	Savannah	WTOC-TV	—		CBS-TV
Illinois	Belleville	WTVI	—		CBS-TV
	Champaign	WCIA	—		NBC-TV; CBS-TV; DuMont
	Chicago	WBBM-TV	—		CBS-TV

State	City	Station	1955	1956	Affil.
		WNBQ	—		NBC-TV
	Peoria	WEEK-TV	—		NBC-TV; DuMont
		WTVH-TV		—	CBS-TV
	Quincy	KHQA-TV	—		CBS-TV; DuMont
		WGEM-TV	—		NBC-TV
	Rockford	WREX-TV	—		CBS-TV
		WTVO		—	NBC-TV
	Rock Island	WHBF-TV	—		CBS-TV; DuMont
	Springfield	WICS		—	NBC-TV
Indiana	Bloomington	WTTV	—		NBC-TV; DuMont
	Elkhart	WSJV-TV		—	NBC-TV
	Evansville	WFIE-TV	—	—	NBC-TV
	Fort Wayne	WINT	—		CBS-TV
		WKJG-TV	—		NBC-TV; DuMont
	Indianapolis	WFBM-TV	—		NBC-TV
		WISH-TV	—		CBS-TV; DuMont
	Lafayette	WFAM-TV		—	CBS-TV
	Muncie	WLBC-TV	—		CBS-TV
	South Bend	WSBT	—		CBS-TV; DuMont
		WNOU	—		
	Terre Haute	WTHI-TV	—		CBS-TV
Iowa	Ames-Des Moines	WOI-TV	—		DuMont; CBS-TV
	Cedar Rapids	KCRG-TV	—		DuMont
		WMT-TV	—		CBS-TV
	Davenport	WOC-TV	—		NBC-TV
	Des Moines	WHO-TV	—		NBC-TV
	Des Moines	KRNT-TV	—		CBS-TV
	Fort Dodge	KQTV	—		NBC-TV
	Mason City	KGLO-TV	—		CBS-TV
	Sioux City	KTIV	—		NBC-TV
		KVTV	—		CBS-TV
	Waterloo	KWWL-TV	—		NBC-TV
Kansas	Hutchinson-Wichita	KTVH	—		CBS-TV; DuMont
	Pittsburg	KOAM-TV		—	NBC-TV
	Topeka	WIBW-TV	—		CBS-TV; DuMont
	Wichita	KEDD	—		NBC-TV
		KAKE	—		
		KARD	—		
		WIBW	—		
Kentucky	Henderson	WEHT	—		CBS-TV
	Louisville	WAVE-TV		—	NBC-TV; DuMont
		WHAS-TV		—	CBS-TV
Louisiana	Alexandria	KALB-TV		—	NBC-TV
	Baton Rouge	WAFB-TV		—	NBC-TV
	Baton Rouge	WBRZ		—	NBC-TV
	Lake Charles	KTAG-TV		—	CBS-TV
		KPLC-TV		—	NBC-TV
	Monroe	KNOE-TV	—		NBC-TV; CBS-TV; DuMont
	New Orleans	WDSU-TV	—		NBC-TV; CBS-TV; DuMont
	Shreveport	KSLA	—		NBC-TV; CBS-TV
		KTBS			
Maine	Bangor	WABI-TV		—	NBC-TV
	Bangor	WTWO	—		CBS-TV
	Portland	WCSH-TV	—		NBC-TV
		WGAN-TV	—		CBS-TV
Maryland	Baltimore	WAAM	—		DuMont
		WBAL-TV	—		NBC-TV
		WMAR-TV	—		CBS-TV
Massachusetts	Boston	WBZ-TV	—		NBC-TV
		WNAC-TV	—		CBS-TV; DuMont
	Holyoke	WHYN-TV	—		CBS-TV
	Springfield	WWLP	—		NBC-TV
		WHYN	—		
Michigan	Bay City-Saginaw	WNEM-TV	—		NBC-TV
	Detroit	WJBK-TV	—		CBS-TV; DuMont
		WWJ-TV	—		NBC-TV
		WXYZ	—		
	Flint	WJRT	—		CBS-TV
	Grand Rapids	WOOD-TV	—		NBC-TV; DuMont
	Kalamazoo	WKZO-TV	—		CBS-TV; DuMont
	Lansing	WJIM-TV	—		NBC-TV
	Saginaw	WKNX-TV	—		CBS-TV
	Traverse City	WPBN-TV	—		NBC-TV
Minnesota	Duluth	KDAL-TV		—	NBC-TV
	Minneapolis	WCCO-TV	—		CBS-TV
	Rochester	KROC-TV	—		NBC-TV
	St. Paul-Minneapolis	KSTP-TV	—		NBC-TV
Mississippi	Jackson	WJTV	—		CBS-TV; DuMont
		WLBT	—		NBC-TV
	Meridian	WTOK-TV		—	NBC-TV

State	City	Station	1955	1956	Affil.
Missouri	Cape Girardeau	KFVS-TV		—	CBS-TV
	Jefferson City	KRCG-TV		—	CBS-TV
	Joplin	KSWM			
	Kansas City	KCMO-TV	—		DuMont
		KMBC-TV	—		CBS-TV
		WDAF-TV	—		NBC-TV
	St. Joseph	KFEQ-TV		—	CBS-TV
	St. Louis	KSD-TV		—	NBC-TV
		KWK-TV	—		CBS-TV
	Springfield	KTTS-TV	—		CBS-TV; DuMont
		KYTV	—		NBC-TV
Nebraska	Kearney	KHOL-TV	—		CBS-TV
	Lincoln	KOLN-TV	—		CBS-TV
	Omaha	KMTV		—	CBS-TV
		WOW-TV	—		NBC-TV; DuMont
New Hampshire	Mt. Washington	WMTW		—	CBS-TV
New Mexico	Albuquerque	KOB-TV		—	NBC-TV
New York	Albany	WTRI	—		CBS-TV
	Albany	WROW-TV	—		CBS-TV
	Binghamton	WNBF	—		NBC-TV; CBS-TV; DuMont
	Buffalo	WBEN-TV	—		CBS-TV; DuMont
		WGR-TV	—		NBC-TV
	Carthage-Watertown	WCNY-TV	—		CBS-TV
	New York	WABD	—		DuMont
		WCBS-TV	—		CBS-TV
		WPIX	—		
		WRCA-TV	—		NBC-TV
	Rochester	WHAM-TV	—		NBC-TV
		WHEC-TV	—		CBS-TV
		WVET-TV	—		CBS-TV
	Schenectady	WRGB	—		NBC-TV; CBS-TV; DuMont
	Syracuse	WHEN-TV	—		CBS-TV; DuMont
		WSYR-TV	—		NBC-TV
	Utica	WKTV	—		NBC-TV; CBS-TV; DuMont
North Carolina	Asheville	WHOS	—		
	Charlotte	WAYS-TV	—		NBC-TV
		WBTV	—		NBC-TV; CBS-TV
	Durham	WTVD	—		NBC-TV
	Greensboro	WFMY-TV	—		CBS-TV; DuMont
	Greenville	WNCT	—		CBS-TV
	Raleigh	WNAO-TV	—		CBS-TV; DuMont
	Winston-Salem	WSJS-TV	—		NBC-TV
North Dakota	Bismarck	KBMB	—		
	Fargo	WDAY-TV	—		NBC-TV
	Minot	KCJB	—		CBS-TV
	Valley City	KXJB-TV	—		CBS-TV
Ohio	Cincinnati	WCPO-TV	—		DuMont
		WKRC-TV	—		CBS-TV
		WLWT		—	NBC-TV
	Cleveland	WEWS	—		CBS-TV
		KYW-TV			NBC-TV
		WJW-TV	—		CBS-TV
	Columbus	WBNS-TV	—		CBS-TV
		WLWC	—		NBC-TV
	Dayton	WHIO-TV	—		CBS-TV; DuMont
		WLWD	—		NBC-TV
	Steubenville	WSTV-TV		—	CBS-TV
	Toledo	WSPD-TV	—		NBC-TV; CBS-TV; DuMont
	Youngstown	WFMJ-TV	—		NBC-TV
	Youngstown	WKBN-TV	—		NBC-TV; DuMont
Oklahoma	Ada	KTEN	—		
	Enid	KWTV	—		CBS-TV; DuMont
	Oklahoma City	WKY-TV	—		NBC-TV
	Tulsa	KOTV	—		CBS-TV
		KVOO-TV		—	NBC-TV
Oregon	Eugene	KVAL-TV	—		NBC-TV
	Medford	KBES-TV		—	CBS-TV
	Portland	KOIN-TV	—		CBS-TV
		KPTV	—		NBC-TV; DuMont
Pennsylvania	Altoona	WFBG-TV	—		NBC-TV; DuMont
	Bethlehem	WLEV-TV		—	NBC-TV
	Erie	WICU	—		NBC-TV; DuMont
		WSEE		—	CBS-TV
	Harrisburg	WHP-TV		—	CBS-TV
	Johnstown	WJAC-TV	—		NBC-TV; CBS-TV; DuMont
	Lancaster	WGAL-TV		—	NBC-TV; CBS-TV; DuMont
	Philadelphia	WFIL-TV	—		DuMont
		WCAU-TV	—		CBS-TV

State	City	Station	1955	1956	Affil.
		WRCV-TV	—		NBC-TV
	Pittsburgh	KDKA-TV	—		NBC-TV; CBS-TV; DuMont
		WENS		—	NBC-TV
	Reading	WEEU-TV	—		NBC-TV
		WHUM-TV	—		CBS-TV
	Scranton	WGBI-TV	—		CBS-TV
	Wilkes-Barre	WBRE-TV			NBC-TV
Rhode Island	Providence	WJAR-TV			NBC-TV; DuMont
South Carolina	Anderson	WAIM-TV	—		CBS-TV
	Charleston	WCSC-TV	—		CBS-TV
		WUSN-TV		—	NBC-TV
	Columbia	WIS-TV	—		NBC-TV
		WNOK-TV	—		CBS-TV
	Florence	WBTW	—		CBS-TV
	Greenville	WFBC-TV			NBC-TV
South Dakota	Sioux Falls	KELO-TV	—		NBC-TV
Tennessee	Chattanooga	WDEF-TV	—		NBC-TV; CBS-TV
	Jackson	WDXI-TV	—		CBS-TV
	Johnson City	WJHL-TV	—		CBS-TV
	Knoxville	WATE	—		NBC-TV
		WTSK-TV	—		CBS-TV
	Memphis	WHBQ-TV	—		CBS-TV
		WMCT			NBC-TV; DuMont
	Nashville	WLAC-TV	—		CBS-TV
		WSM-TV	—		NBC-TV; DuMont
Texas	Amarillo	KFDA-TV		—	CBS-TV
		KGNC-TV	—		NBC-TV
	Austin	KTBC-TV		—	NBC-TV; DuMont
	Dallas	KRLD-TV	—		CBS-TV
		WFAA-TV	—		NBC-TV; DuMont
	El Paso	KROD-TV	—		CBS-TV
		KTSM-TV	—		NBC-TV
	Ft. Worth	WBAP-TV	—		NBC-TV
	Galveston-Houston	KGUL-TV	—		CBS-TV
	Houston	KPRC-TV		—	NBC-TV
	Lubbock	KCBD-TV	—		NBC-TV
		KDUB-TV	—		CBS-TV
	San Angelo	KTXL-TV	—		CBS-TV
	San Antonio	KENS-TV	—		CBS-TV; DuMont
		WOAI-TV	—		NBC-TV
	Temple	KCEN-TV	—		NBC-TV
	Wichita Falls	KFDX-TV	—		NBC-TV
		KWFT-TV	—		CBS-TV
Utah	Salt Lake	KSL-TV	—		CBS-TV
		KTVT	—		NBC-TV
Vermont	Burlington-Montpelier	WMVT	—		NBC-TV
Virginia	Harrisonburg	WSVA-TV	—		NBC-TV
	Lynchburg	WLVA-TV	—		CBS-TV
	Norfolk	WTAR-TV	—		CBS-TV; DuMont
		WVEC-TV	—		NBC-TV
	Richmond	WTVR	—		NBC-TV
	Roanoke	WSLS-TV	—		NBC-TV
Washington	Bellingham	KVOS-TV			CBS-TV
	Seattle	KOMO-TV	—		NBC-TV
	Spokane	KHQ-TV	—		NBC-TV
		KXLY-TV	—		CBS-TV
	Tacoma-Seattle	KTNT-TV	—		CBS-TV; DuMont
	Yakima	KIMA-TV	—		NBC-TV; CBS-TV
West Virginia	Charleston	WCHS-TV	—		CBS-TV; DuMont
	Huntington	WSAZ-TV	—		NBC-TV; DuMont
	Parkersburg	WTAP	—		NBC-TV
	Wheeling	WTRF-TV	—		NBC-TV
Wisconsin	Eau Claire	WEAU-TV		—	NBC-TV
	Green Bay	WBAY-TV	—		CBS-TV
	La Crosse	WKBT	—		NBC-TV
	Madison	WKOW-TV	—		CBS-TV
		WMTV	—		NBC-TV
	Marinette-Green Bay	WMBV-TV	—		NBC-TV
	Milwaukee	WCAN-TV	—		CBS-TV
		WTMJ-TV	—		NBC-TV
	Milwaukee	WXIX	—		CBS-TV
	Wausau	WSAU-TV	—		NBC-TV
Wyoming	Cheyenne	KFBC-TV	—		CBS-TV

OFFICIAL FCC TV ALLOCATIONS

☆ ☆ ☆

ALABAMA

	Channel No.
Andalusia	2, 29
Anniston	70
Auburn	*56
Bessemer	54
Birmingham	6, *10, 13, 42, 48
Bogalusa	78
Brewton	23
Clanton	14
Cullman	60
Decatur	23
Demopolis	18
Dothan	9, 19
Enterprise	40
Eufaula	44
Florence	41
Fort Payne	19
Gadsden	15, 21
Greenville	49
Guntersville	40
Huntsville	31
Jasper	17
Mobile	5, 10, *42, 48
Montgomery	12, 20, *26, 32
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Selma	8, 58
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Elroy	24
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Kingman	6
Mesa	12
Miami	28
Morenci	31
Nogales	17
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Batesville	30
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Blytheville	64, 74
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Fayetteville	*13, 41
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Brawley	25
Chico	12
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Eureka	3, 13
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Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
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Merced	34, 66
Modesto	14, 58
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Napa	62
Oakland (see San Francisco)	
Oxnard	32
Palm Springs	14
Petaluma	68
Pittsburgh	16
Port Chicago	70
Porterville	55
Red Bluff	15
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40, 46
Salinas-Monterey	8, 35
San Bernardino	18, *24, 30
San Buenaventura	38
San Diego	8, 10, *15, 21, 27, 33, 39
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San Jose	11, 48, *54, 60
San Luis Obispo	6
Santa Barbara	3, 20, 26
Santa Cruz	56
Santa Maria	44
Santa Paula	16
Santa Rosa	50
Stockton	13, 36, *42, 64
Tulare	27
Ukiah	18
Visalia	43, 49

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
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Yreka City	11
Yuba City	52

COLORADO

Alamosa	19
Boulder	*12, 22
Canon City	36
Colorado Springs	11, 13, *17, 23
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Denver	2, 4, *6, 7, 9, 20, 26
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Grand Junction	5, 21
Greeley	50
La Junta	24
Lamar	18
Leadville	14
Longmont	32
Loveland	38
Montrose	10, 18
Pueblo	3, 5, *8, 28, 34
Salida	25
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Fort Lauderdale	17, 39
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Jacksonville	4, *7, 12, 30, 36
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Lake City	33
Lakeland	16, 22
Lake Wales	14
Leesburg	26
Marianna	17
Melbourne	37
Miami	*2, 4, 7, 10, 23, 33
Ocala	15
Orlando	6, 9, 18, *24, 47
Palatka	17
Panama City	7, *30, 36
Pensacola	3, 15, *21, 46
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Sanford	35
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Albany	10, 25
Americus	31
Athens	*8, 60
Atlanta	2, 5, 11, *30, 36
Augusta	6, 12
Bainbridge	35
Brunswick	28, 34
Cairo	45
Carrollton	33
Cartersville	63
Cedartown	53
Columbus	4, 28, *34
Cordele	43
Dalton	25
Douglas	32
Dublin	15
Elberton	24
Fitzgerald	53
Fort Valley	18
Gainesville	52
Griffin	39
La Grange	50
Macon	*41, 47
Marietta	57
Milledgeville	51
Moultrie	48
Newnan	61
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Statesboro	22
Swainsboro	20
Thomasville	6, 27
Tifton	14
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Valdosta	37
Vidalia	26
Warner Robins	13
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Burley	15
Caldwell	9
Boeur d'Alene	12
Emmett	26
Gooding	23
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Jerome	17
Kellogg	33
Lewiston	3
Moscow	*15
Nampa	6, 12
Payette	14
Pocatello	6, 10
Preston	41
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* Denotes Channel reservation for non-commercial educational use.

	Channel No.
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Wallace	27
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ILLINOIS

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Belleville	54
Bloomington	15
Cairo	24
Carbondale	34, *61
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De Kalb	*67
Dixon	47
Elgin	28
Freeport	23
Galesburg	40
Harrisburg	22
Jacksonville	29
Joliet	48
Kankakee	14
Kewanee	60
La Salle	35
Lincoln	53
Macomb	61
Marion	40
Mattoon	46
Moline (see Davenport, Iowa)	
Mt. Vernon	38
Olney	16
Pekin	69
Peoria	8, 19, *37, 43
Quincy	10, 21
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Springfield	2, 20, 66
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Waukegan	22

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Angola	15
Bedford	68
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Columbus	42
Connersville	38
Elkhart	52
Evansville	7, 50, *56, 62
Fort Wayne	*27, 33, 69
Gary	50, *66
Hammond	56
Hatfield	9
Huntington	21
Indianapolis	6, 8, 13, *20, 26, 67
Jasper	19
Kokomo	31
Lafayette	*47, 59
Lebanon	18
Logansport	51
Madison	25
Marion	29
Michigan City	62
Muncie	49, 55, *71
Princeton	52
Richmond	32
Shelbyville	58
South Bend	34, *40, 46
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Washington	69

IOWA

Algona	37
Ames	5, 25
Atlantic	45
Boone	19
Burlington	32, 38
Carroll	39
Cedar Rapids	2, 9, 20, *26
Centerville	31
Charles City	18
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island & Moline, Illinois	4, 6, *30, 36, 42
Decorah	44
Des Moines	8, *11, 13, 17, 23
Dubuque	56, 62
Estherville	24
Fairfield	54
Fort Dodge	21
Fort Madison	50
Grinnell	71
Iowa City	*12, 24
Keokuk	44
Knoxville	33
Marshalltown	49
Mason City	3, 35
Muscatine	58
Newton	65
Oelwein	28
Oskaloosa	52
Ottumwa	15, 63
Red Oak	32
Shenandoah	20
Sioux City	4, 9, *30, 36
Spencer	42
Storm Lake	34
Waterloo	7, 16, *22 46
Webster City	27

KANSAS

Abilene	31
Arkansas City	49
Atchison	60
Chanute	50
Coffeyville	33
Colby	22
Concordia	47
Dodge City	6, 23
El Dorado	55
Emporia	39
Fort Scott	27
Garden City	9, 11
Goodland	10, 31
Great Bend	2, 28
Hayes	7, 20
Hutchinson	12, 18
Independence	20
Iola	44
Junction City	29
Larned	15
Lawrence	*11, 17
Leavenworth	54
Liberal	14
McPherson	26
Manhattan	*8, 23
Newton	14
Olathe	52
Ottawa	21
Parsons	46
Pittsburg	7, 38
Pratt	36

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Salina	34
Topeka	13, 42, *48
Wellington	24
Wichita	3, 10, 16, *22
Winfield	43

KENTUCKY

Ashland	59
Bowling Green	13, 17
Campbellsville	40
Corbin	16
Danville	35
Elizabethtown	23
Frankfort	43
Glasgow	28
Harlan	73
Hazard	19
Hopkinsville	20
Lexington	18, 27, 64, 70
Louisville	3, 11, *15, 21, 41, 51
Madisonville	26
Mayfield	63
Maysville	24
Middlesborough	57, 63
Murray	33
Owensboro	14
Paducah	6, 43, 72
Pikeville	14
Princeton	45
Richmond	60
Somerset	29
Winchester	37

LOUISIANA

Abbeville	27
Alexandria	5, 62, 74
Bastrop	53
Baton Rouge	2, 28, *34, 40
Bogalusa	69, 78
Crowley	21
De Ridder	14
Eunice	64
Franklin	46
Hammond	57
Houma	30
Jackson	18
Jennings	48
Lafayette	10, 38, 67
Lake Charles	7, *19, 25, 60
Minden	30
Monroe	8, 13, 43
Morgan City	36
Natchitoches	17
New Iberia	15
New Orleans	4, 6, 8, 20, 26, 32, 61
Oakdale	54
Opelousas	58
Ruston	20
Shreveport	3, 12
Thibodaux	24
Winnfield	22

MAINE

Auburn	23
Augusta	10, 29
Bangor	2, 5, *16
Bar Harbor	22
Bath	65
Belfast	41
Biddeford	59
Calais	7, 20
Dover-Foxcroft	18
Fort Kent	17
Houlton	24
Lewiston	8, 17
Millinocket	14
Orono	*12
Portland	6, 13, *47, 53
Presque Isle	8, 19
Rockland	25
Rumford	55
Van Buren	15
Waterville	35

MARYLAND

Annapolis	53
Baltimore	2, 11, 13, 18, *24, 72
Cambridge	22
Cumberland	17, 30
Frederick	62
Hagerstown	52, 68
Salisbury	16

MASSACHUSETTS

Amherst	82
Barnstable	25
Boston	*2, 4, 5, 7, 38, 44, 56
Brockton	62
Easthampton	61
Fall River	46, 68
Greenfield	58
Holyoke (see Springfield)	
Lawrence	72
Lowell	32
New Bedford	28, 34
North Adams	19, 80
Pittsfield	64
Springfield-Holyoke	22, 55
Worcester	14, 20

MICHIGAN

Alma	41
Alpena	9, *11, 30
Ann Arbor	20, *26
Bad Axe	46
Battle Creek	58, 64
Bay City	5, 63, *73
Benton Harbor	42
Big Rapids	39
Cadillac	13, 45
Calumet	13
Cheboygan	4, 36
Coldwater	24
Detroit	2, 4, 7, 50, *56, 62
East Lansing	60
East Tawas	25
Escanaba	3, 49
Flint	12, 16, *22, 28
Gladstone	40
Grand Rapids	8, *17, 23
Hancock	10
Houghton	19, 25
Iron Mountain	9, 27
Iron River	33
Ironwood	12, 31
Jackson	48
Kalamazoo	3, 36, *74
Lansing	6, 54
Ludington	18
Manistee	15
Manistique	14
Marquette	6, 17, 35
Midland	19
Mount Pleasant	47
Muskegon	29, 35

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Parma-Onandoga	10
Petoskey	31
Pontiac	44
Port Huron	34
Rogers City	24
Saginaw	51, 57
Sault Ste. Marie	8, 10, 28, *34
Traverse City	7, 20, *26
West Branch	21

MINNESOTA

Albert Lea	57
Alexandria	36
Austin	6, 51
Bemidji	13, 24
Brainerd	12
Cloquet	44
Crookston	21
Detroit Lakes	18
Duluth-Superior, Wisc.	3, 6, *8, 32, 38
Ely	16
Fairmount	40
Faribault	20
Fergus Falls	16
Grand Rapids	20
Hastings	29
Hibbing	10
International Falls	11
Little Falls	14
Mankato	15
Marshall	22
Minneapolis-St. Paul	*2, 4, 5, 9, 11, 17, 23
Montevideo	19
New Ulm	43
Northfield	26
Owatonna	45
Red Wing	63
Rochester	10, 55
St. Cloud	7, 33
St. Paul (see Minneapolis)	
Stillwater	39
Thief River Falls	15
Virginia	26
Wadena	27
Wilmar	31
Winona	61
Worthington	32

MISSISSIPPI

Biloxi	13, *44, 50
Brookhaven	37
Canton	16
Clarksdale	6, 32
Columbia	35
Columbus	4, 28
Corinth	29
Greenville	21, 27
Greenwood	24
Grenada	15
Gulfport	56
Hattiesburg	9, 17
Jackson	3, 12, *19, 25, 47
Kosciusko	52
Laurel	33
Louisville	46
McComb	31
Meridian	11, 30, *36
Natchez	29
Pascagoula	22
Picayune	14
Starkville	34
State College	*2
Tupelo	9, 38
University	20
Vicksburg	41
West Point	56
Yazoo City	49

MISSOURI

	Channel No.
Cape Girardeau	12, 18, 69
Carthage	56
Caruthersville	27
Chillicothe	14
Clinton	49
Columbia	8, 16, 22
Farmington	52
Festus	14
Fulton	24
Hannibal	7, 27
Jefferson City	13, 33
Joplin	12, 30
Kansas City	4, 5, 9, *19, 25, 65
Kennett	21
Kirksville	3, 18
Lebanon	23
Marshall	40
Maryville	26
Mexico	45
Moberly	35
Monett	14
Nevada	18
Poplar Bluff	15
Rolla	46
St. Joseph	2, 30, *36
St. Louis	4, 5, *9, 11, 30, 36, 42
Sedalia	6, 28
Sikeston	37
Springfield	3, 10, *26, 32
West Plains	20

MONTANA

Anaconda	2
Billings	2, 8, *11
Bozeman	*9, 22
Butte	4, 6, *7, 15
Cut Bank	20
Deer Lodge	25
Dillon	26
Glasgow	16
Glendive	18
Great Falls	3, 5, *23
Hamilton	17
Hardin	4
Havre	9, 11
Helena	10, 12
Kalispell	8
Laurel	14
Lewistown	13
Livingston	16
Miles City	3, *6, 10
Missoula	*11, 13, 21
Polson	18
Red Lodge	18
Shelby	14
Sidney	14
Whitefish	16
Wolf Point	20

NEBRASKA

Alliance	13, 21
Beatrice	40
Broken Bow	14
Columbus	49
Fairbury	35
Falls City	38
Freemont	52
Grand Island	11, 21
Hastings	5, 27
Kearney	13, 19

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Lexington	23
Lincoln	10, 12, *18, 24
McCook	8, 17
Nebraska City	50
Norfolk	33
North Platte	2, 4
Omaha	3, 6, 7, *16, 22, 28
Scottsbluff	10, 16
York	15

NEVADA

Boulder City	4
Carlin	14
Carson City	37
Elko	10
Ely	3, 6
Fallon	29
Goldfield	5
Hawthorne	31
Henderson	2
Las Vegas	8, *10, 13
Lovelock	18
McGill	8
Reno	4, 8, *21, 27
Tonopah	9
Winnemucca	7
Yerington	33

NEW HAMPSHIRE

Berlin	26
Claremont	37
Concord	75
Durham	*11
Hanover	*27
Keene	45
Laconia	43
Littleton	24
Manchester	9, 48
Nashua	54
Portsmouth	15
Rochester	51

NEW JERSEY

Andover	*69
Asbury Park	58
Atlantic City	46, 52
Bridgeton	64
Camden	*80
Freehold	*74
Hammonton	*70
Montclair	*77
Newark	13
New Brunswick	*19, 47
Paterson	37
Trenton	41
Wildwood	48

NEW MEXICO

Alamogordo	17
Albuquerque	4, *5, 7, 13
Artesia	21
Atrisco-Five Points	18
Belen	24
Carlsbad	6, 23
Clayton	27
Clovis	12, 35
Deming	14
Farmington	17
Gallup	3, *8, 10
Hobbs	46
Hot Springs	19
Las Cruces	22
Las Vegas	14
Lordsburg	23
Los Alamos	20
Lovington	27
Portales	22
Raton	46, *52
Roswell	*3, 8, 10
Santa Fe	2, *9, 11
Silver City	*10, 12
Socorro	15
Tucumcari	25

NEW YORK

Albany-Schenectady-Troy	6, *17, 23, 35, 41
Amsterdam	52
Auburn	37
Batavia	33
Binghamton	12, 40, *46
Buffalo (also see Buffalo-Niagara Falls)	17, *23
Buffalo-Niagara Falls	2, 4, 7, 59
Carthage	7
Cortland	56
Dunkirk	46
Elmira	18, 24
Glens Falls	39
Gloversville	29
Hornell	50
Ithaca	*14, 20
Jamestown	58
Kingston	66
Lake Placid	5
Malone	20, *66
Massena	14
Middletown	60
New York	2, 4, 5, 7, 9, 11, *25, 31
Niagara Falls (see Buffalo-Niagara Falls)	
Ogdensburg	24
Olean	54
Oneonta	62
Oswego	31
Patchogue	75
Plattsburg	28
Poughkeepsie	21, *83
Rochester	5, 10, 15, *21, 27
Rome (see Utica)	
Saranac Lake	18
Schenectady (see Albany)	
Syracuse	3, 8, *43
Troy (see Albany)	
Utica-Rome	13, *25 54
Watertown	48

NORTH CAROLINA

Ahoskie	53
Albemarle	20
Asheville	13, *56, 62, 78
Burlington	63
Burnsville	18
Chapel Hill	*4
Charlotte	3, 9, 36, *42
Durham	11, *40, 46, 73
Elizabeth City	31
Fayetteville	18, 54
Gastonia	48
Goldsboro	34, 72
Greensboro	2, *51, 57
Greenville	9
Henderson	52
Hendersonville	27
Hickory	30
High Point	15

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Jacksonville	16
Kannapolis	59
Kinston	45
Laurinburg	41
Lumberton	21
Mount Airy	55
New Bern	13
Raleigh	5, *22, 28
Roanoke Rapids	30
Rocky Mount	50
Salisbury	80
Sanford	38
Shelby	39
Southern Pines	49
Statesville	64
Washington	7
Wilmington	3, 6, 29, *35
Wilson	56
Winston-Salem	12, 26, *32

NORTH DAKOTA

Bismarck	5, 12, 18, *24
Bottineau	16
Carrington	26
Devils Lake	8, 14
Dickinson	2, 4, *17
Fargo	6, 11, *34, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22
Jamestown	7, 42
Lisbon	23
Minot	*6, 10, 13
New Rockford	20
Rugby	38
Valley City	4, 32
Wahpeton	45
Williston	8, 11, *34

OHIO

Akron	49, *55, 61
Ashtabula	15
Athens	62
Bellefontaine	63
Bowling Green	*70
Cambridge	26
Canton	29
Chillicothe	56
Cincinnati	5, 9, 12, *48, 54, 74
Cleveland	3, 5, 8, 19, *25, 65
Columbus	4, 6, 10, *34, 40
Coshocton	20
Dayton	2, 7, *16, 22
Defiance	43
Findlay	53
Fremont	59
Gallipolis	72
Hamilton-Middletown	65
Lancaster	28
Lima	35, 73
Lorain	31
Mansfield	36
Marion	17
Massillon	23
Middletown (see Hamilton)	
Mount Vernon	58
Newark	60
Oxford	*14
Piqua	44
Portsmouth	30
Sandusky	42
Springfield	52, 76
Steubenville (see Wheeling, W. Va.)	
Tiffin	47
Toledo	11, 13, *30, 79
Warren	67
Youngstown	21, 27, 73
Zanesville	18, 50

OKLAHOMA

Ada	10, 50
Altus	36
Alva	30
Anadarko	58
Ardmore	12, 55
Bartlesville	62
Blackwell	51
Chickasha	64
Claremore	15
Clinton	32
Duncan	39
Durant	27
Elk City	26
El Reno	56
Enid	5, 21, *27
Frederick	44
Guthrie	48
Guymon	20
Hobart	23
Holdenville	14
Hugo	21
Lawton	7, *28, 34
McAlester	47
Miami	58
Muskogee	8, *45, 66
Norman	31, *37
Oklahoma City	4, 9, *13, 19, 25
Okmulgee	26
Pauls Valley	61
Ponca City	40
Pryor Creek	54
Sapulpa	42
Seminole	59
Shawnee	53
Stillwater	29, *69
Tulsa	2, 6, *11, 17, 23
Vinita	28
Woodward	8

OREGON

Albany	55
Ashland	14
Astoria	30
Baker	37
Bend	15
Burns	16
Corvallis	*7, 49
Eugene	*9, 13, 20, 26
Grants Pass	30
Klamath Falls	2, 17
La Grande	13
Lebanon	43
McMinnville	46
Medford	5
North Bend	16
Pendleton	28
Portland	6, 8, *10, 12, 21, 27
Roseburg	4, 28
Salem	3, *18, 24, 66
Springfield	37
The Dalles	32

PENNSYLVANIA

Allentown	39, 67
Altoona	10, 19, 25
Bethlehem	51
Bradford	70
Butler	43

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Chambersburg	46
Du Bois	31
Easton	57
Emporium	42
Erie	12, 35, *41, 66
Harrisburg	27, 55, 71
Hazleton	63
Irwin	4
Johnstown	6, 56
Lancaster	8, 21
Lebanon	15
Lewistown	74
Lock Haven	32
Meadville	37
New Castle	45
Oil City	64
Philadelphia	3, 6, 10, 17, 23, 29, *35
Pittsburgh	2, 11, *13, 16, 47, 53
Reading	33, 61
Sranton	16, 22, 44
Shamokin	65
Sharon	39
State College	*48
Sunbury	38
Uniontown	14
Washington	63
Wilkes-Barre	28, 34
Williamsport	36
York	43, 49

RHODE ISLAND

Providence	10, 12, 16, *36

SOUTH CAROLINA

Aiken	54
Anderson	40, 58
Camden	14
Charleston	2, 5, *13, 17
Clemson	*68
Columbia	10, *19, 25, 67
Conway	23
Florence	8, 60
Georgetown	27
Greenville	4, 23, *29
Greenwood	21
Lake City	55
Lancaster	31
Laurens	45
Marion	43
Newberry	70
Orangeburg	44
Rock Hill	61
Spartanburg	7, 17, 74
Sumter	47
Union	65

SOUTH DAKOTA

Aberdeen	9, 17
Belle Fourche	23
Brookings	*8, 25
Hot Springs	17
Huron	12, 15
Lead	5, 26
Madison	46
Mitchell	5, 20
Mobridge	27
Pierre	6, 10, *22
Rapid City	3, 7, 15
Sioux Falls	11, 13, 38, *44
Sturgis	20
Vermillion	*2, 41

	Channel No.
Watertown	3, 35
Winner	18
Yankton	17

TENNESSEE

Athens	14
Bristol, Tenn.-Bristol, Va.	5, 46
Chattanooga	3, 12, 43, 49, *55
Clarksville	53
Cleveland	38
Columbia	39
Cookeville	24, *69
Covington	19
Crossville	*77
Dyersburg	46
Elizabethton	22
Fayetteville	27
Gallatin	48
Harriman	67
Humboldt	25
Jackson	7, 16
Johnson City	11, 34
Kingsport	28
Knoxville	6, 10, *20, 26
Lawrenceburg	50
Lebanon	58
Lexington	*11
McMinnville	46
Maryville	51
Memphis	3, 5, *10, 13, 42, 48
Morristown	54
Murfreesboro	18
Nashville	*2, 4, 8, 30, 36
Oak Ridge	32
Old Hickory	5
Paris	51
Pulaski	44
Shelbyville	62
Sneedville	*2
Springfield	42
Tullahoma	68
Union City	55

TEXAS

Abilene	9, 33
Alice	34
Alpine	12
Amarillo	*2, 4, 7, 10
Athens	25
Austin	7, 18, 24, *70
Ballinger	25
Bay City	33
Beaumont-Port Arthur	4, 6, 31, *37
Beeville	38
Big Spring	4, 34
Bonham	43
Borger	33
Brady	15
Breckenridge	14
Brenham	52
Brownfield	15
Brownsville (also see Brownsville-Harlingen-Weslaco)	36
Brownsville-Harlingen-Weslaco (1)	4, 5

(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

Brownwood	19
Bryan	54
Childress	40
Cleburne	57
Coleman	21
College Station	*3, 48
Conroe	20

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Corpus Christi	6, 10, *16, 22, 43
Corsicana	47
Crockett	56
Crystal City	28
Cuero	25
Dalhart	16
Dallas	4, 8, *13, 23, 29, 73
Del Rio	16
Denison	52
Denton	*2, 17
Eagle Pass	26
Edinburg	26
El Campo	27
El Paso	4, *7, 9, 13, 20, 26
Falfurrias	52
Floydada	45
Fort Stockton	22
Fort Worth	5, 11, 20, *26
Gainesville	49
Galveston	11, 35, 41, *47
Gonzales	64
Greenville	69
Harlingen (also see Brownsville-Harlingen-Weslaco)	23
Hebronville	58
Henderson	42
Hereford	19
Hillsboro	63
Houston	2, *8, 13, 23, 29, 39
Huntsville	15
Jacksonville	36
Jasper	49
Kermit	14
Kilgore	59
Kingsville	40
Lamesa	28
Lampasas	40
Laredo	8, 13, *15
Levelland	38
Littlefield	32
Longview	32, 38
Lubbock	5, 11, 13, *20, 26
Lufkin	9, 46
McAllen	20
McKinney	65
Marfa	19
Marshall	16
Mercedes	32
Mexia	50
Midland	2, 18
Mineral Wells	38
Mission	14
Monahans	9
Mount Pleasant	35
Nacogdoches	40
New Braunfels	62
Odessa	7, 24
Orange	43
Pampa	17
Paris	33
Pearsall	31
Pecos	16
Perryton	22
Plainview	29
Port Arthur (see Beaumont)	
Quanah	42
Raymondville	42
Rosenberg	17
San Angelo	3, 8, 17, *23
San Antonio	4, 5, *9, 12, 35, 41
San Benito	48
San Marcos	53
Seguin	14
Seymour	24
Sherman	46
Snyder	30
Stephenville	32
Sulphur Springs	41
Sweetwater	12
Taylor	58
Temple	6, 16, 22
Terrell	53
Texarkana	6, *18, 24
Tyler	7, 19, 72
Uvalde	20
Vernon	18
Victoria	19
Waco	10, *28, 34
Waxahachie	45
Weatherford	51
Weslaco (see Brownsville-Harlingen-Weslaco)	
Wichita Falls	3, 6, *16, 22

UTAH

Brigham	36
Cedar City	5
Logan	12, 30, *46
Ogden	9, *18, 24
Price	6
Provo	11, 22, *28
Richfield	13
St. George	18
Salt Lake City	2, 4, 5, *7, 20, 26
Tooele	44
Vernal	3

VERMONT

Bennington	74
Brattleboro	77
Burlington	3, *16, 22
Montpelier	40
Newport	46
Rutland	49
St. Albans	34
St. Johnsbury	30

VIRGINIA

Blacksburg	*60
Bristol (see Bristol, Tenn.)	
Charlottesville	*45, 64
Covington	44
Danville	24
Emporia	25
Farmville	19
Fredericksburg	47
Front Royal	39
Harrisonburg	3, 34
Lexington	54
Lynchburg	13, 16
Marion	50
Martinsville	35
Newport News (see Norfolk-Portsmouth-Newport News)	
Norfolk-Portsmouth (also see Norfolk-Portsmouth-Newport News)	27
Norfolk-Portsmouth-Newport News (also see Norfolk-Portsmouth)	3, 10, 15, *21, 33
Norton	52
Petersburg	8, 41
Portsmouth (see Norfolk-Portsmouth and also see Norfolk-Portsmouth-Newport News)	
Pulaski	37
Richmond	6, 12, *23, 29
Roanoke	7, 10, 27, *33
South Boston	14
Staunton	36
Waynesboro	42
Williamsburg	17
Winchester	28

* Denotes Channel reservation for non-commercial educational use.

WASHINGTON

	Channel No.
Aberdeen	58
Anacortes	34
Bellingham	12, 18, 24
Bremerton	44, 50
Centralia	17
Ellensburg	49, *65
Ephrata	43
Everett	22, 28
Grand Coulee	37
Hoquiam	52
Kelso	39
Kennewick (also see Kennewick-Richland-Pasco)	25
Kennewick-Richland-Pasco	*41
Longview	33
Olympia	60
Omak-Okanogan	*35
Okanogan (see Omak)	
Pasco (also see Kennewick-Richland-Pasco)	19
Port Angeles	16
Pullman	*10, 24
Richland (also see Kennewick-Richland-Pasco)	31
Seattle	4, 5, 7, *9, 20, 26
Spokane	2, 4, 6, *7
Tacoma	11, 13, *56, 62
Walla Walla	5, 8, *22
Wenatchee	*45, 55, 67
Yakima	23, 29, *47

WEST VIRGINIA

Beckley	4, 21, 66
Bluefield	6, 41
Charleston	8, *43, 49
Clarksburg	12, 22, 69
Elkins	40
Fairmont	35
Hinton	31
Huntington	3, 13, *53
Logan	23
Martinsburg	58
Morgantown	*24
Parkersburg	15
Welch	25
Weston	*5, 32
Wheeling (also see Wheeling-Steubenville, Ohio)	*57
Wheeling-Steubenville, Ohio	7, 9, 51
Williamson	17

WISCONSIN

	Channel No
Adams	*58
Appleton	42
Ashland	15
Beaver Dam	37
Beloit	57
Chilton	*24
Eau Claire	13, *19, 25
Fond du Lac	54
Green Bay	2, 5, 70
Janesville	63
Kenosha	61
La Crosse	8, *32, 38, 72
Madison	3, *21, 27, 33
Manitowoc	65
Marinette	11, 32, *38
Milwaukee	4, *10, 12, 19, 25, 31
Oshkosh	48
Park Falls	*18
Portage	17
Prairie du Chien	34
Racine	49, 55
Rhinelander	22
Rice Lake	21
Richland Center	15, *66
Sheboygan	59
Shell Lake	*30
Sparta	50
Stevens Point	20, 26
Sturgeon Bay	44
Superior (see Duluth, Minn.)	
Wausau	7, 16, *46
Whitefish Bay	6
Wisconsin Rapids	14

WYOMING

Buffalo	29
Casper	2, 6
Cheyenne	3, 5
Cody	24
Douglas	14
Evanston	14
Gillette	31
Green River	16
Greybull	40
Lander	17
Laramie	*8, 18
Lovell	36
Lusk	19
Newcastle	28
Powell	30
Rawlins	11
Riverton	10
Rock Springs	13
Sheridan	9, 12
Thermopolis	15
Torrington	27
Wheatland	24
Worland	34

U. S. TERRITORIES AND POSSESSIONS

ALASKA

Anchorage	2, *7, 11, 13
Fairbanks	2, 4, 7, *9, 11, 13
Juneau	*3, 8, 10
Ketchikan	2, 4, *9
Seward	4, 9
Sitka	13

HAWAIIAN ISLANDS

Hilo, Hawaii	2, 4, *7, 9, 11, 13
Honolulu, Oahu	2, 4, *7, 9, 11, 13
Lihue, Kauai	3, *8, 10, 12
Wailuku, Maui	3, 8, *10, 12

PUERTO RICO

Arecibo	13
Caguas	11
Mayaguez	3, 5
Ponce	7, 9
San Juan	2, 4, *6

VIRGIN ISLANDS

Charlotte Amalie	10, 12
Christiansted	8

* Denotes Channel reservation for non-commercial educational use.

NEW TELEVISION STATIONS SET FOR OPENING IN 1956

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City	Call Letters	Channel
ALABAMA		
*Andalusia	WAIQ	2
Selma	WSLA	8
ARIZONA		
Tucson	KDWI-TV	9
ARKANSAS		
Fort Smith	KNAC-TV	5
Jonesboro	KBTM-TV	8
CALIFORNIA		
Corona	KCOA	52
Fresno	KARM	12
Los Angeles	KBIC-TV	22
Modesto	KTRB-TV	14
San Francisco	KBAY-TV	20
Visalia	KAKI	43
COLORADO		
*Denver	KRMA-TV	6
CONNECTICUT		
*Bridgeport	WCTB	71
*Hartford	WCHF	24
New Haven	WELI-TV	59
New London	WNLC-TV	26
*Norwich	WCNE	63
Stamford	WSTF	27
DISTRICT OF COLUMBIA		
Washington	WETV	20
Washington	WOOK-TV	14

*Denotes non-commercial educational station.

City	Call Letters	Channel
FLORIDA		
Clearwater	WPGT	32
Daytona Beach	WESH-TV	2
Fort Pierce	WTVI	19
Jacksonville	WOBS-TV	30
Miami	WMFL	33
Miami Beach	WKAT	10
Orlando	WORZ	9
Orlando	WEAL-TV	18
IDAHO		
Lewiston	KLEW-TV	3
Twin Falls	KHTV	13
ILLINOIS		
Chicago	WHFC-TV	26
Chicago	WIND-TV	20
Chicago	WOPT	44
Evanston	WTLE	32
Peoria	WIRL	8
INDIANA		
Anderson	WCBC-TV	61
Evansville	WTVW	7
Fort Wayne	WANE-TV	69
KANSAS		
Goodland	KWGB-TV	10
*Manhattan	KSAC-TV	8
KENTUCKY		
Ashland	WPTV	59

City	Call Letters	Channel
Lexington	WLAP-TV	27
Louisville	WQXL-TV	41
Newport	WNOP-TV	74
LOUISIANA		
*Monroe	KLSE	13
New Orleans	WCKG	26
MARYLAND		
Baltimore	WITH-TV	72
Baltimore	WTLF	18
MASSACHUSETTS		
Boston	WJDW	44
Boston	WHMB	38
Brockton	WHEF-TV	62
Worcester	WAAB-TV	20
MICHIGAN		
*Ann Arbor	WUOM-TV	26
Detroit	WBID-TV	50
Flint	WJRT	12
Grand Rapids	WMCN	23
Ironwood	WJMS-TV	12
Marquette	WDMJ-TV	6
MISSISSIPPI		
Columbus	WCBI-TV	4
Hattiesburg	WDAM-TV	9
Tupelo	WTWV	9
MONTANA		
Billings	KGHL-TV	8
NEBRASKA		
Hayes Center	KHPL-TV	6

*Denotes non-commercial educational station.

City	Call Letters	Channel
NEVADA		
Reno	KAKJ	4
NEW HAMPSHIRE		
Keene	WKNE-TV	45
NEW JERSEY		
Atlantic City	WOCN	52
Camden	WKDN-TV	17
*New Brunswick	WTLV	19
NEW MEXICO		
Carlsbad	KAVE-TV	6
NEW YORK		
Albany	WPTR-TV	23
*Albany	WTVZ	17
*Binghamton	WQTV	46
Binghamton	WINR-TV	40
*Buffalo	WTVF	23
Buffalo	WNYT-TV	59
Hagaman	WAST	29
Ithaca	WHCU-TV	20
*Ithaca	WIET	14
*New York	WGTV	25
*New York	WNYC-TV	31
Rochester	WCBF-TV	15
*Rochester	WROH	21
Syracuse	WHTV	43
NORTH CAROLINA		
Gastonia	WTVX	48
New Bern	WNBE-TV	13
Wilmington	WTHT	3
NORTH DAKOTA		
Minot	KMOT	10

City	Call Letters	Channel
OHIO		
Cincinnati	WQXN-TV	54
Cleveland	WERE-TV	65
Cleveland	WHK-TV	19
Elyria	WEOL-TV	31
Mansfield	WTVG	36
Massillon	WMAC-TV	23
Toledo	WTOH-TV	79
Youngstown	WXTV	73
OKLAHOMA		
Ardmore	KVSO-TV	12
*Oklahoma City	KETA	13
*Tulsa	KOED-TV	11
Tulsa	KSPG	17
OREGON		
Klamath Falls	KFJI-TV	2
Portland	KTLV	8
Roseburg	KPIC	4
Salem	KSLM-TV	3
PENNSYLVANIA		
Allentown	WQCY	39
Hazleton	WAZL-TV	63
Philadelphia	WPHD	23
Pittsburgh	WTVQ	47
Pittsburgh	WIIC	11
Sharon	WSHA	39
Sunbury	WKOK-TV	38
Williamsport	WRAK-TV	36
SOUTH CAROLINA		
Camden	WACA-TV	15
Spartanburg	WSPA-TV	7

*Denotes non-commercial educational station.

City	Call Letters	Channel
TENNESSEE		
Knoxville	WBIR-TV	10
*Memphis	WKNO-TV	10
TEXAS		
Corpus Christi	KRIS-TV	6
El Paso	KOKE	13
Houston	KXYZ-TV	29
VIRGINIA		
Bristol	WCYB-TV	5
Richmond	WRVA-TV	12
Richmond	WOTV	29
WASHINGTON		
Ephrata	KBAS-TV	43
Vancouver	KVAN-TV	21
Yakima	KRSM	23
WEST VIRGINIA		
Clarksburg	WBLK-TV	12
Wheeling	WLTV	51
WISCONSIN		
Milwaukee	WFOX-TV	31
Whitefish Bay	WITI-TV	6
TERRITORIES		
HAWAII		
Wailuku	KMVI-TV	12
PUERTO RICO		
Mayaguez	WORA-TV	5
*San Juan	WIPR-TV	6

SUSPENDED TV OPERATIONS

A list of TV stations which have gone off the air but have retained their C.P.'s

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City	Call Letters	Date of Broadcast Cessation
	ALABAMA	
Mobile	WKAB-TV (UHF)	August 1, 1954
	CALIFORNIA	
Fresno	KBID-TV (UHF)	July 15, 1954
	FLORIDA	
Pensacola	WPFA-TV	
	WIRK-TV	West Palm Beach
	GEORGIA	
Atlanta	WATL-TV	
Macon	WOKA-TV	
	INDIANA	
Princeton	WRAY-TV (UHF)	July 17, 1954
	IOWA	
Des Moines	KGTV	
	KENTUCKY	
Louisville	WKLO-TV (UHF)	April 20, 1954
	MASSACHUSETTS	
Worcester	WWOR-TV	
	MAINE	
Lewiston	WLAM-TV	
	MASSACHUSETTS	
Cambridge	WTAO-TV	
	MINNESOTA	
Duluth	WFTV (UHF)	July 11, 1954
	MISSISSIPPI	
Meridian	WCOC-TV (UHF)	July 30, 1954
	NEW JERSEY	
Atlantic City	WFPG-TV (UHF)	May 17, 1954
Asbury Park	WRTV	
	NEW YORK	
Albany	WTRI (UHF)	
Elmira	WTVE	
	NORTH CAROLINA	
Charlotte	WQMC	
	OHIO	
Dayton	WIFE (UHF)	March 13, 1954
	OKLAHOMA	
Oklahoma City	KTVQ	
Tulsa	KCEB (UHF)	December 25, 1954
	PENNSYLVANIA	
Allentown	WFMZ	
Lebanon	WLBR-TV (UHF)	October 16, 1954
New Castle	WKST-TV (UHF)	January 14, 1955
Pittsburgh	WKJF-TV (UHF)	July 2, 1954
Reading	WEEU-TV	
	RHODE ISLAND	
Providence	WNET	
	TEXAS	
Houston	KNUZ-TV (UHF)	June 25, 1954
	VIRGINIA	
Danville	WBTM (UHF)	December 31, 1954
Newport News	WACH-TV	
	WEST VIRGINIA	
Charleston	WKNA-TV (UHF)	February 28, 1955
Fairmont	WJPB-TV	March 1, 1955
	WISCONSIN	
Milwaukee	WCAN-TV	

COMMUNITY TELEVISION ANTENNA SYSTEMS

As of January 1, 1956

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State	City	Exec. in Charge	Stations
Alabama	Florence	W. R. Tucker	WBRC-TV; WABC (Birmingham)
Arizona	Ajo	A. E. Richards	KPHO-TV; KOOL-TV (Phoenix) KVOA-TV (Tucson) KVAR (Mesa-Phoenix)
	Flagstaff	H. J. Rosen	KOOL-TV (Phoenix) KVAR (Mesa-Phoenix)
	Globe	Willard Shoecraft	
	Nogales	Chas. G. Boice	KVOA-TV; KOPO-TV (Tucson) KOOL-TV; KTVK-TV (Phoenix)
	Prescott	Norman A. Hendry	KPHO-TV; KOOL-TV (Phoenix) KVOA-TV (Tucson)
Arkansas	Batesville	Jimmy Davidson	WMCT-TV (Memphis) KARK-TV (Little Rock) KATV (Pine Bluff)
	Fayetteville	Hal Douglas	KOTV (Tulsa) KYTV (Springfield) KTVX (Muskogee, Okla.)
	Harrison (Twin City TV System)		
California	Barstow	Dean M. Devoe	KNXT; KRCA; KABC-TV; (Los Angeles)
	Beverly Hills (Community TV Reception Co.)		
	Carmel	G. B. Henderson	KRON-TV; KPIX; KGO-TV; (San Francisco)
	Dunsmuir	John F. Burgess	KBES-TV (Medford) KHSL-TV (Chico)
	Grass Valley	John Colling	KPIX; KRON-TV; KGO-TV (San Francisco)
	Laguna Beach	Lewis L. Le Mieux	KRCA; KABC-TV; KHJ-TV; KCOP; KTLA; KNXT; KTTV (Los Angeles)
	Martinez		KGO-TV; KPIX; KRON-TV (San Francisco) KVOR (Stockton)
	Orinda (TV Master Antenna Spstem)		
	Palm Springs (Community TV Corp.)		
	Santa Cruz (Pacific Telescription Sys.)		
	Sausalito (Community TV)		
	Placerville	John S. Hocking	KRON-TV; KPIX; KGO-TV (San Francisco)
	San Bernardino	Richard J. Filanc	KRCA; KABC-TV; KHJ-TV; KCOP; KTLA; KNXT (Los Angeles)
	Ventura	John G. George	KNXT; KRCA; KLTA; KABC-TV; KHJ-TV; KTTV; KCOP (Los Angeles)
Colorado	Durango	George F. Rock	KOB-TV (Albuquerque)
	Glenwood Springs (Electric Center TV)		
	Leadville		
	Salida	David F. Onstead	KCSJ-TV (Pueblo)
	Sterling	J. E. Collier	KFEL-TV; KOA-TV; KLZ-TV; KBTV (Denver) KFBC-TV (Cheyenne)
	Trinidad	Donald C. Campbell	KCSJ-TV (Pueblo) KKTV (Colorado) Springs)
Connecticut	Frankfort (Community Service, Inc.)		
Florida	Key West (Cable Vision, Inc.)		
Idaho	Ketchum	C. E. Atkinson	KBOI (Boise) KID-TV (Idaho Falls) KSL-TV (Salt Lake City)
	Lewiston	Newell Priess	KHQ-TV; KXYL-TV; KREM-TV (Spokane)
	Pocatello (Bannock TV, Inc.)		
	Twin Falls (Cable Vision)		

State	City	Exec. in Charge	Stations
Illinois	Peru	Earl S. Nelson, Jr.	WBBM-TV; WNBQ; WGN-TV; WBKB (Chicago) WOC-TV (Davenport) WHBF-TV (Rock Island) WCIA (Champaign)
	Taylorville	Louis Flanders	KSD-TV (St. Louis) WTVP (Decatur) WCIA (Champaign) WICS (Springfield)
Iowa	Dobuque (Jerrold TV Cable Corp.		
Maine	Houlton (TV, Inc.)		
Maryland	Cumberland	J. Holland Rannells	WJAC-TV; (Johnstown, Penn.) WFBG-TV; (Altoona, Penn.) WRC-TV; WTTG; WMAL-TV; WTOP-TV (Washington) WDTV (Pittsburgh)
	Hancock Lonaconing (Jackson TV Co.)	Stanley M Fulton	WRC-TV; WTTG; WTOP-TV; (Washington)
Massachusetts	Athol	James B. Wright	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady) WMGT (Adams) WWOR-TV (Worcester)
	Shelburne Falls	Phillip Tedesco, Jr.	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady)
Minnesota	Benson (Westenna TV Const. Co.) St. Paul (Donovan, Inc.) Willmar (Willmar Community TV Corp.)		
Mississippi	Greenville (Delta Video Corp.) Hattiesburg (Perfect Video, Inc.)		
Montana	Big Timber Bozeman (Community TV, Inc.) Havre (Community TV Assoc. of Havre) Helena (Helent TV, Inc.) Lewiston (Perfect TV, Inc.) Whitefish (Big Mountain TV, Inc. Cut Bank (Highline Community Antenna Service, Inc.)	McClean Clark	KOOK-TV (Billings)
	Kalispell	E. B. Fetz	KXLY-TV (Spokane) KGVO-TV (Missoula)
	Livingston	P. B. McAdam	KOOK-TV (Billings)
Nebraska	Falls City	Marion L. Boatman	KFEQ-TV (St. Joseph, Mo.) KMTV; WOW-TV (Omaha) WDAF-TV; KCMO-TV (Kansas City)
New Hampshire	Berlin	Richard L. Blais	WNAC-TV (Boston) WMTW (Mt. Washington) WMUR-TV (Manchester) WCSH-TV (Portland) CBFT (Montreal)
	Laconia (Community TV Corp.)		
New Jersey	Ventnor	Frederick T. Seving	WPTZ; WFIL-TV; WCAU-TV (Phila.)
New Mexico	Clovis Farmington Hobbs (TV Co.) Lovington (Antenna Co.)	Carlton Davis Kelly A. Crawford	KOB-TV; KGGM-TV; (Albuquerque)
New York	Canisteo (Canisteo TV, Inc.)		
	Corning	Charles W. Fribley	WSYR-TV; WHEN-TV; (Syracuse) WNBF-TV (Binghamton) WBEN-TV (Buffalo) WHAM-TV (Rochester)

State	City	Exec. in Charge	Stations
	Delhi	Burdette D. Townsend	WNBF-TV (Binghamton) WRGB (Schenectady) WSYR-TV (Syracuse)
	Hornell	Ford Walton	
	Ithaca	Anthony Cerrace	WNBF-TV (Binghamton) WHEN-TV; WSYR-TV (Syracuse)
	Napanoch	W. C. Smith	WCBS-TV; WNBT; WABD; WABC-TV; WOR-TV; WATV; WPIX (New York)
	Oneonta (Oneonta Video, Inc.)		
	Port Jarvis	Thomas Sarro	
	Walton	Jack W. Haverly	WSYR-TV; WHEN-TV (Syracuse) WNBF-TV (Binghamton)
	Woodridge		WCBS-TV; WRCA-TV; WABD; WABC-TV; WOR-TV; WPIX; WATV (New York)
Ohio	New Philadelphia	K. G. Walker	WEWS; WNBK; WXEL (Cleveland)
	Newcomerstown	P. K. Ortt	
	Sugarcreek	Claude Stevanus	XEWL; WEWS; WNBK; (Cleveland) WTRF-TV; (Wheeling) WSTV-TV (Steubenville)
Oklahoma	Ardmore	Larry Boggs	WKY-TV; KWTV (Okla. City) WBAP-TV (Ft. Worth) KFDX-TV (Wichita Falls, Tex.) KTEN (Ada, Oklahoma)
Oregon	John Day	Haskell Scott	KBOI (Boise)
	Pendleton	V. M. McCormmack	KHQ-TV; KXLY-TV; KREM-TV; (Spokane)
	Portland	Wally Matson	KOIN-TV; KPTV (Portland)
	Roseburg	J. T. Pierce	KBES-TV (Medford) KVAL-TV (Eugene)
	The Dalles	George Skaugset	KOMO-TV (Seattle) KOIN-TV (Portland)
Pennsylvania	Ashland	Robert N. Kyler	WPTZ; WFIL-TV; WCAU-TV; (Phila.) WFBG-TV; (Altoona) WBRE-TV; (Wilkes-Barre)
	Bangor	J. Brymer Roberts	WPTZ; WFIL-TV; WCAU-TV; (Phila.) WPIX; WOR-TV; (New York)
	Bethlehem	James G. Petrakis	WFIL-TV; WCAU-TV; WPTZ (Phila.) WPIX (New York)
	Bloomsburg	John L. Pipa, Jr.	WPTZ; WCAU-TV; WFIL-TV; (Phila.) WHUM-TV (Reading) WGBI-TV (Scranton)
	Bradford	Joseph Saricks	WBEN-TV; WGR-TV (Buffalo) WJAC-TV; (Johnstown)
	Brockton	Dominic Vitelli	
	Brockway	George C. Morrison	WDTV (Pittsburgh) WJAC-TV (Johnstown)
	Carlisle (Mathew's Inc.)		
	Clearfield	Joseph Saricks	WJAC-TV (Johnstown) WFBG-TV (Altoona) WDTV (Pittsburgh)
	Galeton	Wm. A. Heymann	WBEN-TV (Buffalo) WNBF-TV (Binghamton)
	Hamburg	D. H. Schoener	WPTZ; WFIL-TV; WCAU-TV (Phila.)
	Harrisburg	J. Calvin Frank	WMAR-TV (Baltimore) WFIL-TV; WCAU-TV (Phila.) WGAL-TV (Lancaster) WTPA (Harrisburg)
	Hazleton	Fred Corealle	WCBS-TV; WRCA; WOR-TV (New York) WFIL-TV (Philadelphia)
	Honesdale	Henry Kalinowski	
	Honesdale		
	Lansford	Robert J. Tarlton	WPTZ; WFIL-TV; WCAU-TV (Phila.) WPIX (New York)
	Lehighton	Dr. Joseph J. Humphries	WPTZ; WFIL-TV; WCAU-TV (Phila.) WOR-TV; WPIX (New York)
	Lewistown	G. F. Gardner, Jr.	WJAC-TV (Johnstown) WFBG-TV (Altoona) WHUM-TV (Reading) WGAL-TV (Lancaster)
	Lykens	Max E. Miller	WPTZ; WFIL-TV; WCAU-TV (Phila.) WGAL-TV (Lancaster) WHUM-TV (Reading)
	Mahanoy City	A. P. McLaughlin	WPTZ; WFIL-TV; WCAU-TV (Phila.) WEEU-TV; WHUM-TV (Reading)
	Mahanoy City	John Walsonavich	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading) WPIX (New York)
	Meadville	George J. Barco	WICU (Erie) WEWS; WNBK; WXEL (Cleveland) WDTV (Pittsburgh)
	Minersville	F. E. Moser	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)

State	City	Exec. in Charge	Stations
	Mt. Union	John H. Kinsloe, Jr.	WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Nesquehoning (Electronics, Inc.)		
	Oil City	B. A. Drelick	WDTV (Pittsburgh) WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Palmerton	C. E. Reinhard	WCBS-TV; WOR-TV; WPIX (New York)
	Pottsville	M. F. Malarkey, Jr.	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Pottsville	Clarence F. Schoffstall	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Schuykill Haven	A. M. Strause	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Shenandoah	Frank T. Brophy	WPTZ; WFIL-TV; WCAU-TV (Phila.) WILK-TV (Wilkes-Barre) WHUM-TV (Reading)
	Slatington	Lawrence J. Kern	WPTZ; WFIL-TV; WCAU-TV (Phila.) WGLV (Easton)
	State College	Walter N. Brown	WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Stroudsburg	John M. Price	WRCA-TV; WABD; WPIX (New York) WFIL-TV; WCAU-TV (Phila.)
	Sunbury	John J. Barni, Jr.	WHUM-TV (Reading) WBRE-TV; WILK-TV (Wilkes-Barre)
	Tamaqua	Ben P. Houser	WPTZ; WFIL-TV; WCAU-TV (Phila.)
	Titusville	A. D. Carlson	
	Warren	Robert E. Dunham	WBEN-TV; WGR-TV (Buffalo) WFBG-TV (Altoona)
	Wilkes-Barre	Ralph Katrosh	WNBF-TV (Binghamton) WPTZ; WFIL-TV (Phila.) WCBS-TV; WPIX (New York)
	Williamsport	Carl A. Maeulen	WILK-TV; WBRE-TV (Wilkes-Barre) WHUM-TV (Reading) WFBG-TV (Altoona) WNBF-TV (Binghamton)
	Williamsport	Joseph L. Lecce	WBRE-TV (Wilkes-Barre) WFBG-TV (Altoona) WHUM-TV (Reading) WNBF-TV (Binghamton)
	Williamsport	Ray Schneider	WNBF-TV (Binghamton) WPTZ (Philadelphia) WFBG-TV (Altoona) WILK-TV; WBRE-TV (Wilkes-Barre) WHUM-TV (Reading)
South Dakota	Mitchell	Allen C. Harmes	KELO-TV (Sioux Falls) KVTV; KTIV (Sioux City)
Tennessee	Johnson City	R. M. Huntsman	WBTV (Charlotte) WJHL-TV (Johnson City)
	Kingsport	W. Kyle Huddle	WBTV (Charlotte) WJHL-TV (Johnson City)
Texas	Denison	Charles F. Johnson	WBAP-TV (Ft. Worth) KRLD-TV; WFAA-TV (Dallas) KTEN (Ada)
	Graham	Brown Walker	WBAP-TV. (Ft. Worth) KRLD-TV (Dallas) KFDA-TV (Wichita Falls)
	Madisonville	Lee Green	
	Mineral Wells	John Campbell	KRLD-TV; WFAA-TV (Dallas) WBAP-TV (Ft. Worth) KFDX-TV (Wichita Falls)
	Tyler	Raymond Hedge	KRLD-TV; WFAA-TV (Dallas) WBAP-TV (Ft Worth)
	Uvalde (Uvalde TV Cable Corp.)		
	Victoria	A. B. Alkek	
Utah	Price	Louis Vetre	
	Salt Lake City (Sevier TV Signal Dist. Co.)		
Vermont	Barre	Louis Babic	WBZ-TV (Boston) WRGB (Schenectady) CBFT (Montreal)
	Bellows Falls	George R. Story	WBZ-TV; WNAC-TV (Boston) WMUR-TV (Manchester)
	Burlington	Joseph S. Wool	WRGB (Schenectady) WMTW (Mt. Washington) CMBT; CBFT (Montreal)

State	City	Exec. in Charge	Stations
	Montpelier	Eugene Kramer	WBZ-TV (Boston) WRGB (Schenectady) CBFT (Montreal)
Virginia	Harrisonburg	Frederick L. Allman	
	Marrion (Marrion TV Service Co.)		
	Staunton	Norwood Rosen	WTVR (Richmond) WTTG; WTOP-TV (Washington)
Washington	Chelan	Emory Weimer	KXLY-TV; KHQ-TV (Spokane)
	Colville	August Schwartz	KREM-TV; KHQ-TV; KXLY-TV (Spokane)
	Ellensburg		
	Ephrata	Harold Cathow	KXLY-TV; KHQ-TV; KREM-TV (Spokane)
	Everett	Eldon A. Root	KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma)
	Moses Lake (Moses Lake TV, Inc.		
	Omak-Okanogan	Melvin Rothrock	KXLY-TV; KHQ-TV; KREM-TV (Spokane)
	Richland	Robert S. McCaw	
	Soap Lake	Dr. Leonard McNamara	KXLY-TV; KHQ-TV; KREM-TV (Spokane)
	Tonasket (Okonogan Valley TV Cable Co.)		
	Walla Walla	Charles E. Brown	KXLY-TV; KHQ-TV; KREM-TV (Spokane)
	Wenatchee	Charles E. Brown	KHQ-TV; KXLY-TV (Spokane) KING-TV (Seattle)
West Virginia	Burnsville (Marlin-TV Cable Co.)		
	Clarksburg	W. D. Dantzler	WSAZ-TV (Huntington) WSLS-TV (Roanoke WCHS-TV (Charleston)
	Elkins	Ralph S. Shepler	WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
	Fairmont	Edward A. Pence	
	Hinton	James V. Coste	WSLS-TV (Roanoke) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
	Keyser	Dr. Harry E. Coffman	WTOP-TV; WMAL-TV; WTTG (Washington) WJAC-TV (Johnstown)
	Man	C. O. Erickson	WSAZ-TV (Huntington)
	Piedmont	Homer Ferrell	WRC-TV; WTTG; WTOP-TV (Washington) WJAC-TV (Johnstown) WFBG-TV (Altoona)
	War	L. W. Coffey	WSAZ-TV (Huntington) WSLS-TV (Roanoke) WCHS-TV (Charleston)
	Welch	Edmund O. Gates	WSAZ-TV (Huntington) WCHS-TV (Charleston) WSLS-TV (Roanoke)
	Weston	M. W. Adler	WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville) WCHS-TV (Charleston)
	Wheeling	Donald W. Levenson	
	Whitesville	James Williams	
	Williamson	Jack Gates	
Wyoming	Casper	Bill Daniels	KLZ-TV; KOA-TV; KBTV; KFEL-TV (Denver) KFBC (Cheyenne)
	Cody	Harry M. Moore	KOOK-TV (Billings)
	Cokesville		
	Kemmerer (Kem-Tev Corp.)		
	Thermopolis (Thermopolis Bcstg. Co.		
	Laramie	J. E. Collier	KFEL-TV; KOA-TV; KLZ-TV; KBTV (Denver)
	Worland	Thomas Mitchell, Jr.	KOOK-TV (Billings)
Canada	Montreal, Que.	A. Cross	CBFT; CBMT (Montreal) Plus Closed-Circuit Organizations
	Vancouver, B. C.	C. G. Chandler	CBUT (Vancouver) KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma) KVOS-TV (Bellingham, Wash.)

TV OUTSIDE of UNITED STATES

TV stations in operation: or under construction (CP) as of January 1, 1956.

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Location	Call Letters		Licensee or Grantee	Mc. Carrier Freq. Visual	Aural	Lines/Pix and Fields/Sec
			— CUBA —			
Camaguey		CP	Cadena Azul de Cuba	187.25	191.75	525/60
Camaguey	CMJL-TV		Circuito CMQ	83.25	87.75	525/60
Clego de Avila			Circuito CMQ	193.25	197.75	525/60
Havana	CMA-TV		Circuito CMQ	55.25	59.75	525/60
Havana	CMBF-TV		Radio Universal	175.25	179.75	525/60
Havana	CMQ-TV		Circuito CMQ	83.25	87.75	525/60
Havana	CMUR-TV		Radiotelevision Nacional, S.A.	67.25	71.75	525/60
Holquin	CMKJ-TV	CP	Circuito CMQ	67.25	71.75	525/60
Holquin		CP	Circuito CMQ	193.25	197.25	525/60
Holquin		CP	Radiotelevision Nacional, S.A.	205.25	209.75	525/60
Matanzas	CMGQ-TV		Circuito CMQ	187.25	191.75	525/60
Santa Clara	CMNQ-TV	CP	Radiotelevision Nacional, S.A.	61.25	65.75	525/60
Santa Clara	CMHQ-TV		Circuito CMQ	77.25	81.75	525/60
Santa Clara		CP	Circuito CMQ	181.25	185.75	525/60
Santiago de Cuba	CMKU-TV		Circuito CMQ	55.25	59.75	525/60
Santiago de Cuba		CP	Cadena Oriental de Radio	175.25	179.75	525/60
Santiago de Cuba		CP	Radiotelevision Nacional, S.A.	199.25	203.75	525/60
Santiago de Cuba		CP	Cadena Azul de Cuba	211.25	215.75	525/60
			— MEXICO —			
Acapulco		CP	Romulo O'Farrill, Sr.	83.25	87.75	525/60
Guadalajara		CP	Emilio Azcarraga	193.25	197.75	525/60
Guadalajara		CP	Romulo O'Farrill, Sr.	83.25	87.75	525/60
Guanajuato		CP	Emilio Azcarraga	61.25	65.75	525/60
Guanajuato		CP	Romulo O'Farrill, Sr.	205.25	209.75	525/60
Hermosillo		CP	Romulo O'Farrill, Sr.	83.25	87.75	525/60
Juarez	XEJ-TV		Television de la Frontera, S.A.	77.25	81.75	525/60
Merida		CP	Romulo O'Farrill, Sr.	67.25	71.75	525/60
Mexicali		CP	Romulo O'Farrill, Sr.	61.25	65.75	525/60
Mexicali		CP		199.25	203.75	525/60
Mexico City	XEQ-TV		Emilio Azcarraga	187.25	191.75	525/60
Mexico City	XEW-TV		Cadena Radiodiffusora Mexicana, S.A.	55.25	59.75	525/60
Mexico City	XHGC-TV		Guillermo Gonzales Camarena	77.25	81.75	525/60
Mexico City	XHTV		Television de Mexico, S.A.	67.25	71.75	525/60
Mexico City		CP	University of Mexico	211.25	215.75	525/60
Monterrey	XHNL		Romulo O'Farrill, Sr.	55.25	59.75	525/60
Monterrey		CP	Romulo O'Farrill, Sr.	193.25	197.75	525/60
Monterrey		CP	Emilio Azcarraga	83.25	87.75	525/60
Nogales		CP	Romulo O'Farrill, Sr.	193.25	197.75	525/60
Nuevo Loredo	XHNL	CP	Romulo O'Farrill, Sr.	61.25	65.75	525/60
Reynosa		CP	Romulo O'Farrill, Sr.	187.25	191.75	525/60
Reynosa		CP		83.25	87.75	525/60
Reynosa		CP	Emilio Azcarraga	205.25	209.75	525/60
Tampico		CP	Emilio Azcarraga	67.25	71.75	525/60
Tampico		CP	Romulo O'Farrill, Sr.	61.25	65.75	525/60
Tijuana	XETV		Radio y Television	83.25	87.75	525/60
Tijuana	XETC-TV	CP	Romulo O'Farrill, Sr.	205.25	209.75	525/60
Tijuana		CP		55.25	59.75	525/60
Torreon		CP	Romulo O'Farrill, Sr.	175.25	179.75	525/60
Veracruz		CP	Romulo O'Farrill, Sr.	205.25	209.75	525/60
			— AUSTRIA —			
Vienna			Government	175.25	180.75	625/25
Linz			Government	182.25	187.75	625/25
Graz			Government	189.25	194.75	625/25
Salzburg			Government	196.25	201.75	625/25
			—ARGENTINA —			
Buenos Aires	LR-3-TV		Radio Belgrano y Primera Cadena Argentina de Broadcasting	175.25	179.75	625/50
Buenos Aires	LR-1-TV	CP	Radio El Mundo	77.25	81.75	625/50
			— BELGIUM —			
Brussels			Inst. National du Radio Communication	196.25	201.75	625/50
Antwerp			Institute Nat. du Radio Communications	48.25	53.75	819/25
Brussels			Inst. National du Radio Communication	210.25	215.75	819/50
Liege			Institute Nat. du Radio Communications	55.25	60.75	819/25
			— BRAZIL —			
Bello Horizonte	PRH-6-TV	CP	Emissaros Associadas	67.25	71.75	525/60
Rio de Janeiro	PRD-5-TV		Radio Televisao Roquete Pinto	55.25	59.75	525/60
Rio de Janeiro	PRG-3-TV		Emissaros Associadas	83.25	87.75	625/50
Rio de Janeiro		CP	Radio Record Television	211.25	215.75	525/60
Rio de Janeiro	PRA-9-TV	CP	R. Mayrink Veiga, S.A.	175.25	179.75	525/60
Rio de Janeiro	PRD-8-TV	CP	Societe Radio Emissaros Continental	187.25	191.75	525/60
Rio de Janeiro	PRE-8-TV	CP	Emp. Radio Nacional	67.25	71.75	525/60
Sao Paulo	PRF-3-TV		Radio Difusora de Sao Paulo	61.25	65.75	525/60
Sao Paulo		CP	Radio Televisao Paulista	77.25	81.75	525/60
Sao Paulo	PRB-9-TV	CP	Radio Record Television	175.25	179.75	525/60
Sao Paulo	PRA-6-TV	CP	Fundacao Caspar Libero	61.25	65.75	525/60
Sao Paulo	PRE-4-TV	CP	S.R. Cultras Voz de Espaco	199.25	203.75	525/60
Sao Paulo	PRG-9-TV	CP	Radio Nacional de Sao Paulo	187.25	191.75	525/60
Sao Paulo	PRH-9-TV	CP	Radio Bandeirantes S.A.	211.25	215.75	525/60
			— BULGARIA —			
Sofia			Government	59.25	65.75	625/25

IAAB Details Television-Radio Activities

By
JULIO MENADIER

Director General
Inter-American Assn.
of Broadcasters

THE Inter-American Association of Broadcasters, whose seat at present is Santiago, Chile, is about to complete ten years of work. It gathers together practically all the associations of the American countries which in their turn congregate most of the radio and television stations of their countries. This means the representation of over 3,000 radio stations and 400 television stations united around the same ideals and objectives.

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Fundamentally the IAAB upholds the principle that private radio broadcasting is based on free enterprise, on the system of free and loyal competition, on private initiative and on freedom for the legitimate exercise of their activities. It is, therefore, the most powerful and effective stronghold against government interference with radio and television. Also, it is the best check to avoid the establishment of any policy not in accordance with the democratic ideals or the free and democratic broadcasting system prevailing on our continent.

Among the achievements of our institution are:

It was the first to denounce publicly and officially—the attachment of the radio stations of Argentine by the government.

It promoted the organization of National Broadcasting Associations in Guatemala, El Salvador, Honduras and Paraguay.

It gave the fundamental bases for a common legislation of broadcasting in the Americas.

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It operates in close cooperation with the United Nations, the UNESCO, the Organization of American States and the Inter-American Union of Telecommunications. It has received from the U.N. the status of non-governmental consultant organization.

In 1948 it successfully officiated the petition to the Puerto Rican government for a non-commercial policy in their official radio station.

In the same year it obtained for Guatemala the resumption of the radio broadcasts through station "The Voice of Guatemala."

It has distributed scholarships from the Lincoln Institute of New York and the Northwesters Radio and Television School among the personnel of broadcasting stations. Some of the grantees have already completed their technical studies on broadcasting, and others are doing so at present.

In collaboration with the NARTB it obtained the revocation of the decision of the Organizing Committees for the 1954 football competition to collect dues from the stations for broadcasting the football games.

It sent a mission to Guatemala to confer with their President, who promised a legislation for the radio, and the abolishment of commercial ads in the official broadcastings.

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It sent a mission to Bolivia to ask the authorities for better working conditions for the radio stations and to promote the reorganization of their National Broadcasting Association.

At the last convention it proclaimed a Declaration of Ethical Principles, which apart from being of extraordinary value in itself, will serve as the basis for the Code of Ethics of each National Association.

It requested and obtained recently from His Excellency, Pedro Aramburu, Provisional President of the Argentine Republic, the declaration that the radio stations of that country could be run by private concerns working under a system of absolute liberty.

This is only part of what the IAAB has achieved through constant efforts as shown throughout the bulk of correspondence addressed mainly to the President and high officials of the different countries and to the executives of the National Broadcasting Associations among whom the IAAB steadily keeps exalting the right principles and striving for their respectful observance. We can safely say, with the certainty acquired through actual facts and the experience of years, that the IAAB is in itself a symbol for the protection of rights and that it contributes powerfully to the fact that thousands of men in America may work at ease and with the necessary freedom, in broadcasting activities.

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As to the immediate projects which the IAAB has in mignd, besides others related with the exchange of programs, the establishment of uniform types of fees throughout the continent and the improvement of equipments, we can mention these:

To cooperate with the governments of the various countries in order to pass a law setting norms for the broadcasting activities, so as to insure that the necessary intervention may not be subject exclusively to the opinions of officials or to changing circumstances.

To promote the award of scholarships for the improvement of the technnical personnel of the various specialties on radio and similar branches.

Location	Call Letters		Licensee or Grantee	Mc. Carrier Freq. Visual	Aural	Lines/Pix and Fields/Sec
			— COLOMBIA —			
Bogota	HJRN-TV		Televisora Nacional (Govt.)	175.25	179.75	525/60
Manizales			Government—Channel 10			525/30
Medellin			Government—Channel 10			525/30
			— CZECHOSLOVAKIA —			
Prague (Exp.)			Government	49.75	56.25	625/50
			— DENMARK —			
Copenhagen			Danish State Radio	62.25	67.75	625/50
			— DOMINICAN REPUBLIC —			
Ciudad Trujillo	HIT-TV		La Voz Dominicana (Govt.)	67.25	71.75	525/60
			— FINLAND —			
Helsinki			TV Club of Helsinki	203.25	208.75	625/25
			— FRANCE —			
Lille			Radiodiffusion-Television Francais	185.25	174.1	819/50
Lyon		CP	Radiodiffusion-Television Francais	63.5	59.0	819/50
Lyon		CP	Radiodiffusion-Television Francais	212.85	201.70	819/50
Marseille			Radiodiffusion-Television Francais	185.55	175.4	819/50
Marseille		CP	Radiodiffusion-Television Francais	54.5	50.0	819/50
Metz	RDF			173.4	162.25	819/25
Nancyville	RDF			177.15	188.3	819/25
Paris			Radiodiffusion-Television Francais	46.0	42.0	441/50
Paris			Radiodiffusion-Television Francais	185.25	174.1	819/50
Reims	RDF			164	175.15	819/25
Strasbourg			Radiodiffusion-Television Francais	59.0	54.5	819/50
Strasbourg			Radiodiffusion-Television Francais	164.0	175.15	819/50
			— GERMANY, EAST —			
Berlin (East Sector)			Government	99.9	106.4	625/50
Berlin			Government	41.75	48.25	625/25
Brocken			Government	169.25	175.75	625/25
Chemnitz			Government	201.25	207.75	625/25
Dresden			Government	145.25	151.75	625/50
Leipzig			Government	59.25	65.75	625/50
Inselberg			Government	185.25	191.75	625/25
Rostock			Government	153.25	159.75	625/25
			— GERMANY, WEST —			
Aalen			Suddeutscher Rundfunk	196.25	201.75	625/25
Baden Baden			Southwest Radio	189.25	194.75	625/50
Berlin (West Seetor) (Exp.)			Northwest German Radio	182.25	187.75	625/50
Biedenkopf			Hessicher Rundfunk	175.25	180.75	625/25
Bonn			Northwest German Radio			625/50
Bremen			Northwest German Radio			625/50
Cologne			Northwest German Radio	203.25	208.75	625/50
Frankfurt (Feldberg)			Hessian Radio	196.25	201.75	625/50
Freiburg			Southwest Radio	189.25	194.75	625/50
Harz			Nordwestdeutscher Rundfunk	201.260	215.760	625/25
Hamburg			Northwest German Radio	182.25	187.75	625/50
Hannover			Northwest German Radio	196.25	201.75	625/50
Hoher Meissner			Hessicher Rundfunk	189.25	194.75	625/25
Hornisgrinde			Sudwestfunk	203.260	208.760	625/25
Kaiser Lautern			Southwest Radio	189.25	194.75	625/50
Kiel			Nordwestdeutscher Rundfunk	217.25	222.75	625/25
Kolm			Nordwestdeutscher Rundfunk	217.23	222.739	625/25
Kreuzberg			Bayerischer Rundfunk	55.26	60.76	625/25
Koblenz			Southwest Radio	182.25	187.75	625/50
Langenburg			Northwest German Radio	189.25	197.75	625/50
Munich		CP	Bavarian Radio	48.25	53.75	625/50
Nurnberg			Bayerischer Rundfunk	182.23	187.73	625/25
Raichberg			Sudwestfunk	62.23	67.73	625/25
Teutoberger Wald			Nordwest. Rundfunk	217.26	222.76	625/25
Wendelstein			Bayerischer Rundfunk	210.26	215.76	625/25
Stuttgart			South German Radio	175.25	180.75	625/50
Trier			Southwest Radio	182.25	187.75	625/50
Weinbiet (Mannheim-Heidelberg)			Southwest Radio	210.25	215.75	625/50
Zweibruecken			Southwest Radio	189.25	194.75	625/50
			— GREAT BRITAIN —			
Aberdeen (Redmoss)			British Broadcasting Corp.	61.75	58.25	405/50
Belfast (Glencairn)			British Broadcasting Corp.	45.0	41.5	405/50
Birmingham (Sutton-Coldfield)			British Broadcasting Corp.	61.75	58.25	405/50
Brighton			British Broadcasting Corp.	56.75	53.25	405/50
Cardiff (Wenvoe)			British Broadcasting Corp.	66.75	63.25	405/50
Central Scotland	BBC			56.75	53.25	405/25
Channel Isles	BBC			61.75	58.25	405/25
Divis (Northern Ireland)		CP	British Broadcasting Corp.	45.0	41.5	405/50
Douglas (Isle of Man)			British Broadcasting Corp.	66.75	63.25	405/50
Edinburg (Kirk O'Shotts)			British Broadcasting Corp.	56.75	53.25	405/50
London (Alexandra Palace)			British Broadcasting Corp.	45.0	41.5	405/50
London	ITA			194.75	191.25	405/25
Manchester (Holme-Moss)			British Broadcasting Corp.	51.75	48.25	405/50
Midlands			Belling & Lee	189.75	186.25	405/25
Norwich	BBC			56.75	53.25	405/25
Plymouth	BBC			51.75	48.25	405/25

Location	Call Letters		Licensee or Grantee	Mc. Carrier Freq. Visual	Aural	Lines/Pix and Fields/Sec
Newcastle (Pontop Pike)		CP	British Broadcasting Corp.	66.75	63.25	405/50
Plymouth		CP	British Broadcasting Corp.	51.75	48.25	405/50
Rowridge (Isle of Wight)		CP	British Broadcasting Corp.	56.75	53.25	405/50
			— GUATAMELA —			
Guatemala Ctiy			Government—Channel 8			
			— ITALY —			
Alessandria (Piedmont) (Exp.)		CP	Radio Audizione Italiana (RAI)			625/50
Como (Lombardy) (Exp.)			Radio Audizione Italiana (RAI)			625/50
Florence			Radio Audizione Italiana (RAI)	62.25	67.75	625/50
Genoa (Mt. Portofino)			Radio Audizione Italiana (RAI)	201.25	206.75	625/50
Milan			Radio Audizione Italiana (RAI)	201.25	206.75	625/50
Mt. Peglia			Radio Audizione Italiana (RAI)	210.25	215.75	625/50
Mt. Penice			Radio Audizione Italiana (RAI)	62.25	67.75	625/50
Mt. Serra			Radio Audizione Italiana (RAI)	175.25	180.75	625/50
Naples	RAI			62.25	67.75	625/25
Trento	RAI			201.25	206.75	625/25
Rome (Mt. Mario)			Radio Audizione Italiana (RAI)	201.25	206.75	625/50
Turin (Eremo)			Radio Audizione Italiana (RAI)	82.25	87.75	625/50
Venice (Mt. Venda)			Radio Audizione Italiana (RAI)	175.25	180.75	625/50
			— JAPAN —			
Nagoya	JOCK-TV		Broadcasting Corp. of Japan (NHK)	103.25	107.75	525/60
Osaka	JOBK-TV		Broadcasting Corp. of Japan (NHK)	171.25	175.75	525/60
Tokyo	JOAK-TV		Broadcasting Corp. of Japan (NHK)	171.25	175.75	525/60
Tokyo	JOKR-TV		Radio Tokyo	183.25	187.75	525/60
Tokyo	JOAX-TV		Nippon TV Network Corp.	103.25	107.75	525/60
			— NETHERLANDS —			
Amsterdam (Utrecht-Lopik)			Nederlands Radio Union & Tv. Foundation of Hilversum	62.25	67.75	625/50
Eindhoven (N. Brabant) (Exp.)	PAB-2		Philips, Ltd.	175.25	180.75	625/50
Eindhoven	PAB-3	CP	P.T. & T. Adm.	63.25	67.75	625/50
Kootwijk	PAB-4	CP	P.T. & T. Adm.	41.25	46.75	625/50
			— NORWAY —			
Oslo (Exp.)			Norwegian State Bestg. System	62.75	67.75	
			— PHILIPPINE ISLANDS —			
Manila	DZAQ-TV		Alto Sales & Management Corp.	61.25	65.75	525/60
			— POLAND —			
Warsaw			Communications Inst.	89.25	94.75	625/50
Lodz		CP	Communications Inst.			625/50
			— SPAIN —			
Madrid (Exp.)			Radiodifusion Nacional	55.25	60.75	625/50
			— SWEDEN —			
Stockholm (Exp.)			Royal Inst. of Technology	62.25	67.75	625/50
Stockholm (Exp.)			Royal Inst. of Technology	175.25	180.75	625/50
			— SWITZERLAND —			
Basel (Exp. Booster)			Swiss General Post Office	55.25	60.75	625/50
Berne			Government	48.25	53.75	625/25
Geneva			Government	62.25	67.75	625/25
Zurich (Uetliberg)			Swiss General Post Office	55.25	60.75	625/50
			— THAILAND —			
Bangkok (Exp.)			Chulalongkorn University	(174 - 217)		625/50
Bangkok		CP	Public Information Dept.			625/50
			— TURKEY —			
Istanbul (Exp.)			Tech. University of Istanbul	62.25	67.75	625/50
			— UNION OF SOUTH AFRICA —			
Johannesburg (Exp.)			Samuel Liff	421.5		
			— U.S.S.R. —			
Gorky			Govt.			625/50
Kharkov			Govt.	59.25	65.75	625/50
Kiev			Govt.	77.25	83.75	625/50
Kalinin			Ministry of Culture			
Kazan			Ministry of Culture			
Leningrad			Govt.	59.25	65.75	625/50
Moscow			Govt.	49.75	56.25	625/50
Moscow			Ministry of Culture	78	87.5	
Odessa (Exp.)			Govt.	49.75	56.25	625/50
Omsk			Ministry of Culture			
Riga			Ministry of Culture	59.25	65.75	
Saratov			Ministry of Culture			
Sumy						
Sverdlovsk						
Tallin			Ministry of Culture	59.25	65.75	
Tomsk			Govt.			625/50
Vinnitsa						
Vladivostok						
Yaroslavl						
			— VATICAN CITY —			
Vatican City	HJV		Radio Vatican	185.25	174.1	819/50
			— VENEZUELA —			
Caracas	YVLV-TV		Television Venezolana, S.A.	67.25	71.75	625/50
Caracas	YVKA-TV		Television Nacional (Govt.)	77.25	81.75	625/50
Caracas	YVKS-TV		Radio Caracas, TV	55.25	59.75	625/50
			— YUGOSLAVIA —			
Belgrade	YZO		Radiodiffusion Yougoslave (Govt.)	42.5	47.0	625/50

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Productions—Passport to Danger, Racket Squad, The Playhouse, (formerly Schlitz Playhouse of Stars); John Kieran's Kaleidoscope, Douglas Fairbanks Jr. Presents; Sheena, of the Jungle; Herald Playhouse; Three Musketeers.

•

Academy Film Productions, Inc.

123 W. Chestnut St., Chicago 10, Ill.
Phone: MIchigan 2-0128

President .....Bernard Howard
Vice-President .....Morris Alexander
Secretary-Treas. .....Bernard Kurlan

Services Offered—Complete creation, writing, direction and production of all kinds of television and business films—animation and live action— in own sound-proof studio or on location anywhere. Specialists in 3-D movies.

Productions — 12 commercials for Budweiser Beer and Busch Lager Beer; Wisco "99" and Speedway Gasoline; American Bakers Association film; Falcon Briar Pipes; Chesty Potato Chips & Ruffles; Red Ball Van Lines; Rolliton Paint Roller; E-Z Pop Drink Mix.

•

Academy Pictures, Inc.

588 Fifth Ave., New York 36, N. Y.
Phone: PL 7-0744
433 S. Fairfax, Los Angeles 36, Cal.
Phone: WEbster 1-8156

President.....Edward L. Gershman
Vice President.....C. Moray Foutz
Exec. Vice-Pres.....George S. Gladden
Supervising Dir. (N.Y.C.)....William Tytla
Supr. Dir. (Hollywood).....Arthur Babbitt
Prod. Mgr. (N.Y.C.).....Murray Fairbairn
Prod. Mgr. (Hollywood)..William Lightfield

Services Offered—Producers of all types of slidefilms and motion pictures, in color or black and white; live or animation; 16 mm or 35 mm, for television and industry.

Current Productions — Commercials for Ford, Plymouth, Chevrolet, Shell, Gulf, Atlantic, G-E, Chase Manhattan.

•

Acme Film Laboratories

1161 North Highland Ave., Hollywood 38, Calif.
Phone: HOllywood 4-7471

Acus Pictures Corporation

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-2265

President .....Patrick Shanahan

Services Offered: 16, 35 mm. films for television rental.

•

John Adaskin Productions

67 Yonge St., Toronto, Canada
Phone: EMpire 4-9296

Owner .....John Adaskin

Services Offered—Distributors of features.

•

Affiliated Program Service Inc.

535 Fifth Ave., N. Y., N. Y.
Phone: MUrray Hill 7-1881

President .....Paul Adler

Services Offered—Producers of Film Spot Commercials.

•

Aladdin Television Productions, Inc.

364 N. Larchmont Blvd., Los Angeles 4, Cal.
Phone: HO 2-6686

President.....Harry M. Popkin
V.P., Assoc. Producer.....Julius F. Tuchler
Secretary.....Kenneth N. Chantry
Treasurer.....Jack Y. Berman

Services Offered — Producer of films in series form for TV.

•

Alesander Film Co.

Alesander Film Bldg., Colorado Springs
Colorado
Phone: MElrose 3-1771
N. Y Phone: PEnnsylvania 6-3028

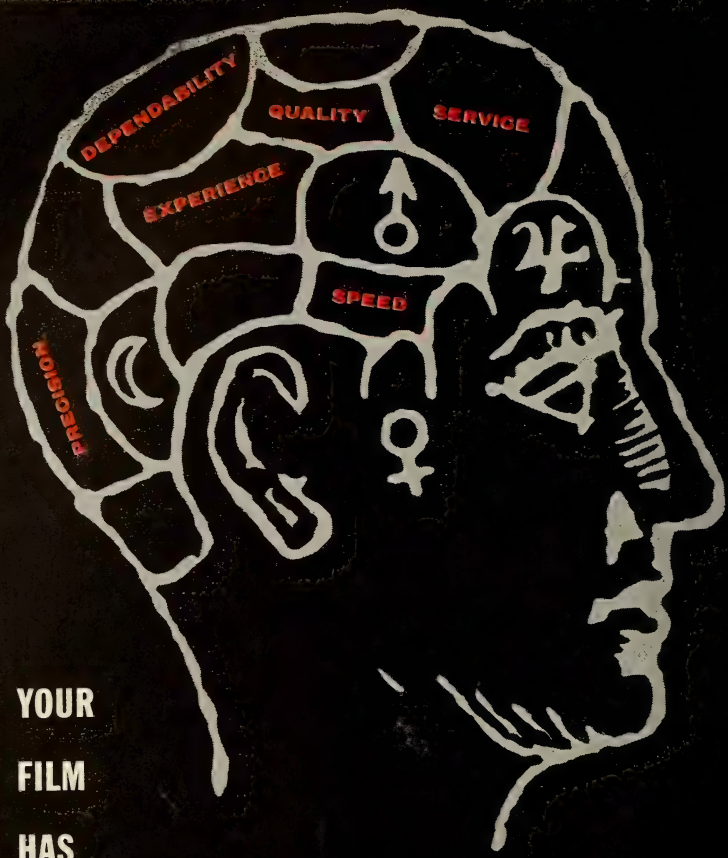
President.....Don M. Alexander
Vice President.....Don Alexander, Jr.
V.P. in chg. of Sales.....M. J. McInaney
Production Manager.....James Anderson
Television Sales Mgr.....Earl Austin
Sales Promotion Mgr.....W. A. Hillhouse
Dir. of Advertising & Pub.
Relations.....Robert Geddy, Jr.

•

All Canada Television

80 Richmond St. West, Toronto, Ontario, Can.
Phone: EMpire 6-7691

President.....H. R. Carson
Vice-President.....G. F. Herbert
General Manager.....J. S. MacKay



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It won't meet a dark, romantic stranger, but—it will receive loving care... complete 16mm and 35mm services ... including 16mm color printing.

we have only your best interests in mind...

GENERAL FILM LABORATORIES CORP.
1546 No. Argyle • Hollywood 28, Calif. • HO 2-6171

Manager .....Reo Thompson
Sales, TV Film..B. Masters, W. Penkethman
Services Offered: Exclusive film representatives for the F. W. Ziv Company and TV Film Editing Service

●

Alpha Television Productions

7324 Santa Monica Blvd., Hollywood 46, Cal.
Phone: OLdfield 4-2800
Producer .....Chester Erskine
Produciton Supervisor.....Joe D. Brown
Film Editor.....Walter Hannemann A.C.E.
Camera.....Floyd Crosby A.S.C.
Services Offered—39 half-hour films, TV Reader's Digest.

●

M & A Alexander Productions, Inc.

6040 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-3414
President .....Arthur Alexander
Vice-President .....Max Alexander
Services Offered—Distributors of motion pictures for television: features, westerns, half-hour series, shorts.

●

All-Scope Pictures, Inc.

8949 Sunset Blvd., Hollywood, Calif.
Phone: CRestview 4-6943
President.....Gordon S. Mitchell
Vice-President.....C. D. Owens
Secretary-Treasurer.....L. B. Mitchell
Chairman of Bd.....Gordon S. Mitchell
Animation Director.....Daniel McManus
Services Offered—Facilities for production of TV commercials and long, special-purpose films, educational, public relations, sales promotion, in color or black and white, animation or live action.
Productions — Safe Driving in Bad Weather, USAF Training Film; TV commercials for Sunnybank Margarine; Kraft Foods Co.; Chets Frozen Foods; Duchess Salad Dressing; Good Wrinkles, and Fortune in Two Old Trunks, educational film for Sunsweet Prunes.

●

American-British TV Movies, Inc.

200 West 57th St., New York 19, N. Y.
Phone: JUdson 6-7198
President .....Nathan Kramer
Vice-President .....Michael Hyams
Legal Dept.....David Kallman
Secretary .....Gloria Harden
Services Offered—New feature films for television including Case Histories of Scotland Yard; other half hour series in production.

●

American Film Co.

1329 Vine St., Philadelphia 22, Pa.
Phone: WAlnut 2-1800
Mgr. .....Ben Harris
Services Offered—Serving 35 and 16mm. film to TV stations, also cutting, editing, and photographing of events of all kinds. Also handle any form of advertising.

●

American Film Producers

1600 Broadway, New York 19, N. Y.
Phone: PLaza 7-5915
Executive Producers.....Robert Gross, Lawrence A. Glesnes
Production Control....Sheldon Abromowitz
Editorial Chief.....Frank Madden
Animation Chief.....Samuel B. Novo
Services Offered—Sponsored motion picture films and slide films for theatres, television, education, training, etc. Color or black and white; 16 or 35mm.; production and distribution.
Productions — Ground Air Aids to Air Navigation; Sage; The Making of a West Pointer; TV commercials for Army, Bendix, Tea Council, Toni, Duff's Cake Mix, Bordens.

●

American National Studios, Inc.

7324 Santa Monica Blvd., Hollywood 46, Cal.
Phone: HO 2-6282
President .....John Sinn
Chairman of Board.....Fred W. Ziv
Services Offered—Complete studio space and facilities with complete production personnel.
Productions—Dear Phoebe, Medic, Treasury Men in Action, Fireside Theatre, Man Behind the Badge. All Fred Ziv, Inc., Shows.

●

Leonard Anderson Associates Inc.

112 West 44th St., New York 36, N. Y.
Phone: *PLaza* 7-4162
President .....Leonard Anderson
Vice-Pres. .....Barbara Anderson
Production Supervisor.....Mike Wheeler
Services Offered—Motion Picture Production and editing services; theatrical, commercial, television facilities for three-camera filming and editing.

●

Animated Productions Inc. (Al Stahl Productions)

1600 Broadway, New York, N. Y.
Phone: CO 5-2942-3
President .....Al Stahl
Art Department.....Tony Garcia
Director .....Jack Weisburg
Production Manager.....Gerard Pick
Mgr., Industrial Films.....Don Lang
Services Offered—Television shows in animation and live—comic strip animated films—unusual films in stop-motion technique—animated puzzles—audience participation films—TV commercials & industrial films.
Productions—"Kid Stuff," "Comic Book Comics," "Mush Moore."

Fastest-moving film

n television!

They don't sit around long on the shipping-room shelves at CBS Television Film Sales. For here are the stand-out shows in the syndicated film field... the audience-proven programs of the sparkling variety and dramatic impact that gave CBS Television Film Sales *the biggest year of its life* in 1955.

Whatever your program choice may be—adventure, comedy, drama, Westerns or news—here you'll find the big-name, top-quality productions... every one a time-tested audience-winner.

And there's more to come, because expansion is the word for '56. *Nearly a dozen major new properties* are being readied. Merchandising and promotion departments are being enlarged. Sales service and distribution facilities are better than ever. There's expansion and excitement everywhere you turn, from story conference to shipping room!

And there's a show for *your* needs at fast-moving CBS Television Film Sales. Take a look at the list below, then call our nearest office—New York, Chicago, Los Angeles, Detroit, Boston, St. Louis, San Francisco, Dallas, Atlanta. In Canada: S. W. Caldwell, Ltd., Toronto.

CBS Television Film Sales, Inc.

Distributors of Amos 'n' Andy, The Gene Autry Show, Buffalo Bill, Jr., Cases of Eddie Drake, Fabian of Scotland Yard, Holiday in Paris, Files of Jeffrey Jones, Life with Father, Adventures of Long John Silver, Annie Oakley, Range Rider, San Francisco Beat, The Whistler, Red Ryder and Newsfilm—a product of CBS News.

FOR HIGHER SALES THROUGH QUALITY PROGRAMS . . .

Adventures of Ellery Queen
Captain Gallant of the Foreign Legion
Count of Monte Cristo
Edward Small Features
Fury
Halls of Ivy
Lassie
Ramar of the Jungle
Science in Action
Your Star Showcase

for release later in 1956

Stage 7
Tugboat Annie
Hawkeye, The Last of the Mohicans
New York Confidential
One False Step

. . . and others to be announced

tpa

Television Programs of America, Inc.

477 Madison Avenue, New York
360 North Michigan Avenue, Chicago
5746 Sunset Boulevard, Hollywood

Milton A. Gordon, *President*
Edward Small, *Chairman*
Michael M. Sillerman, *Executive Vice-President*

Animation Service Co.

1780 Broadway, New York 19, N. Y.
Phone: CIrcle 5-4832

Chief Animator.....Abe Blashko
Art Director.....William Steinel
Administration .....Muriel Friedman

Services Offered — All film art services, maps, charts, cartoon animation, animation camera work in 16 mm and 35 mm.

•

Evan J. Anton Productions, Ltd.

550 Fifth Ave., New York 36, N. Y.
Phone: CIrcle 6-0118

President.....Evan J. Anton
Vice-Pres. .....Vera Kay

Services Offered—Producers of industrial and documentary films and slides, TV commericals and spots.

•

Arrow Productions, Inc.

See Listing For
Television Programs of America, Inc.

•

Arrowhead Productions

8822 W. Washington Blvd., Culver City, Calif.
Phone: TExas 07619

Producer .....Ed Beloin
Prod. Exec., Bus. Mgr.....Burt I. Harris
Associate Producer-Dir.....Richard Bare

Productions—Film series "So This Is Hollywood" starring Mitzi Green and Virginia Gibson.

Argyle Television Films, Inc.

60 W. 46th St., New York 36, N. Y.
Phone: CIrcle 6-4347
814 N. La Brea, Hollywood 38, Cal.
Phone: HO 7-4882
709 Fox Bldg., Detroit, Mich.
Phone: WOodward 1-3979

President .....Jerome Hyams
Vice President.....Bob Seidelman
Treasurer .....Louis Goldstein

Services Offered—Quality feature films, including "Night Train," "Young Mister Pitt," "Shipyard Sally," "A Girl Must Live," "The Girl In The News," "Kipps," "Inspector Hornleigh," and others.

•

Artists Productions

9125 Sunset Blvd., Hollywood 46, Calif.
Phone: HOllywood 2-0727

President .....Phillip Rivero
Director of Operations.....Norton Locke
Director of Engineer.....Harold W. Jury

Services Offered—Equipment rental, complete facilities for motion pictures and television; complete scripting and distribution.

•

Associated Artists Productions, Inc.

345 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 6-2323

President .....Eliot Hyman
Vice President.....Kenneth Hyman
Gen. Sls. Mgr.....W. Robert Rich

CONTINUING . . .
production of AMERICA'S FOREMOST
WESTERN TELEVISION PROGRAM!

Wild Bill Hickok

Starring GUY MADISON & ANDY DEVINE

. . . Entering ITS 6th YEAR OF UNINTERRUPTED
NATIONAL SPONSORSHIP BY KELLOGG*
At Consistently High Audience Ratings.

(* Thru Leo Burnett Company)

WM. F. BROIDY PRODUCTIONS

TV FILM BUYER'S GUIDE

Check Here	Program Title	Length	Number Available	Description
	Confidential File	½-hr.	39	Paul Coates' new and exciting presentation of dramatized journalism . . . behind-the-scenes reports on vital problems. The show all America is talking about !
	I Spy	½-hr.	39	Raymond Massey brings you true and exciting stories behind history's most famous spies.
	Molly (The Goldbergs)	½-hr.	39	The Goldbergs have moved to a small town, and a new series of heart-warming adventures.
	Liberace Show	½-hr.	117	TV's most widely acclaimed musical series for third consecutive year.
	Life With Elizabeth	½-hr.	65	Each show contains three hilarious incidents starring delightful Betty White.
	Joe Palooka	½-hr.	26	The whole family will love the "champ's" adventures. Thrills, action and viewer-impact !
	Frankie Laine Show	½-hr. or ¼-hr.	39	It's Mr. Rhythm himself . . . with vivacious Connie Haines in his own fast-moving musical revue.
	Florian Zabach Show	½-hr.	39	The thrilling music and vibrant personality of Florian ZaBach. Lavishly produced.
	Conrad Nagel Theatre	½-hr.	26	A prestige dramatic anthology series with Conrad Nagel as host.
	It's Fun To Reduce	¼-hr.	65	Margaret Firth shows how easy it is to reduce with a series of carefully coordinated exercises.
	Popcorn Theatre	1-hr.	39	Poppo The Clown brings youngsters 60 minutes of fun, magic tricks, jokes and old-time movies.

GUILD FILMS CO., INC.

460 PARK AVENUE • NEW YORK 22, N. Y. • MURRAY HILL 8-5365

Foreign Sls. Mgr.....Norman Katz
Services Offered—Production and distribution of TV, theatrical and non-theatrical film.

•

Associated Program Service

(Division of Muzak Corp.)
229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400
V.P., Gen. Mgr.....Edward Hochhauser, Jr.
Services Offered—Exclusive TV distributor for Encyclopaedia Britannica Films.
Productions—Great Americans, American History Series, Americans at Work, American Standard of Living Series, Armchair Traveler, Children All Over The World, Democracy in Action, Home Making Series, Science for Living, Encylopaedia Brittanica Films.

•

Association Films, Inc.

347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 5-8573
President.....J. R. Bingham
Treasurer.....A. L. Fredrick
Director Adv. & Prom.....Robert Finehout
Services Offered—National distributors of industrial, educational, entertainment, religious and television films; library of 1,400 films, including 200 industrial (free-loan) films, 115 of which are cleared for TV use. Four regional libraries are maintained in Ridgefield, N. J., La Grange, Ill., San Francisco and Dallas.

•

Atlantic Television Corp.

130 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-1287
President.....Robert M. Savini
Vice-Pres.....David A. Bader
Offices in Los Angeles, Chicago, Dallas, Houston, Phila., Minn., Detroit.
Services Offered—Producer and distributor of features and westerns.

•

Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.
Phone: AUstin 7-8620
Vice-Pres. & Gen. Mgr.....L. P. Mominee
V.-P. Chg. Sales.....Edward Schager
V.-P. Chg. Adv. & Prom..Frederick K. Barber
V.P. & Dir. of TV.....Norman C. Lindquist
V.P., Prod. Mgr.....Albert S. Bradish
Services Offered — Production of 16mm. and 35mm. motion pictures and slidefilms —in color or black and white, with RCA Sound. Experienced creative staff for TV commercials and programs. Laboratory and editing services.

•

Atlas Television Corp.

15 West 44th St., New York 36, N. Y.
Phone: MU 7-5535
President.....Henry Brown
V.P.....Robert B. Brown
Sls. Prom. Dir.....Maryellen Anderson
Eastern Sls.....George P. Turner, Jr.
Southern Rep.....Fred Myers
Western Rep.....Tom Corradine

EMPIRE

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4

...THE FIRST COMPLETE VISUAL-AUDIO SERVICE STUDIO IN NEW YORK CITY

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1 — 16MM & 35MM FILM PRODUCTION

2 — CLOSED CIRCUIT TELEVISION—LIVE, FILM, KINESCOPE RECORDING

3 — COMPLETE FILM FACILITIES — FILM, TAPE, DISC

4 — EXPERIENCED PERSONNEL TRAINED TO EXPEDITE PRODUCTION SCHEDULES

FOR THE FIRST TIME THE ENTIRE PRODUCTION SCHEDULE FOR BOTH RADIO & TELEVISION COMMERCIALS CAN BE PRODUCED AT ONE LOCATION AND WITH ONE CONTRACT.

Empire Productions Corp.

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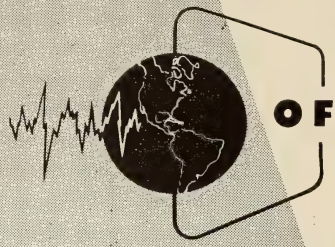
New York 17, N. Y.
PLaza 9-4500



OFFICIAL FILMS, INC.

America's Leading Independent Distributor of TV Films

THE ADVENTURES OF ROBIN HOOD
FOUR STAR PLAYHOUSE
THE ADVENTURES OF THE SCARLET PIMPERNEL
MY LITTLE MARGIE
THE STAR AND THE STORY
TROUBLE WITH FATHER
MY HERO
TERRY AND THE PIRATES
DATELINE EUROPE
OVERSEAS ADVENTURE
THIS IS YOUR MUSIC
COL. MARCH OF SCOTLAND YARD
CROSS CURRENT
WILLY
SECRET FILE, U.S.A.
THE HUNTER

New York • Chicago • St. Louis • Boston • Dallas • Minneapolis
Beverly Hills • San Francisco • Philadelphia • Memphis • Atlanta

Mid-West Rep. .....Russell Assoc.
Services Offered—American and British features; half- and full-hour Westerns; Comedy shorts; one hour comedy programs; an extensive library of comedy and musical vignettes, 3-5 minutes.
Productions—"Captain Z-RO," "Your Family Theatre," "Is This Magic."

•

ATV Film Productions, Inc.

35-01 Northern Blvd., L. I. C. 1, N. Y.
(Studios) 37-15 35th St., L.I.C.
Phone: EX 2-4949
Pres., Prod. Dir.....Mickey Schwarz
Vice Pres., Sls.....Jack Lemmon
Production Mgr.....Milton Cohen
Film Ed. (Supr.).....Robert Harris
Services Offered—TV film producers, commercials, industrial, dramatic shows. Studio facilities, fully equipped, two stages 50 x 60—50 x 100, street level.
Current Prods.—Frigidaire, Tide, Cavalier, Royal Pudding, Blue Bonnett, Gillette, Woodbury, Remington Rand, Ivory, Crosley.

•

Audio Master Corp.

17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725
President .....Herbert Rosen
Services Offered—Library of mood and bridge music.

Audio Pictures, Ltd.

310 Lake Shore Rd., Toronto 14, Ont.
Phone: CLifford 1-5211
President .....Arthur Gottlieb
Managing Dir.....David Coplan
Sec'y-Treas. .....Clem Williams
Services Offered—Producers of shows and commercials on film for TV, and Theatre Advertising Films (Canadian Distributors For Alexander Film Co., Colorado Springs).

•

Audio Productions, Inc.

630 Ninth Ave., New York 36, N. Y.
Phone: PLaza 7-0760
President.....Frank M. Speidell
Vice Pres.....Herman Roessle
Treas.....Lawrence W. Fox, Jr.
Sec'y.....Peter J. Mooney
TV Director.....Harold R. Lipman
Services Offered—Producer of TV commercials and sponsored short subjects.

•

Award Television Corp.

1501 Broadway, N. Y. 36, N. Y.
Phone: *WIsconsin* 7-6650
President.....M. J. Salzburg
Vice-Pres.....D. D. Dash
Services Offered—Producers, distributors of film series.

Cineffects
INCORPORATED
115 WEST 45th STREET NEW YORK (36), N. Y.
PHONE: CIrcle 6-0951-2-3-4
A COMPLETE SERVICE
FOR
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SLIDE FILMS
SPECIAL EFFECTS
MAPS . . . INSERTS . . . ART TITLES
TECHNICAL AND CARTOON ANIMATION
Black and White or Color — 16 or 35 mm
35mm EASTMAN COLOR INTERNEGATIVE

NTA PROUDLY OFFERS

10 of the greatest First-Run, FEATURE FILM SPECTACULARS OF OUR TIME...
supported by an outstanding advertising and sales promotion campaign!

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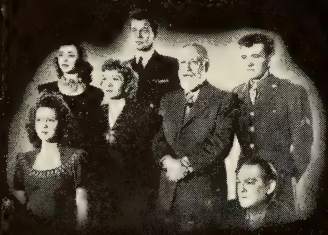
CARY GRANT • INGRID BERGMAN
in ALFRED HITCHCOCK'S
NOTORIOUS
with CLAUDE RAINS
written by BEN HECHT
Directed by ALFRED HITCHCOCK
A SELZNICK RELEASE



SINCE YOU WENT AWAY
starring CLAUDETTE COLBERT
JENNIFER JONES • JOSEPH COTTEN
SHIRLEY TEMPLE • MONTY WOOLEY
LIONEL BARRYMORE
ROBERT WALKER • GUY MADISON
Produced by DAVID O. SELZNICK

Available for national sponsorship, on a spot programming basis... with listed times available for clearance!

For full details, availabilities and prices...
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National Telefilm Associates, inc.
60 West 55th St., N.Y. 19 • PLaza 7-2100

LORETTA YOUNG • JOSEPH COTTEN
ETHEL BARRYMORE
THE FARMER'S DAUGHTER
with CHARLES BICKFORD
A DORE SCHARY PRODUCTION
Directed by H. C. POTTER
A SELZNICK RELEASE

LESLIE HOWARD • INGRID BERGMAN
in **INTERMEZZO**
Produced by DAVID O. SELZNICK
Directed by GREGORY RATOFF

Available for national sponsorship, on a spot programming basis... with listed times available for clearance!

For full details, availabilities and prices...
WRITE—WIRE—PHONE, TODAY!

NTA

National Telefilm Associates, inc.
60 West 55th St., N.Y. 19 • PLaza 7-2100

Selznick International presents
I'LL BE SEEING YOU
starring GINGER ROGERS
JOSEPH COTTEN • SHIRLEY TEMPL
Produced by Dore Schary

JENNIFER JONES • JOSEPH COT
ETHEL BARRYMORE
in **PORTRAIT OF JENNIE**
with Lillian GISH • Cecil KELLAWAY • David W
Produced by DAVID O. SELZNIC

Available for nation sponsorship, on a sp programming basis... with listed times avai able for clearance!

For full details, availabilities and prices...
WRITE—WIRE—PHONE, TODAY!

NTA

National Telefilm Associates, i
60 West 55th St., N.Y. 19 • PLaza 7-2

George Bagnall & Associates, Inc.

8827 Olympic Blvd., Beverly Hills, Calif.
Phone: CR 15133
N. Y. Phone: MUrray Hill 6-7543
President.....George L. Bagnall
V.P., Gen'l Sales Mgr.....J. J. O'Loughlin
Secretary.....Fred C. Lindquist
Services Offered—Distributors of films for TV.

•

Barnett International Forwarders

723 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6080
President.....William Barnett
V.P., Secr'y.....Norman Barnett
Treas.....Alan Barnett
Services Offered: International film forwarders, packers and custom brokers.

•

Barry & Enright Productions, Inc.

667 Madison Ave., New York 21, New York
Phone: TEmpleton 2-8600
President .....Jack Barry
Vice-President .....Dan Enright
Production Manager.....Mike Oppenheimer
Program Development.....Robert Noah
Merchandising Manager.....Fred Stettner
Art Director.....Norman Mazin
Services Offered—Creating and producing for radio and TV-transcriptions, live programs, and films.
Productions—Winky Dinky and You; Life Begins at 80; Oh-Baby; Juvenile Jury.

•

Basch Radio & Television Productions

(See Program Producers.)

•

Beacon Television Features Inc.

118 Newbury St., Boston 16, Mass.
Phone: Commonwealth 6-6881
President.....J. Leonard Sanderson
Treasurer.....Barbara G. Keane
Services Offered—Syndicated package programs, outdoor type. Spot television commercials including complete creation, copy, etc. Film program producers of fishing and outdoor shows.

•

Bengal Pictures

3833 Brunswick, Los Angeles 39, Calif.
Phone: NOrmandy 2-7808
Producer & Director.....Phil E. Cantonwine
Associate Producer.....Sam Leon
Sound .....Dale Knight
Editor .....Dick Alexander, Bob Derteano
Services Offered — Producers of Feature pictures—TV shorts, industrials, TV spots, TV films made to order.

STOCK FOOTAGE

Now . . . two great libraries brought together. One central source for film footage for motion picture or television use.

NBC

Over 30 million feet of completely cross-indexed film is available to you in the combined libraries of the NBC FILM DIVISION and the MARCH OF TIME. You'll find every conceivable subject, excellent service, and reasonable prices. *For catalog and price list, call or wire*

NBC FILM DIVISION

Film Library • 105 East 106 Street, New York • CIrcle 7-8300
Film Operations • Sunset & Vine, Hollywood, Cal. • HOllywood 9-6161

1948
The Cases of Eddie Drake
Lucky Strike Theatre

1949
The Lone Ranger
Fireside Theatre
Trouble With Father (Stu Erwin)

1950
Amos 'n' Andy
Racket Squad
Beulah
Abbott & Costello Show

1951
Mystery Theater
I Am the Law
Rocky Jones, Space Ranger
Duffy's Tavern

1952-53
My Little Margie
*Life of Riley
Crown Theater
Waterfront
International Police

1954
*It's a Great Life
Where Were You (Ken Murray)
Public Defender
So This Is Hollywood
Passport to Danger

1955
*You Are There
*The Great Gildersleeve
Frontier
*Screen Directors Playhouse
*The Stories of John Nesbitt
(Network premiere in April, '56)

1956
*"Code 3"

and in preparation . . .
The Gale Storm Show ("Oh! Susanna")
4 Adventure Drama Series
3 Comedy Series 2 Dramatic Anthology Series

*Currently filming at Hal Roach Studios

PIONEER in the PARADE of PROVEN PRODUCTION for TELEVISION

HAL ROACH *Studios*
CULVER CITY, CALIF.
HAL ROACH, Jr.,
President & Executive Producer
SIDNEY S. VAN KEUREN,
Vice President-General Manager

Program Creation and Production
Commercial Film Division
Extensive Studio Facilities

George Blake Enterprises, Inc.

1600 Broadway, New York 19, New York
Phone: CIrcle 7-2264

President .....Jean Blake
Vice-Pres. of Sales.....Philip Frank
Vice-President .....Richard Donner
Sec'y-Treas. .....Ted Lazarus
Production Manager.....Andre Carbe
Chief Editor.....Robert Jacques

Services Offered — Writing, production, and editing of TV commercials industrial, and feature films.

•

Blinkey Productions Inc.

106 West End Ave., New York 23, N. Y.
Phone: BE 3-8275

Producer-Director .....Murray King
Technical Director.....Dr. Lucille Emerick
Production Supervisor.....Sydney Parker

Services Offered — Film producers, open-end films, TV series, video film commercials, package programs produced.

Productions—"The Adventures of Blinkey."

•

Fritz Blocki Productions

7266¼ Fountain Ave., Hollywood 46, Calif.

Producer .....Fritz Blocki

Services Offered—Live TV show formats for local and/or network use.

Bonded TV Film Service

630 Ninth Ave., New York 36, N. Y.
Phone: JUdson 6-1030

President.....Chester M. Ross
V.P. in Chg. of Oper.....Emanuel Kandel
Gen. Sales Mgr.....Wade Barnes

Branch Offices

904 N. LaCienega Blvd., Los Angeles, Calif.
V.P., chg. of Operations....Stanley Halperin
1301 S. Wabash Ave., Chicago, Ill.
Manager .....Joseph Rategan
2024 Jackson St., Dallas, Texas
Manager .....Ronald Martin

Services Offered—Shipping, expediting and servicing of TV film.

•

Bray Studios Inc.

729 Seventh Ave., New York 19, N. Y.
Phone: CI 5-4582

President.....J. R. Bray
Vice-Pres. and Prod. Mgr.....Paul A. Bray
Treasurer .....M. Bray
Animation Director.....Max Fleisher
Film Distribution Mgr.....B. D. Hess

Services Offered—Producers and distributors of all types of films for TV use including technical animation and cartoons.

Productions — "Engineered Timber Construction," "Coming Out of the Woods," "Adventures in Science," "Of All Things."

COLOR SERVICE

COMPANY, INCORPORATED

115 WEST 45th ST. NEW YORK 36, N. Y.

Phone: JU 6-0853

A Complete Service for the TV Producer and TV Ad Agency in Color Printing

- 16 mm & 35 mm EASTMAN COLOR PRINTS FROM 35 mm EASTMAN NEGATIVES
- 16 mm & 35 mm TV SPOTS IN EASTMAN COLOR
- COLOR INTERNEGATIVES AND EFFECTS
- 16 mm KODACHROME OR ANSCO REVERSAL PRINTS WITH EFFECTS

ASSOCIATED ARTISTS PRODUCTIONS

"MOVIELAND"

says it with PRODUCT

FEATURE FILMS!
FIRST RUN!
TOP STARS!
MAJOR HOLLYWOOD STUDIOS!

more PRODUCT

SHERLOCK HOLMES FEATURES
WESTERN FEATURES
CANDID CAMERA
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SERIALS

and still more PRODUCT

A NEW ADDITION!
"FEATURE FESTIVAL"
190 Hollywood
full-length features

TO BE ANNOUNCED!

AAP's Track Record Proves . . . Ratings Sales Audience

CALL, WIRE OR WRITE
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AAP offices NOW!

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ASSOCIATED ARTISTS PRODUCTIONS

NEW YORK
Associated Artists Productions, Inc.,
345 Madison Ave. MUrray Hill 6-2323

CHICAGO
Associated Artists Productions, Inc.,
203 North Wabash, Dearborn 2-4040

LOS ANGELES
Manhattan Television Company,
1908 South Vermont Ave., Republic 2-3016

Bernard S. Brody & Associates

120 El Camino, Beverly Hills, Calif.
Phone: CR 4-4077

Owner.....Bernard S. Brody
Assistant.....Mrs. Beatrice Steinberg

Services Offered—Negotiations for TV film producers with music publishers to arrange for music synchronization rights.

Productions — Liberace; Florian Zabach; Frankie Lane; Eddie Cantor.

•

Brandon Films Inc.

200 West 57th St., New York 19, N. Y.
Phone: CI 6-4868

President.....Thomas J. Brandon
Film Library.....Edith Zornow

Services Offered—Distribute selected packages of feature films; specializing in "The Cavalcade of Great Motion Pictures of All Times."

•

William F. Broidy Productions, Inc.

5545 Sunset Blvd., Hollywood 28, Cal.
Phone: HO 3-6844

Pres. in chg. of Prod.....William F. Broidy
Exec. Aide to Pres.....L. W. (Ace) Herman
Vice Pres. & Sec.....Edward J. Kaye
Treasurer .....A. R. Nunes
Story Editor.....Pat Betz
Public Relations Dir.....J. L. Kaufman

Services Offered—Producers of television film-program series and features; producers of TV-film commercials. Studio rental and packaged shows.

Productions—"Wild Bill Hickok."

•

British Information Services —Films Division (Agency of the British Government)

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 6-5100

Director .....Charles Dand
Distribution Mgr.....Lester Schoenfeld
Radio Officer.....Jack Aistrop
Pub. & Adv. Mgr.....Joe Slevin

•

Butterfield & Wolf, Inc.

5 East 57th St., New York 22, New York
Phone: PLaza 9-8620

President .....Alfred Butterfield
Chairman & Vice-Pres.....Thomas H. Wolf
Treasurer .....Deborah York
Secretary .....Lee Hazen

Services Offered — Acquisition, distribution, and development of TV theatrical, and non-theatrical films.

Productions—Helen Keller in Her Story; the Miracle of the Sea.

TFI-TV* *"THE HEDWIGS"*

FILMS FOR TV

DISTRIBUTION SERVICE

STOCK SHOTS

PRODUCTION

EXPERT EDITING

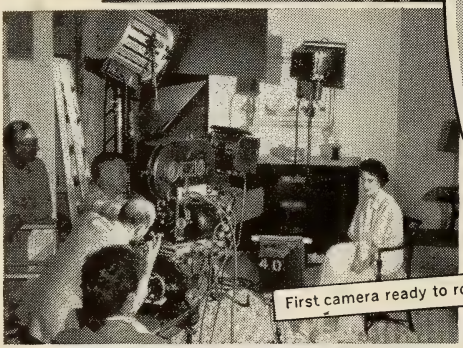
PRACTICAL FILM CONSULTANTS

***TELECAST FILMS, INC.**

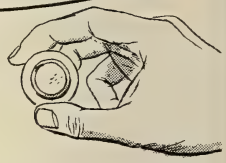
247 West 46th Street, New York 36, N. Y. JUdson 6-5480-1

Final sound mixing at one of Universal's modern sound studios

UNITED WORLD GIVES YOUR TV COMMERCIALS the professional touch



First camera ready to roll



Bud Westmore, famous make-up artist, preparing make-up for extreme close-ups

AS A SUBSIDIARY of Universal-International, United World utilizes the full facilities of the 350 acre Universal-International studio, Hollywood, California in the production of *television film commercials*. No other commercial film producer can match these film-making advantages. Only at United World can you get the *professional touch*... at less cost per production dollar.

UNITED WORLD FILMS, INC.

A subsidiary of Universal Pictures Co., Inc.
445 Park Avenue, New York, N. Y. PLaza 9-8000

Production Headquarters, Universal-International Studio
Universal City, California STanley 7-1211

Some United World TV film commercial clients:

B. F. GOODRICH	COCA COLA	GENERAL ELECTRIC	PHILIP MORRIS Marlboro Dunhill	SCHLITZ
BUDWEISER	COLGATE-PALMOLIVE Lustre Creme	GENERAL TIRE	PROCTOR & GAMBLE Joy Spic and Span	STUDEBAKER
BULOVA		LEVER BROS. Lux	R. J. REYNOLDS Camels	SUNSHINE BISCUITS
CHRYSLER CORP. DeSoto	DU PONT	PEPSI COLA		TONI

C & C Television Corp.

270 Park Ave., New York, N. Y.
Phone: *PL* 3-5600

President .....Matthew Fox
Vice-Pres., Gen. Sls. Mgr.....Erwin H. Ezzes
Administrative Director..Richard B. Morros
Publicity Director.....Gene Cogan
Sales Assistants....A. Steloff, Ted Rosenberg, N. Jacobs, C. Donigan

Services Offered—The entire production of RKO Radio Pictures. More than 740 of these features now available.

•

S. W. Caldwell, Ltd.

447 Jarvis St., Toronto 5, Ontario, Canada
Phone: Walnut 2-2103

President .....Spence Caldwell
Vice-President.....Gordon F. Keeble
Comptroller.....S. H. Coxford
Creative Director.....John N. Heaton
Sales Executives.....George Proctor, G. B. Quinney, Sid Banks

Services Offered—Radio and TV syndicated shows produced in U. S. and abroad, packaged on transcription, tape, film, also distribute tape recorders, transcription players, Tele-prompter, rear-screen projection units, music and sound effects libraries; produce commercials.

Calhoun Studios

266 East 78th St., New York 21, N. Y.
Phone: LEhigh 5-2120

President .....Brian Calhoun
Vice Presidents.....William S. Kent, Howard Kaiser
Secretary .....Dietlinde Ruber
Studio Operations.....Howard A. Kaiser
Dir. of Adv. & Sales Prom.....C. P. Gennell

Services Offered—Producers of motion pictures for TV, industrials, sales promotion and entertainment. Slide films for education and sales. Complete sound stage for rent to outside producers, complete sound and editing facilities.

Productions—N. Y. Mirror Youth Program. Salt Water Rodeo. Grouse Hunt, Saga of the Sockeye, Fan-Tailed & Jet Action, Aborn's Coffee, Accessories, For Milady; producing films for National Coffee Ass., Hamilton Standard, United Aircraft Corp., Sagner Clothes, World Outdoors Inc., Coffee Brewing Institute.

•

Carson-Stempel Enterprises

717 N. LaCienega Blvd.
Los Angeles 46, Calif.
Phone: OLympia 2-1404

Partners.....Jack Carson & Frank Stempel

ATLANTIC TELEVISION
CORPORATION

The Most Respected Name in Television . . .
Growing With the Industry Since 1948!

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President

DAVID A. BADER
Vice President

130 West 46th St. New York 36, N. Y.
JUdson 2-1287

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TELEVISION AND INDUSTRIAL FILMS DIVISION

509 MADISON AVENUE, NEW YORK 22, N.Y. · CIRCLE 6-5700

STUDIOS:

NEW YORK	LONDON	HOLLYWOOD
1600 BROADWAY	SOHO SQUARE	7026 SANTA MONICA BLVD.

For the production of your ideas, scripts or storyboards —it's service that counts— the complete production service of National Screen.

Cavalcade Television Programs

7904 Santa Monica Blvd., Hollywood 46, Calif.
Phone: OLdfield 4-4144
N. Y. Phone: ACademy 4-2781

President .....Harvey Pergament
Vice Pres. .....Earl M. Robins
Sec.-Treas. .....Esther Pergament

Services Offered — Producers representative, distribution of motion picture films, exporter of TV programs.

•

Cavalier Productions, Inc.

9119 Sunset Blvd., Los Angeles 46, Calif.
Phone: CR 6-4174

President .....Robert Young
V.P. Chg. Prod.....Eugene B. Rodney
Secretary .....Ben Bisgeier

Services Offered—Producing own television shows.

Productions—"Father Knows Best."

•

Campus Film Productions, Inc.

14 E. 53rd St., New York 22, N. Y.
Phone: PL 3-3280

President .....Nat Campus

Services Offered—Film production under contract.

Caravel Films, Inc.

730 Fifth Ave., New York 19, N. Y.
Phone: CIrcle 7-6110

President.....David I. Pincus
Vice-President .....Thelma Allen
V.P. Chg. of TV.....Calhoun McKean
Prod. Supr.....Mauri Goldberg
V.P., Chg. of Creative Planning.....Albert Z. Carr
Vice President.....F. Burnham MacLeary
Studio Manager.....David Kreeger
Chief, Art & Animation Dept..Jack S. Semple
Chief Editor.....Lawrence Kreeger

Services Offered—Production of documentaries, industrial, educational pictures, television spots, television packages, slide films, technical and cartoon animation.

Current Productions—"You Are The Star," Allied Stores; "Goal and the Way," J. C. Penney, "Look to the Stars," Calvert; Socony; U. S. Navy.

•

CBS-TV Film Sales

724 Fifth Avenue, New York 22, N. Y.
Phone: PLaza 1-2345

Vice-Pres. in Charge.....Merle S. Jones
V.P., Gen. Mgr.....Leslie Harris
Director of Operations.....Fred Mahlstedt
Sales Manager.....Wilbur S. Edwards
Prom. Mdsg. Mgr.....Walter A. Scanlon
Dir. of Publicity.....John C. Sebastian

Branch Offices
410 N. Michigan, Chicago, Ill.
Phone: WH 4-6000

FRANK FERRIN PRODUCTIONS

Hollywood, Cal.

"ANDY'S GANG"

starring

ANDY DEVINE

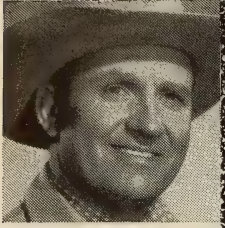
and

NINO MARCEL

with MIDNIGHT, FROGGY the GREMLIN and SQUEAKY

6th year for Brown Shoe Co.

spot booked on 114 stations for Buster Brown Shoes



GENE AUTRY
Star of
THE GENE AUTRY SHOW

PAT BUTTRAM
Featured as Pat in
THE GENE AUTRY SHOW

ROCKY LANE
Star of
RED RYDER

LOUIS LETTERI
Featured as Little Beaver in
RED RYDER

DICK JONES
Star of
BUFFALO BILL, Jr.

NANCY GILBERT
Featured as Calamity in
BUFFALO BILL, JR.

To the

78 SPONSORS

and Their Advertising Agencies

To the

221 TV STATIONS

Covering Every Major Market in the U.S.

. . . and To Their

50,000,000 WEEKLY

TV VIEWERS

The Stars of These Outstanding Shows and*

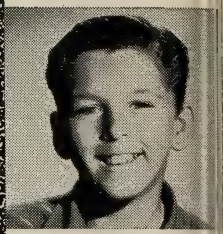
Flying A Productions

Extend many thanks to all those who helped our company become the foremost producers of adventure Television Film entertainment.

**All shows distributed by CBS Television Film Sales, Inc.*

Flying A Productions
6920 Sunset Blvd
Hollywood, Calif
GENE AUTRY • ARMAND SCHAEFER •
MITCHELL J. HAMILBURG

GAIL DAVIS
Star of
ANNIE OAKLEY

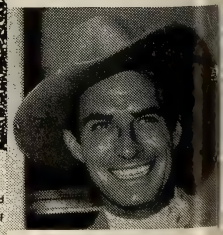


JIMMY HAWKINS
Featured as Tagg in
ANNIE OAKLEY

BARRY CURTIS, co-starring
as Ricky in THE ADVENTURES OF CHAMPION

CHAMPION THE WONDER
HORSE, Star of THE ADVENTURES OF CHAMPION

BLAZE, featured as Rebel
in THE ADVENTURES OF
CHAMPION



JACK MAHONEY
Star of
THE RANGE RIDER

Exec. in Charge.....Wm. Perkinson
1313 N. Vine St., Los Angeles 28, Cal.
Phone: HOllywood 9-1212
Exec. in Charge.....Thomas Moore

•

Hu Chain Associates

40 East 40th St., New York 16, N. Y.
Phone: MUrray Hill 5-7220
Owner.....Hubert V. Chain
Services Offered—Custom built video film programs and commercials.

•

Bruce Chapman Co.

55 W. 42nd St., New York 36, N. Y.
Phone: WIsc. 7-9244
President .....Bruce Chapman
V.P. & Treas.....Edna Chapman
30 Rue Chalgrin, Paris, France
Phone: Passy 70-44
Director .....Michael Alexander
Services Offered—Producer of TV films and commericals; industrial and educational films; dubbing in U. S. and Europe.

•

Charter Oak Tele-Pictures

846 7th Ave., New York 19, N. Y.
Phone: CIrcle 6-2508
President.....Louis Cavrell
Secretary .....Otis Cavrell
Treasurer .....Ira Cavrell
Services Offered: Production facilities for TV and industrial 16 and 35mm color and black-and-white films. Medical and dramatic films.
Productions—Marita Bread, Roy Doty and Chase National Bank shows, Heinz 57, Bea, Standard Oil.

•

Jack Chertok Productions

1040 N. Las Palmas Ave., Hollywood, Calif.
Phone: HOllywood 3-5106
Producer .....Jack Chertok
Assoc. Prod., Prod. Mgr.....Harry Poppe
Art Director.....Howard Campbell
Casting Director.....Ruth Burch
Cameraman .....Robert Pittack
Services Offered—Series and commercials.
Productions — "Private Secretary," "Cavalcade of America," and "Lone Ranger."

•

Cheryl TV Corp.

630 Ninth Ave., N. Y. 36, N. Y.
Phone: CIrcle 6-1717
President .....Simon Lipson
Vice-President .....Jack Broder
442 N. Las Cienga Blvd., Los Angeles, Calif.
Phone: Oleander 5-8440
Services Offered—Producers, distributors of films.

in this whole-wide MAGNAVISTIC CINEMASCOPIC VISTAVISTIC CINERAMIC KINESCOPIC film world only . . .

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. . . is equipped every way for

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• U. S. CUSTOMS CLEARANCES AS GOVERNMENT LICENSED BROKERS
• SHIPPING FILM & EQUIPMENT TO & FROM FOREIGN LOCATION UNITS
• KNOW-HOW OF MORE THAN 70 YEARS' SERVICE

McCADDEN PRODUCTIONS

1040 N. Las Palmas • • Hollywood

The
GEORGE BURNS
and
GRACIE ALLEN
SHOW

The
BOB CUMMINGS
SHOW
Created and Produced by
PAUL HENNING
(A Laurmac Production)

The
PEOPLE'S
CHOICE
Starring
JACKIE COOPER
Created and Produced by
IRVING BRECHER
(A Norden Production)

IMPACT
Created and Produced by
AL SIMON
for NBC

McCADDEN
COMMERCIAL
CORP.
Spot Commercials
and Industrial Films

Cineffects, Inc.

115 W. 45 St., New York 36, N. Y.
Phone: CIrcle 6-0951

President .....Nathan Sobel
Secretary-Treasurer .....Irving Hecht

Services Offered—Special optical effects, photography of titles, animation, trailers, song reels, slide films, TV presentations in 16 and 35mm. black and white and 16mm. Kodachrome. E. K. and Ansco negative-positive color.

•

Cinema Research Corporation

7000 Romaine St., Hollywood 38, Calif.
Phone: OLdfield 4-4117

President.....Harold A. Scheib
Vice-President.....Ernest W. Arcella Jr.

Services Offered—Complete optical printing service, specializing in color duplicate negatives and blow-up release prints.

•

Cinema Service Corp.

106 West End Ave., New York 23, N. Y.
Phone: TRafalgar 3-1411

President .....Joseph Seiden
Camera Department.....Harold H. Seiden
Sound Department.....Herbert C. Bloom
Set Design.....James Pratt
Sales .....Phillip Feld

Services Offered—Producers of general entertainment, documentary programs and spot commercials for TV.

•

Cinema-Vue Corporation

243 W. 55th St., N. Y. 19, N. Y.
Phone: JUdson 6-1336

President.....Joseph P. Smith
V.P., Gen. Sls. Mgr.....Francis D. Smith
Secretary .....James Stevenson

Services Offered — Westerns, features, shorts.

•

Cinescope Films

25 Robbin Hill Rd., Scarsdale, N. Y.
Phone: SC 3-3963

President .....George L. George

Services Offered—Industrial, documentary, theatrical and TV films to order.

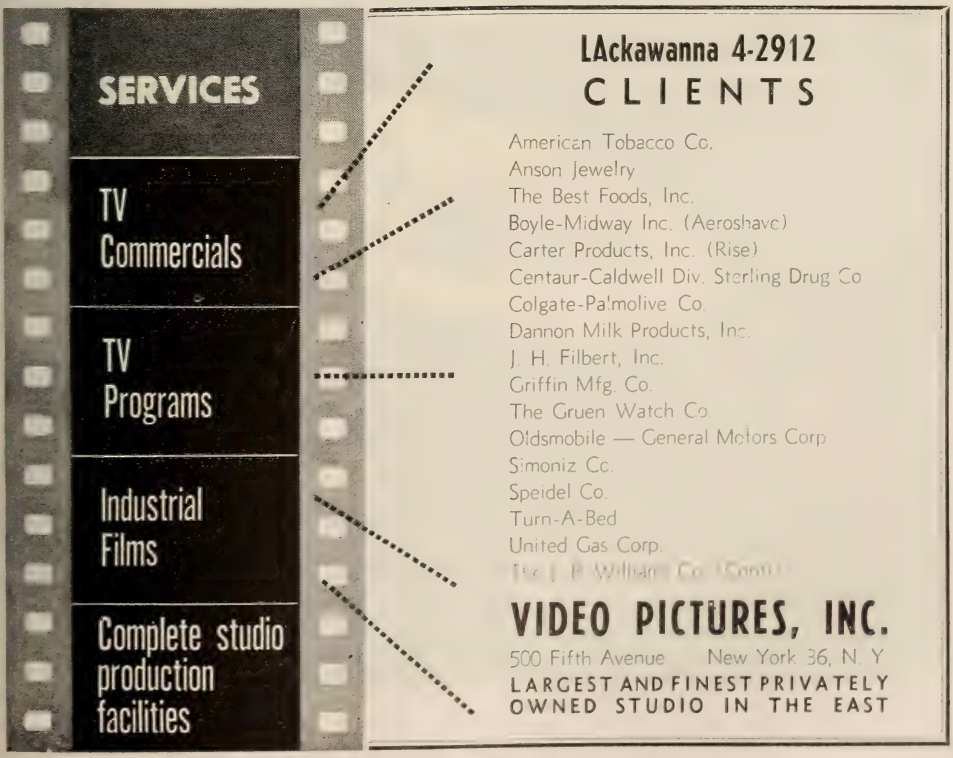
•

Cine-Tele Productions

6325 Santa Monica Blvd., Hollywood 38, Calif.
Phone: HOllywood 5-3376

Executive Producer .....Harry J. Lehman
Secretary .....Jacques R. Lehman
Associate Prod.....Jesse Davis

Services Offered—Production services for television film and industrial, educational, and training films in black and white or color. 16mm. or 35mm.



TV FILM PROGRAMS:

- Groucho Marx's "You Bet Your Life" (6 years)
- "Mark Twain Theater" with J. Carroll Naish
- "See Hollywood" with Louella Parsons
- Jackie Gleason's "Life of Riley"
- Among stars filmed: Robert Mitchum, Jane Russell, Jack Webb, Fred Allen, Walter O'Keefe, Red Skelton, Jimmy Durante and Jane Wyman

FILMED For TV (Partial List)

For Agencies

BBD&O
Benton & Bowles
Biow
Bryan Houston, Inc.
Russel Seeds
J. Walter Thompson
Warwick & Legler

For Networks

ABC
CBS
NBC

For Sponsors

Bulova
Chevrolet
DeSoto-Plymouth
Elgin American
Pabst Blue Ribbon Beer
Procter & Gamble
Standard Oil Company

FILMCRAFT PRODUCTIONS

Also producing theatrical features.

Complete and fully equipped motion picture studios with personnel and equipment to handle your every video film need.

Filmcraft's patented multiple camera and sync control process.

FILMCRAFT PRODUCTIONS
8451 MELROSE AVE., LOS ANGELES OLIVE 3-2430
ISIDORE LINDENBAUM. President & Executive Producer

HOLLYWOOD • CHICAGO • NEW YORK

Productions—This Is the National Guard; The 1956 Olympic Story; five 50 second safety commercials; Traffic Accident Investigation.

•

Circle Film Laboratories, Inc.

33 West 60th St., New York 23, New York
Phone: COlumbus 5-2180

President.....Herbert R. Pilzer
Vice-President.....Louis B. Stillman
Secretary.....David M. Stillman
Laboratory Supt.....Joseph M. David
Production Manager.....Fred G. Todaro
Sales Manager.....Emmet R. Salzberg
Service Manager.....J. T. Baker

Services Offered—Developing and printing of B & W and color film.

Productions—Douglas Fairbanks, Jr., Presents; My Little Margie; Foreign Intrigue.

•

Clairmont Films

2122 No. Highland Ave., Hollywood 28, Calif.
Phone: NO 2-4732, WY 1491

Owner .....Leonard Clairmont
Secretary .....Ingrid Hult

Services Offered—Complete production for industry television, churches and educational institutions, commercial TV spots and travel films.

Productions—Polynesian Holiday.

Color Service, Inc.

115 W. 45th St., New York 36, N. Y.
Phone: JU 6-0853

•

Commodore Productions and Artists, Inc.

971 N. La Cienega, Hollywood 46, Cal.
Phone: CRestview 1-7106

Pres., Exec. Prod.....Walter White, Jr.
Assoc. Producer.....William C. Heath
Production Mgr.....Vernon Keays
Coordinator .....Eleanor Payne
Film Editor...Robert Warwick, Jr. (A.C.E.)
Art Director.....James Sullivan

Services Offered: Hopalong Cassidy—104 episodes transcribed open-end for radio ½ hr.; 156 Episodes, The Clyde Beatty Show, Radio, transcribed open end shows ½hr.: TV, 13 ½hr. films in color.

Productions: "Perils of the Jungle."

•

Commonwealth Film & Television, Inc.

723 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6456

President.....Mortimer D. Sackett
Sec., Treas.....S. Sackett

Services Offered—TV producers and distributors.

•

Conne-Stephens Productions, Inc.
General Service Studios

1040 N. Las Palmas Ave., Hollywood 38, Cal.

MERCURY INTERNATIONAL PICTURES, INC.

6611 Santa Monica Blvd. — Hollywood 38
Hollywood 5-1101

THROUGH these pages pass the most astute buyers of motion pictures in the world.

To those who buy and sponsor commercial motion pictures for industry or education, distributed through non-theatrical channels or on television, we ask for the opportunity to present our facilities and qualifications as your producer.

Send for "A Few Facts About Audio"

★ ★ ★

AUDIO PRODUCTIONS, INC.

Film Center Building

630 Ninth Avenue New York 36, N. Y.

Frank Cooper Associates Agency

233 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 5-4128
521 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-5661-2

Owner .....Frank Cooper
V.P., Chg. N. Y. Office.....Sy Fischer
Mgr. Hollywood Office.....Martin Sperber

Services Offered—Personal management of talent and writers as well as the production of radio and television shows.

Current Prods. — First Nighter; Inside U. S. A.

•

Cornell Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: WIsconsin 7-6650

President.....J. Milton Salzburg
V.P., Sales Mgr.....David B. Dash

Services Offered—Producers and distributors of motion picture films for TV.

•

Coronet Instructional Films

65 E. South Water St., Chicago 1, Ill.
Phone: DEarborn 2-7676

President .....John Smart
Executive Vice-Pres.....A. L. Blinder
Vice-Pres. Production.....J. M. Abraham
Director of Distribution.....E. C. Dent
Sales Manager.....E. N. Nelsen

Services Offered—600 films for family audiences, in black and white or color.

Tom J. Corradine & Associates

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 2-4448

President .....Tom Corradine
Vice President.....Kyle C. Thomas
Sales Mgr.....Haan Tyler
Secretary .....Marion Wrenn

Services Offered—Service Television stations and agencies with all types of film westerns, half hour and fifteen minute shows programming. Library includes: Features, produced especially for TV.

•

Jerry Courneya Productions, Inc.

633 No. Almond Dr., West Hollywood 46, Cal.
Phone: CRestview 4-5621

President .....Jerry Courneya
Production Supervisor.....Igor Kantor
Sales Manager.....John Thompson

Services Offered—Producers and distributors of films, 2nd unit photography, stock footage library.

Productions — Two hour live and film water show. 52 in series.

•

Clayton W. Cousens Productions Inc.

436 West 57 St., New York 19, N. Y.
Phone: CO 5-7380

Mr. Producer
100 MILLION FEET OF SOUND CAN'T BE WRONG!
That's the opinion of hundreds of producers using Reeves facilities.
REEVES SOUND STUDIOS, INC.
304 EAST 44th STREET • NEW YORK 17, N. Y. • OREGON 9-3550
The Largest Sound Service Organization in the World.
RCA Licensee
Western Electric Licensee

FOUR STAR PLAYHOUSE

DUPONT CAVALCADE THEATRE

FOUR STAR FILMS, INC.

STAR AND THE STORY

STAGE 7

President.....Clayton W. Cousens
Director .....Ralph Porter
Vice-President .....John Cousens
Head Cameraman.....Vachel Blair
Services Offered—Filming of commercial spots for television, also film documentary jobs. 60 by 25 studio, make-up room, cutting room, sound booth, etc. Quality work in 16 mm and 35 mm, preferably the latter.

●

Creativision

1780 Broadway, New York 19, New York
Phone: CIrcle 5-4830
President .....Victor Kayfetz
Director of Sales.....Douglas Baker
Art Director.....Abe Blashko
Animation Supervisor.....Robert Cooke
Services Offered—TV advertising consultation service acting as agency or company television promotion and production department. Creative planning, storyboards, staging, animation and live.

●

Bing Crosby Enterprises, Inc.

9028 Sunset Blvd., Los Angeles 46, Calif.
Phone: Crestview 1-1171
N. Y. Phone: PLaza 7-2277
President.....Everett N. Crosby
Vice President.....John O'Melveny
Vice President-Secretary..Todd W. Johnson
Exec. V.P.....Basil F. Grillo
V.P. Chg. Sales.....Charles B. Brown
Treasurer-Controller.....Homer O. Duerr
Services Offered—Development of program ideas for film and actual completion from idea to film production.

●

Crossroads TV Productions,

1121 South Glenstone Ave., Springfield, Mo.
Phone: 2-4422
Vice-Pres., Mgr.....E. E. Simon, Jr., J. B. Mahaffey
Services Offered—Packages, productions.
Productions—Ozark Jubilee.

●

Crystal Pictures, Inc.

1564 Broadway, New York 36, N. Y.
Phone: PLaza 7-5130
President .....Melvin M. Hirsh
Services Offered—Distributor of features, western, dramas and travelogues.

●

Shamus Culhane Prod., Inc.

207 East 37th St., New York, N. Y.
8802 Melrose Ave., Hollywood, Calif.
Phone: N. Y. MU 8-2243, Calif. CH 4-5935
Producer, N. Y.....Shamus Culhane
Producer, Hollywood.....William Hurtz
Director .....Irwin Wallman
Casting .....Maxine Marx
Services Offered—Animated and live action TV spots and industrial films.
Productions—Phillies Cigars; U. S. Air Force; Quaker Puffed Wheat and Rice; Vitalis, GE, Noxzema, Jergens Lotion.

ROGERS & COWAN

Public Relations

Beverly Hills New York

Cummings Productions

39 W. 53rd St., N. Y., N. Y.
Phone: PL 7-6452

President.....R. W. Cummings
Sales Director.....D. E. Fellows
Production Manager.....Clyde Sechler
Business Manager.....David Shay

Services Offered—Creation and Production of commercials, TV and radio. Production of industrial shows.

•

Gordon M. Day Prods.

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595

Writer-Composer.....Gordon M. Day
Director, Producer.....Carol Bulkley
Production Mgr.....Edith Adelson
Treas. .....Leo Reich

Services Offered — TV-radio consultants, writers-producers of jingle, spot, and film packages.

•

D & R Television Film Co.

12 East 57th St., N. Y., N. Y.
Phone: PLaza 3-7920

Executive Producer.....Wm. R. Deering
Gen. Mgr., Gen. Sls. Mgr.....R. H. Rubin
Special Partner.....J. R. Rubin

Services Offered—Producers of TV programs on films.

D. P. M. Productions, Inc.

62 W. 45th St., New York 36, N. Y.
Phone: MU 2-0040

President.....Maurice T. Groen
Vice-Presidents .....E. Fischel; R. Groen

•

De Frenes Co.

1909 Buttonwood St., Philadelphia 30, Pa.
Phone: RIttenhouse 6-1686

Pres., Gen. Mgr.....Joseph De Frenes

Services Offered—Production of 16mm. & 35mm. films, black & white, color.

•

Demby Productions, Inc.

Hotel Plaza, 1 West 58th St., N. Y. 19, N. Y.
Phone: PLaza 9-2495

President.....Emanuel H. Demby
Vice-President .....Harry Meltzer
Secretary-Treasurer .....Mildred Demby
Dramatic Scripts.....Betty Jeffries
Research.....Dr. S. Levine
Story Editor.....Al Marshack

Services Offered—TV live and film production; theatrical release, public relations; affiliated with Motivation Research Associates for study of audience preferences.

Productions — "Hollywood to Broadway" (film series), Half the World's A Bride; Alfred E. Smith Story; Witch On Wheels.

van praag
productions
PRODUCERS OF COMMERCIAL,
INDUSTRIAL AND TELEVISION FILMS
1600 BROADWAY
NEW YORK 19, NEW YORK
PLaza 7-2857-2687-2688

Dephoure Studios

782 Commonwealth Ave., Boston 15, Mass.
Phone: BEacon 2-5722
Owner.....Joseph Dephoure

Services Offered—Motion picture production, studio facilities, processing laboratory, b&w and color printing, editing, slides and slidefilms, magnetic and sound on film recording.

•

Depicto Films, Inc.

254 W. 54th St., New York 19, N. Y.
Phone: COlumbus 5-7620
President .....John Hans
Exec. V.P.....Jack R. von Maur
Vice President.....Charles S. Hans
Gen. Production Mgr.....Carl V. Ragsdale

Services Offered—All types visual media—motion pictures, motion slidefilms (filmagraphs), television commercials, 3-D and 2-D photography, filmstrips, sound slidefilms, slides, telops, widescreen panoramic filmstrip presentations, artwork, animation, writing services.

•

Louis deRochemont Associates

380 Madison Ave., N. Y. 17, N. Y.
Phone: OXford 7-0350
President.....F. Borden Mace

Services Offered—Production and distribution of films on order.

•

Desilu Productions, Inc.

Business Office:
846 No. Cahuenga Blvd., Hollywood 38, Calif.
Phone: HOllywood 9-5981
President .....Desi Arnaz
Vice-President .....Lucille Ball
Exec. V.P.....Martin Leeds
Vice President.....Argyle Nelson
Vice President.....Andrew G. Hickox
Exec. Prod.....Samuel Marx
Treasurer .....Edwin E. Holly
Publicity .....Ken Morgan

Services Offered—Complete production facilities for entertainment and commercial films from script to final editing.

Productions—"I Love Lucy," "December Bride"; technical producers of "Make Room for Daddy," "It's Always Jan," "Our Miss Brooks, "The Lineup," "Wyatt Earp," "My Favorite Husband," "Forever, Darling," Zanra production for MGM.

•

Walt Disney Studio

2400 W. Alameda Ave., Burbank, Calif.
Phone: Cal.:TH 2-6131; N. Y.: PL 9-3880
Chairman of Board.....Walt Disney
President .....Roy Disney
Treasurer.....Paul L. Pease
Studio Prod. Mgr.....W. H. Anderson
Adv., Publicity Head.....Card Walker

Films from Britain for Television

since the birth of television we have been the most consistent suppliers of the best documentaries available to virtually every TV station in the country at the most reasonable prices.

have you heard about our planned 12½-minute, 26½-minute, 56½-minute documentary programmes?

if not, write, wire or telephone today to lester schoenfeld distribution manager

BRITISH INFORMATION SERVICES
30 Rockefeller Plaza, New York 20, N.Y.
Circle 6-5100

Jack Douglas Productions

c/o Centaur Studios, 7657 Melrose Ave.
Hollywood, Calif.
Phone: HO 4-7574

Producer-Director .....Jack Douglas
Camera .....Bill Morrison

Services Offered—52 half-hour documentary films for distribution.

Productions — "I Search for Adventure." "Kingdom of The Sen," "Golden Boy."

●

Sherman H. Dryer Productions

17 E. 48 St., New York 17, N. Y.
Phone: PLaza 5-4730

President.....Sherman H. Dryer

●

Dudley TV Corp.

9908 Santa Monica Blvd., Beverly Hills, Calif.
Phone: CR 1-7258
501 Madison Ave., New York, N. Y.
Phone: EL 5-1076

President .....Carl Dudley
Exec. Vice-Pres.....Don McNamara

●

Dynamic Films, Inc.

112 West 89th St., New York 24, N. Y.
Phone: TRafalgar 3-6221

President .....Nathan Zucker
Exec. Prod.....Lester R. Bobker
Film Dist. Dir.....Helen R. Kristt
Editorial Chief.....Irving Oshman
Production Mgr.....Sol S. Feurman

Services Offered—Complete motion picture production in both 16 mm and 35 mm. Sound recording studios fully equipped for complete service. Film distribution, producers for television, industry, institutional, commercials, open end TV film program series.

Productions — "On Stage With Monty Woolley," "Christmas Carols," "Speed Classics," "A Place To Live," "Operalogs," "Young Audiences;" "Writers of Today," 'Let's Have Music," "Roses & Champagne."

●

East Coast Television, Inc.

157 E. 69th St., New York, N. Y.
Phone: RE 7-9200

President .....John Gilmour
Exec. Vice-Pres.....W. Huston, E. R. Baker
Treas., Prod. Mgr.....Ben Kranz

Services Offered—TV films for commercials, industrials, sales, etc.

Productions—"Pall Mall," "Molsums Ale," RCA.

●

Easton Films Inc.

334 East 74th St., New York, N. Y.
Phone: TR 9-4830

President .....Theodore Bennahum
Vice-Pres. .....Ralph Elan
Sec. and Treas.....Sidney Estridge

Services Offered—Complete facilities for film productions, cutting rooms, projection rooms, drive-in facilities, clients' office, very high ceilings.

FRANK SEAVER ALEX LEFTWICH

SEAVER-LEFTWICH, INC.

16 East 40th Street
New York 16, N. Y.

MUrray Hill 4-1705

Educational Films Corp. Of America

1501 Broadway, New York 36, N. Y.
Phone: PEnnsylvania 6-1780

President.....Earl W. Hammons
Vice President.....V. H. Hammons
Vice-Pres.....Bernard J. Prockter
Treasurer .....John Prockter
Secretary .....L. Loweninthan

Services Offered—Films for theatrical release, for educational purposes, television shows live or on film. Producing on the West Coast and in New York.

•

Dougfair Corp.

666 N. Robertson Blvd., Los Angeles 46, Cal.
Phone: CRestview 1-8107

President.....H. Alexander MacDonald
V.P., Treas.....Fred Hoar
Vice Pres.....Irving Rubine

Services Offered—Producer of TV series.

•

Elan-Porter Productions Inc.

19 W. 45th St., N. Y., N. Y.

President .....Raphael Elan
Exec. V.P., Production.....Ralph Porter

Services Offered—Producers of film commercials, series; animation.

Peter Elgar Productions, Inc.

18 E. 53rd St., New York, N. Y.
Phone: MU 8-5626

President .....Peter Elgar
Vice Pres.....Julius Edelman
Sec'y-Treas.....Jessie B. Anderson

Services Offered—Producers of industrials, documentaries and films for television.

Productions—Half-hour color films: "Beer Belongs," for the U. S. Brewers Foundation, Inc.; "The Schaefer Story" for the F & M Schaefer Brewing Co.; "From the Atlantic to the Pacific," for the Pabst Brewing Co.; commercials: Cheer; Gulf Oil Co.; A. T. & T.; Dromedary Cake Mixes; La Rosa Spaghetti; Domino Sugar; Beechnut Gum; Burmil Stockings; Remington Shavers.

•

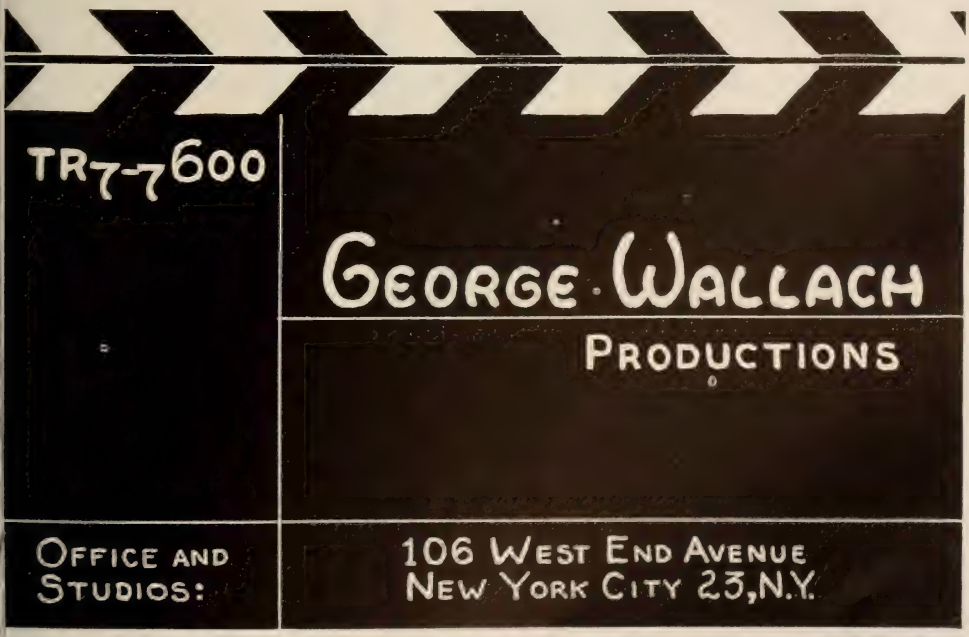
Elliot-Unger-Elliot

414 West 54th St., New York 19, N. Y.
Phone: JUdson 6-5582

President .....Stephen Elliot
V.P. .....William H. Unger
Treasurer .....Michael Elliot
Controller .....William Sohl
Casting Director.....Mary Jean Allen

Services Offered—Specializing in TV filmed commercials. Two large sound stages completely set up for service to advertising agencies.

Current Productions — Eastman Kodak, Tide, Scott Paper, Ivory, Brillo, Campbell



Soup, Pan American, General Mills, Post Cereals, Zest.

•

Empire Production Corp.

480 Lexington Ave., New York, N. Y.
Phone: PL 9-4500

President .....Arthur Lubo
Vice President.....Fred De Jaager
Sec'y-Treas.....Helen D. Kelleher
Gen. Oper. Mgr.....William Reilly
Acct. Exec.....David Lion

Services Offered—Complete film production facilities: Air conditioned studios; 2 screening rooms, editing, production and filming of spots, programs; industrials: packing, shipping, library service.

•

Robert J. Enders, Inc.

1001 Connecticut Ave., N.W.,
Washington 6, D. C.
Phone: STerling 3-2222

President.....Robert J. Enders
Exec. Vice-President ....Howard A. Enders
Vice-Pres. Sls.....Ray Hill
V.P. & Exec. Prod.....Robert L. Friend
General Manager.....Gus Eisenman
Director of Scripts.....Grace Waldman
Coordinator .....Mimi Griffin
Production Mgr.....Stanley Bass

Services Offered—Producers of motion pictures for television and industry. Commercials; animation; consultants. Complete production from concept and story board. Packagers of programs for local sponsorship.

Productions — Charles Goren on Bridge (series). The Roger Hornsby Baseball School (series). Escape Route; Bombproof; Tomorrow-Today (series); The Daily News Story.

•

Endorsements, Inc. (TV)

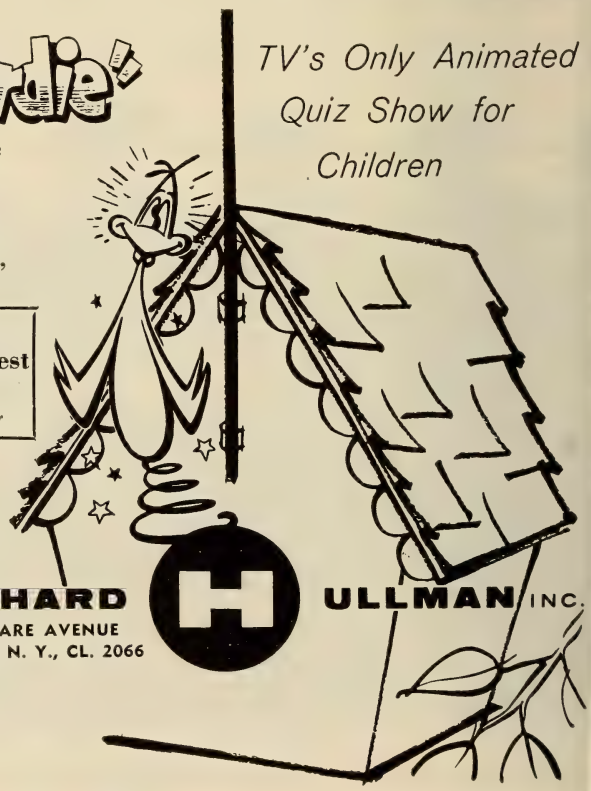
65 East 55th St., New York 22, N. Y.
Phone: PLaza 1-0320

President .....Jules Alberti
Vice-Pres. .....Dr. Harold S. Wadro
Sec.-Treas. .....Carol Batchelder
Asst. to Pres.....Chris Anderson

Services Offered—Endorsements and testimonials live and film for TV.

Available in 5, 15 and 30-minute segments, a perfect participation spot carrier for Children's programs. Results? Contact WBKB-TV, Chicago; KOOL-TV, Phoenix; WGBI-TV, Scranton.

Newest Sensation in Radio
KASH BOX — radio's biggest local jackpot.
Write for Full Information Today



Espana Mexico Argentina, S.A. de C.V.

Barcelona No. 15, Mexico 6, D.F. Mex.
Phone: 35-10-44

President.....General Juan F. Azcarate
Rep. to Adv. Agencies.....Jesus Nieto M.
Secretary .....Srita. Blanca Martinez

Services Offered—Production, distribution and exhibition of weekly theatre reels, minute films and commercial spots.

•

Excelsior Pictures Corp.

1564 Broadway, New York 36, N. Y.
Phone: CIrcle 5-6157

President .....Walter Bibo

Services Offered—Distribute various features and shorts.

•

Explorers Pictures Corp.

1501 Broadway, New York, N. Y.
Phone: LO 4-5592

Pres.-Gen. Sales Mgr.....Jules B. Weill
Asst. Sales Mgr.....Samuel Greller
Chief Booker.....Monty Raphaelson

Services Offered—Motion picture films for TV, feature and half hour length.

•

Family Films, Inc.

1364 N. Van Ness Ave., Hollywood 28, Calif.
Phone: HO 4-1176

Pres., Supervisor Prod.....Sam Hersh
Assoc. Prod.....Pierre Coudere
Assoc. Prod.....Roy Luby

Services Offered — Inspirational films for TV, church, educational and non-theatrical release.

•

Family Theatre

7201 Sunset Blvd., Hollywood 46, Calif.
Phone:HOllywood 2-1317

Pres.-Prod.....Father Patrick Peyton, C.S.C.
Vice-Pres. .....Jerome Lawyer
Sec.-Treas.....Father John T. Corr, C.S.C.
Assoc. Prod....Father Philip Higgins, C.S.C.

Services Offered—Complete TV film rentals.

Productions—15 half hour religious rentals.

•

Jerry Fairbanks Productions

6052 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 2-1101

Pres., Exec. Producer.....Jerry Fairbanks
Sales Mgr. (Chicago).....Fenton McHugh
Production Manager.....John McKennon
Sales Mgr. (Hollywood).....John Forsyth
Sales Manager (N. Y.).....Edward Cullen
Studio Manager.....Robert Scrivner
Head, Creative Dept.....Leo S. Rosencrans

Services Offered—Producers of all types of films for television, including package programs, agency shows, spot announcements, and special featurettes. Also commercial and theatrical motion picture producers.

Transfilm

A COMPLETE CREATIVE SERVICE SETTING THE HIGHEST STANDARDS IN FILM PRODUCTION

TV Commercials
TV Programs
Industrial Films

TRANSFILM
INCORPORATED

35 WEST 45th STREET, NEW YORK 36, N. Y. JUDSON 2-1400

Brochure on request

Don Fedderson Productions

120 El Camino, Beverly Hills, Calif.
Phone: BRadshaw 2-8031

President .....Don Fedderson
Vice President.....Fred Henry

Productions—"Liberace," "Life With Elizabeth," "The Betty White Show." "Millionaire," "Do You Trust Your Wife?"

●

Federal Telefilms, Inc.

1041 N. Formosa Ave., Hollywood 46, Calif.
Phone: HOllywood 7-5111

President.....William (Buster) Collier
Vice President.....Harry Joe Brown
Secretary.....Louis L. Goldman
Chairman Bd. of Dir.....Randolph Scott

Services Offered—Producers of Filmed TV shows.

Productions—"Crossroads."

●

Paul J. Fennell Co.

404 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: CRestview 6-0847
40 E. 40 Street, New York 16, N. Y.
Phone: LExington 2-2384

Owner-Producer.....Paul J. Fennell
Technical Dir.....John E. Burke
Business Manager.....Claudia Rinaldi

Services Offered—Producers of Public Relations, training and commercial films; live action and animation; specializing in animated cartoons, safety series for Ford Motor Co.; TV commetrcials include Campbell's Soup, Schmidt's Beer, Rice Krispies, U. S. Keds; U. S. Royal Master Tires; Mounds & Almond Joy.

●

Frank Ferrin Productions

6528 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-3628

Producer-Director .....Frank Ferrin
Assoc. Producer.....Ralph Ferrin
Casting Director.....Virginia Mazzuca
Chief Cameraman.....Alan Stensvold

Productions—"Andy's Gang."

●

Filmack Corp.

1327 S. Wabash Ave., Chicago 5, Ill.
Phone: HArrison 7-3395

President .....Irving Mack
Treasurer .....Joe Mack
Secretary .....Bernard Mack
Prod. Manager.....Pat Cascio

Branch Office
341 W. 44th St., New York, N. Y.
Phone: PLaza 7-0900

TV Sales Manager.....Don Mack
TV Production Mgr.....Jack Saperstein

Services Offered—Theatre & TV commercials specializing in cartoon stop motion and animation. Creative staff available for agency use.

●

Film Classic Exchange

1611 N. LaBrea Ave., Hollywood 28, Calif.

NORTH AMERICAN FILM CORPORATION

Producers of

TELEVISION COMMERCIALS

☆

EDGAR B. YUHL — ROBERT W. LARSEN

7417 Sunset Blvd. — Hollywood 46, Calif.

TWX LA 1995 — HOllywood 2-6937

Phone: HOllywood 7-4255
Manager.....Charles H. Tarbox
Services Offered—Library comprises more than 3,000 titles from 1895 to 1940; package features and westerns.

•

Filmcraft Productions

8451 Melrose Ave., Los Angeles 46, Calif.
Vice-President .....Charles Straus
Production Super.....Ferenz Fodor
Supervising Ed.....Norman Colbert
Film Distribution Mgr.....John Detra
Editor .....Bob Ford
Services Offered—Create, film and produce television programs, commercials, government and business motion pictures.
Productions — Groucho Marx "You Bet Your Life," "The Mark Twain Theater."

•

Filmeffects of Hollywood

1153 N. Highland Ave., Hollywood 38, Calif.
Phone: Hollywood 9-5800
Manager .....Charles Leeds
Services Offered—Specialized 35mm and 16mm color and black and white laboratory services for motion pictures and television.

•

Film Images, Inc.

1860 Broadway, New York, N. Y.
Phone: CIrcle 7-1877
President .....Rosalind Kossoff
Vice President.....Nicholas Bongard
Treasurer .....Harry Bimberg

•

Filmaster Productions, Inc.

650 N. Bronson Ave., Hollywood 4, Calif.
Phone: HOllywood 9-8321
President.....Robert W. Stabler
Vice-Pres.....Glenn N. Cook
Secretary .....Clifford Enger
Treasurer .....Patricia Tracey
Services Offered—Production all types TV Films.
Productions—"Gunsmoke."

•

Films of the Nations, Inc.

62 W. 45th St., New York 36, N. Y.
Phone: MUrray Hill 2-0040
Pres.....Henry M. Moolman
Vice President.....Birger Nordholm
Treasurer .....Henry Pillichody
Secretary.....William Rosenfeld
Exec. Dir. .....Maurice T. Groen

•

Film Studios of Chicago

135 S. LaSalle St., Chicago, Ill.
Phone: Central 6-8147
Gen. Sls. Mgr.....H. A. Spanuth
Services Offered — Producers, distributors of film shorts.

CINEMA RESEARCH

Optical Printing

16 MM Animation • Titles 35 MM

COLOR — BLACK & WHITE

7000 ROMAINE Hollywood 38, California

Phone — HOllywood 2-7464

Film Vision Corp.

M. C. Pictures, Inc.
1501 Broadway, N. Y., N. Y.
Phone: LOngacre 3-6187
Executive V.P.....Jerome Balsam
Services Offered—Distributors of features.

•

Fiore Films

128 Mallory Ave., Jersey City, N. J.
Phone: HEnderson 2-4474
Executive Director.....M. A. Fiore, Sr.
Sound & Production.....A. A. Fiore, Sr.
Photography .....Leo Lowenthal
Distribution .....R. Burke

Services Offered—16 & 35 mm. educational and documentary, public service films, black and white or color, for industry, TV, public relations, religious civic organizations. Sound slide films, Animation. TV commercials.

Facilities—Complete 16 and 35 mm. film equipment.

Current Productions—The Dolls In Your Life; The Window Beautiful; The Yearlon Story; Right Time For Toys; Teaching Your Child With Toys.

Commercials—Friend-Reiss, Sardo by Sardeau, Inc.; Custom Paint and Chemical Co.; Halogene; Watchung Lake.

Flamingo Films

509 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4800
Partners .....Joseph Harris, James B. Harris, Sy Weintraub, David L. Wolper

Services Offered—Producers and distributors of television film.

Current Productions—"Stars of the Grand Ole Opry," "Cowboy G-Men," "Beulah," "Flamingo Theatre," "Superman," "Wild Bill Hickok."

•

Flying A Productions

6920 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 9-1425
Partners.....Mitchell J. Hamilburg, Gene Autry, Armand Schaefer
Partner & Exec. in chg. of Production.....Armand Schaefer
Exec. Producer.....Louis Gray
Exec. Asst.....Philip Cobey

Services Offered—Production of TV films and commercials.

Productions—"Gene Autry Show," "Annie Oakley Show," 'Range Rider Show," "Adventures of Champion," "Buffalo Bill, Jr."

•

Fortune Features, Inc.

1501 Broadway, New York, New York
Phone: LOngacre 4-5592
President.....Jules B. Weill
Sales Manager.....Sam Greller
Chief Booker.....Monty Raphaelson

AWARD WINNING SPORT PROGRAMS

"THE JIMMY DEMARET SHOW"

FEATURING

BING CROSBY • BOB HOPE • JERRY COLONNA
TED WILLIAMS • SAM SNEAD • BOBBY JONES
GENE SARAZEN • PAUL HAHN • JACKIE BURKE

• IN WORK SERIES

KNOW YOUR BASEBALL,
HUNTING AND FISHING
GREAT SPORT THRILLS

AWARD TELEVISION CORP.

1501 BROADWAY NEW YORK 36, N. Y.

Services Offered—Motion picture features for TV.

●

Fortune Merchandising Corp.

(Productions Division)
8435 Melrose Ave., Hollywood 46, Calif.
Phone: OLympia 2-1000

President .....Leonard Shane
Exec. V.P.....Maxim Konecky
Prod. Coordinator.....J. M. Lench

Services Offered—Television film commercials, tailor-made and syndicated to TV properties.

●

Foundation Films Corporation

Citizens Bank Building, Pasadena 1, Calif.
Phone: SYcamore 6-2649, RYan 1-8121

Chairman of the Board.....John I. Bolen
Pres. & Gen. Mgr.....Richard D. Pearsall
Sec.-Treas. .....Eldon L. Eby

●

Four Star Productions, Inc.

RKO-Pathe Studios, 9336 W. Washington Blvd., Culver City, Calif.
Culver City, Calif.
Phone: TE 0-2931

President .....William Cruikshank
Producers.....Warren Lewis, Dick Powell, David Niven, Charles Boyer
Production Spvr.....Lloyd Richards
Producer .....Warren Lewis

Services Offered—Program series, creation, and pilot, servicing.

Productions — "Chevron Hall of Stars"; "DuPont Cavalcade."
"Four Star Theatre," "Stage 7."

●

Fremantle Overseas Radio & Television, Inc.

366 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-4344

President .....Paul Talbot
Secy-Treas. .....Lee Volker
Mgr. (Mexico).....Rene Anselmo
Manager, London.....Lane Blackwell

Services Offered—Distribution of American radio & TV products abroad.

Productions—Hopalong Cassidy (Spanish and Portuguess sub-titles); Movie Museum; Roller Derby; Encyclopedia Britannica; National Film Board of Canada.

●

Leon Fromkess

5746 Sunset Blvd., Hollywood 28, Cal.

Executive Producer.....Leon Fromkess

Productions — "Ramar of the Jungle," "Halls of Ivy," 'Ellery Queen," "Fury," and "Count of Monte Cristo."

●

Frontier Productions

c/o Hal Roach Studios
8822 Washington Blvd., Culver City, Calif.
Phone: TE 0-3361

Exec. Producer.....Worthington C. Miner
Producers-Writers.....Morton Fine, David Friedkin
Camera .....Jack MacKenzie

Jaime
del Valle

PRODUCER-DIRECTOR

RADIO AND TELEVISION

"The Line Up" — CBS-TV

Film Editor.....Johnny Faure
Services Offered—30 half-hour films.
Productions—"Frontier."

•

Gainsborough Associates

(See Program Producers)

•

Gallagher Films, Inc.

854 Shawano Ave., Green Bay, Wisc.
Phone: Hemlock 7-1307
President.....James C. Gallagher
Services Offered—Producers of film spot commercials.

•

Gateway Productions, Inc.

1859 Powell St., San Francisco, Calif.
Phone: Sutter 1-8464
President.....Alvin J. Gordon
Services Offered—Distributor of industrial and educational films.

•

W. J. German, Inc.

John St., Fort Lee, N. J.
Phone: N. J. Fort Lee 8-5100
N. Y. LOngacre 5-5978
President.....William J. German
Executive Vice-Pres. .....M. B. Reilly
Vice-Pres.....Louis A. Bonn
Treas. & Secy.....M. B. Reilly

Chicago Office
6040 North Pulaski Rd., Chicago 30, Ill.
Phone: Irving 8-4064
Vice-Pres. .....Thomas L. Gibshon
Services Offered—Agent for the sale and distribution of Eastman professional motion pictures and TV films.

•

W. J. German, Inc., of California

6677 Santa Monica Blvd., Hollywood, Calif.
Phone: HOllywood 4-6131
President.....William J. German
Vice Presidents....E. O. Blackburn, G. H. Gibson, J. L. Courcier, H. E. Pratt
Treasurer.....Edward O. Blackburn
Secretary.....M. B. Reilly
Services Offered—Agent for the sale and distribution of Eastman professional motion pictures and TV films.

•

General Film Laboratories

1546 North Argyle Ave., Hollywood 28, Calif.
Phone: HOllywood 2-6171
President.....C. Carleton Hunt
Vice-Pres. Secy.....Hans de Schulthess
Vice President.....R. G. Goodwin
Sales Director.....A. A. Brody

The Charles E. Skinner Productions, Inc.

Producers · Adapters · Consultants

TELEVISION - MOTION PICTURES - RADIO

1600 Broadway (Suite 312)
New York 19, New York
Circle 6-6915-6

General Offices and Studio
6226 Yucca Street
Hollywood 28, Calif.
HOllywood 2-6555

Producers of "SERGEANT PRESTON OF THE YUKON"
(In Wide Screen Eastman Color)

Sponsored by

THE QUAKER OATS COMPANY
on the CBS Television Network

In Preparation "RIDERS OF THE PONY EXPRESS"
(Saga of America's Heritage)

"UNDERWATER EXPLORERS" (work title)
(Intrigues and Adventures of Skin Divers)

Consultant Services and Program Development of Sponsored Closed Circuit TV Presentations
Convention Creation, Staging and Management
Contract Producing for Package Producers
Producers of Sponsored Sales Influence, Commercial Films
NATIONWIDE and FOREIGN Television and Non-Theatrical Distribution

Services Offered—Complete 16 and 35 mm. b & w developing and printing, plus 16 mm. Kodachrome duplicating, magnetic striping.

•

General Service Studios

1040 N. Las Palmas Ave., Hollywood, Calif.
Phone: HOllywood 7-3111
President ..... James Nasser
Vice President ..... George Nasser

•

General Teleradio, Inc.

RKO Teleradio Pictures, Inc.
Film Division
1440 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8000
President ..... Thomas F. O'Neil
Vice Presidents ..... Robert Manby, Dwight Martin
Sales Manager ..... Peter Robeck
Administrative Asst. ..... William Finkeldey
National Sales ..... William Gorman
Dir. of Traffic ..... Richard Sassenberg
Station Sales ..... Max Bradbard

Services Offered—Distribution of feature films, library films and 15 minute, half-hour films subjects.

Productions—"Greatest Drama," "Uncommon Valor," "Gangbusters," "Animated Fairy Tales," and 47 features.

•

Glenar Studios

6618 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-0406
Owner ..... Sid Glenar

Mel Gold Productions, Inc.

1639 Broadway, New York 19, N. Y.
Phone: JUdson 6-5444
President ..... Melvin L. Gold
V.P. of Production ..... Robert E. Gips
Exec. Dir., Indus. Films ..... Stan Cole
Exec. Producer ..... Dennis Carlin

Services Offered—Engaged in the creative production of: TV commercial films; TV program films; theatrical films; educational films; training films; "live" TV programs, industrial films.

Productions—Toyland Express.

•

Governor Television Attractions, Inc.

151 West 46th St., New York 36, N. Y.
Phone: JUdson 6-3675
President ..... Arthur Kerman

•

Harry S. Goodman Productions

19 E. 53rd St., New York 22, N. Y.
Phone: PLaza 5-6131
General Manager ..... Harry S. Goodman
Sales Mgr. ..... Everett F. Goodman
Office Manager ..... William Baron
Secretary ..... H. D. Knuth
TV Director ..... S. M. Wilson

Services Offered—15 minute shows on film, syndicated and custom made.

WILLIAM SELF

PRODUCER

"SCHLITZ PLAYHOUSE OF STARS"

for

Meridian Productions, Inc.

Productions—"Streamlined Fairy Tales," "Dilemma," "Bert & Elmer," "Cyclone Malone," "Jump-jump," "A Word From the Stars," "Stud's Place."

•

Grantray-Lawrence Animation, Inc.

1537 N. LaBrea, Hollywood 28, Cal.
Phone: HO 9-7968

President .....Ray Patterson
Vice-Pres. .....Robert L. Lawrence
Sec'y & Treas.....Grant Simmons

•

John Guedel Radio Productions

8321 Beverly Blvd., Los Angeles 48, Calif.
Phone: YOrk 6291

V.P. & Exec. Producer.....John Guedel

Services Offered — Radio and television packaging and producing.

•

Guild Films Co., Inc.

460 Park Ave., New York 22, N. Y.
Phone: MUrray Hill 8-5365

President .....Reub Kaufman
Exec. V.P., Treas.....Aaron Katz
V.P. Public Relations.....Lou Shainmark
Adv. & Sls. Prom. Dir.....M. Mendelsohn
Client Relations, Pub. Serv....Curt Kaufman
Executive Producer.....Bill Bertie

Services Offered—Producers-distributors of television film packages.

Productions — "It's Fun to Reduce," "Florian Zabach Show," "Life With Elizabeth," "Frankie Laine Show," "Conrad Nagel Theater," "Confidential File," "The Goldbergs," "Joe Palooka," "I Spy," "Looney Tunes," "MPTV Feature Film Library."

•

Jack Goetz

1148 San Ysidro, Beverly Hills, Calif.

Owner .....Jack Goetz

Services Offered—Lab. service for all TV requirements; 16 & 35 mm. television features, serials and shorts.

•

Gross-Krasne, Inc.

650 No. Bronson, Los Angeles 4, Cal.
Phone: HO 9-8321

Producer.....Jack J. Gross
Producer .....Philip N. Krasne
Exec. V.P.....Lee Savin
Casting Dir.....Lynn Stalmaster

Services Offered—Studio facilities for TV and motion picture producers. Currently producing "Test Pilot" and "O. Henry."

•

Herman Hack Productions

2441 N. Beachwood Dr., Hollywood 27, Calif.
Phone: HOllywood 7-0557

Owner .....Herman Hack

Services Offered—This series features The Frontier Parson, Herman Hack. They are youth program films, mostly for churches and schools. They are sold on lease fee and the rentals are handled by Film Rental Libraries. TV write for details.

Productions—"Frontier Parson" series.

RALPH LEVY

CBS-TV

Producer-Director

Handel Film Corporation

6926 Melrose Avenue, Hollywood 38, Calif.
Phone: WEbster 6-5924
President.....Leo A. Handel
Vice President.....John Mansure
Secretary .....Monroe Manning
Services Offered—Production of films for television, production of film commercials.
Productions—"The Magic of the Atom," "Harbor Patrol,"

•

The Jam Handy Organization, Inc.

2821 E. Grand Blvd., Detroit 11, Mich.
Phone: TR 5-2450
N. Y. Phone: JUdson 2-4060
President .....Jamison Handy
Executive Vice-Pres.....Oliver Horn
V.P. Training Devices.....John Campbell
V.P. Sls. Devel.....Everett Schafer
V.P. Cust. Contact.....George B. Finch
V.-P. Automotive Contacts...Wm. G. Luther
Secretary.....Avery W. Kinney
Treasurer.....Allan E. Gedelman
Purchasing Agent.....Charles Goodenow
Services Offered — Producers of commercial films and spots; industrial films, slide-films, sales training programs.

•

Harriscope, Inc.

355 North Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 6-4632
President.....Burt I. Harris
Associate Producer.....Norman Retchin
Film Director.....Harry Kaye
Office Manager.....C. Coleman
Services Offered—Packager, producer and distributor of television film shows.

•

Mark Hawley Associates, Inc.

520 Fifth Ave., New York 22, N. Y.
Phone: MU 2-5844
President.....Mark H. Hawley
Vice President.....Perry King
Gen. Mgr., West Coast..Juan C. Hutchison
Office Mgr., West Coast....Florence Barnum
Services Offered—Station program representatives, program and station brokers, television consultants. Purchase TV film from all suppliers for stations.

•

Hawley-Lord, Inc.

205 E. 43rd St., New York 17, N. Y.
Phone: OXford 7-2520
President .....Andre Lord
V.P. Treas.....Lewis D. Abbott
Secretary .....Gordon Shadwick
Services Offered — Production of 16 mm. color motion picture shorts on hunting and fishing.

•

Sam Hayes Productions

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 3-1515
Pres. & Gen. Mgr.....Sam Hayes
Secretary .....Hazel Thornton

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Producing
"WALT DISNEY'S MAGIC KINGDOM"
Starring
WALLY BOAG and DONALD NOVIS
Direct From
DISNEYLAND PARK,
Anaheim, California
ABC Radio Network

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"WELCOME TRAVELERS"
Starring Tommy Bartlett
"STOPOVER"
with Joe E. Brown
"MIRACLES CAN HAPPEN"
Starring Pat O'Brien
"FORTUNES IN FAITH"
with Dr. Preston Bradley

•

In Preparation
"CHICAGO '56" TV Series

•

LES LEAR PRODUCTIONS
CHICAGO • HOLLYWOOD

Hile-Damroth, Inc.

270 Park Ave., New York 17, N. Y.
Phone: PLaza 5-2078

President.....Charles B. Alling, Jr.
Vice-President.....James L. Hile
Vice President.....John J. Collins
Services Offered—Sales consulting.

•

Hoffberg Productions Inc.

362 W. 44th St., New York 18, N. Y.
Phone: CIrcle 6-9031

Pres., Treas.....Jack H. Hoffberg
Vice Pres.....M. Hoffberg
Sec'y .....W. Charney
Asst. Treas.....Leo Tolin
Services Offered — Distributors of half hour, quarter hour and ten minute series of films, including Stories of the Operas in 15 minutes, Famous People Series, Encyclopedia Series, Documentary Adventures.

•

Hollywood Film Company

946 N. Seward St., Hollywood 38, Calif.
Phone: HOllywood 2-3284

Partners.....Ben & Harry Teitelbaum
Services Offered—Manufacture and sell editing supplies and equipment, reels, cans and shipping cases.

Hollywood Film Enterprises, Inc.

6060 Sunset Blvd., Hollywood, Calif.
Phone: HOllywood 4-2181

President .....Mickey Kaplan
Sales Manager.....T. H. Emmett
Services Offered — Distributor of film shorts.

•

Hollywood Television Service, Inc.

4020 Carpenter Ave., N. Hollywood, Calif.
Phone: SUnset 3-8807

President.....Earl R. Collins
Services Offered—Distributes motion pictures for TV.

•

Hurrell Productions Inc.

333 No. Rodeo Dr., Beverly Hills, Calif.
Phone: CR 1-8593

Manager .....George E. Hurrell
Services Offered—TV package programs (and commercials) and production.

•

Sandy Howard Productions

853 7th Ave., N. Y., N. Y.
Phone: JUdson 6-6610

President .....Sandy Howard
Director Programs.....Lee Polk
Merchandise Director.....Mark Reynolds
Assoc. Prod.....Marvin Paige
Services Offered—Producers of TV films.

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112 West 44th Street

New York 36 PLaza 7-4162

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Phone: LOngacre 4-8234
9100 Sunset Blvd., Hollywood 38, Calif.
Phone: CR 4-6955
709 Fox Bldg., Detroit, Mich.
Phone: WOodward 1-3979

President.....Jerome S. Hyams
V. P. & Treas.....Louis Goldstein
Sales Mgr.....Bob Seidelman

Services Offered — Westerns, cartoons, miscellaneous shorts.

•

Ideal Pictures, Inc.

58 E. So. Water St., Chicago 18, Ill.
Phone: FInancial 6-5480

President.....Paul R. Foght
Treas. .....Carroll Hadden
Secretary.....W. C. Kirkpatrick, Jr.

•

Imperial World Films, Inc.

49 E. Oak St., Chicago 11, Ill.
Phone: MIchigan 2-6200

President.....Russell W. Davis

•

Imppro Productions, Inc.

7324 Santa Monica Blvd., Hollywood 46, Cal.
Phone: OL 4-2800

President.....Herbert L. Strock
Vice-President.....Richard G. Taylor

Services Offered: Produce filmed shows, commercials; rental sound effects library, cutting rooms & equipment.

•

IMPS, Inc.

515 Madison Ave., New York 22, N. Y
Phone: ELdorado 5-6620
Studio Phone: PLaza 7-4823

President .....Ben Gradus
Production Supervisor.....Walter Sachs
Dir. of Sales.....Ezra R. Baker, Jr.

Services Offered—Producer of TV commercial, industrial, PR, educational, sales, personnel training and filmed shows.

Productions—Crowded Paradise; Helena Rubinstein TV spots.

•

Information Productions, Inc.

5 East 57th St., New York 22, N. Y.
Phone: PLaza 9-8620

Chairman & Treas.....Alfred Butterfield
President.....Thomas H. Wolf
Chief Director.....Arthur Zegart
Assoicate Producer.....Robert W. Asman
Production Manager.....Hugh C. Foster

Services Offered—Production of all facets of motion picture work, including sound slide, motion slide, animation, and motion picture.

Productions—The Search, Air Power, You Are There, untitle series for Marine Studios.

Motion Pictures for Television and Industry

Lalley and Love Inc.

565 FIFTH AVENUE
New York 17, N. Y.
ELdorado 5-1382

Institute of Visual Training, Inc.

40 East 49th St., New York 17, N. Y.
Phone: ELdorado 5-1443
President.....William J. Ganz
Chg. of Production.....Herbert R. Dietz
Chg. of Distribution.....Rita Hicks
Office Manager.....J. B. Page
Services Offered—Producers of motion pictures, slide films and films for TV, and non-theatrical audiences.

•

International Film Foundation, Inc.

345 East 46th St., New York 17, N. Y.
Phone: OX 7-1888
Executive Dir.....Julien H. Bryan
Services Offered—(1) Production of documentary films. (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

•

International Geographic Pictures

1776 Broadway, New York 19, N. Y.
Phone: CIrcle 6-4486
Executive-Pres. .....J Allen Julier
Services Offered—Producers of educational motion pictures.

International News Service

235 E. 45th St., New York 17, N. Y.
Phone: MU 7-8800
General Mgr.....J. Kingsbury Smith
Editor-in-Chief .....Barry Faris
Ass't. Gen. Mgr.....P. G. Reed
Managing Editor.....P. R. Allerup
Business Mgr.....Robert W. Brown
TV Sales Mgr.....Robert H. Reid
Radio & TV News Dir.....John M. Cooper
Promotion Mgr.....Kenneth Smith
Services Offered—Telenews daily, weekly and sports film services; facsimile circuit carying with on-the-spot audio recordings.; INS leased wire.

•

International 16mm. Corp.

(See Program Producers)

•

Interstate TV Corporation

4376 Sunset Drive, Hollywood 27, Calif.
Phone: NOrmandy 2-9181
445 Park Ave., New York 22, N. Y.
Phone: MU 8-2545
President.....G. Ralph Branton
Vice-President.....Lloyd Lind
Services Offered—Production and distribution of motion pictures for television.
30 minute package shows.

•

Inter-TV Films, Ltd.

1410 Stanley St., Montreal, P. Q., Canada
President .....Marcel Leduc

SUPPORT THE

AMERICAN RED CROSS

Vice President.....Robert Jouglet
Secretary .....Jules Dupre
Treasurer .....Jean Thys

Branch Offices

147 University Ave., Toronto, Ontario, Can.
Manager .....Norman Brown

133 E. 54th St., N. Y. 22, N. Y.
Exec. in charge.....Olga Lampard

Services Offered—Producers and distributors of TV film packages. Represents European film companies in Canada.

•

Lou Irwin, Inc.

9165 Sunset Blvd., Hollywood 46, Calif.
Phone: CR 1-7131

President.....Lou Irwin
Associates.....Ted Wilk, Jack Kalcheim
Story Dept.....Frances Manson
Exec. Secretary.....Jay Schlein

Services Offered—Representing producers, directors, actors, actresses, dance directors and all personnel pertaining to the film, television and radio industry.

•

Italian Films Export, Inc.

1501 Broadway, N. Y. 36, N. Y.
Phone: LOngacre 4-4843

President.....Ralph B. Serpe
General Sales Manager.....Manny Reiner

Services Offered—Importer of TV films.

Jason Comic Art

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 3-9370

Director .....Leon Jason

Services Offered—TV film, production, talent, puppet design, commercials.

Current Productions—Jingle Dingle.

•

Jewell Radio and Television Productions

185 No. Wabash Ave., Chicago 1, Ill.
Phone: FInancial 6-4474

President.....James E. Jewell
Vice-President.....W. Ralph Jewell
Manager.....Charles P. Flynn
Treas. .....Lincoln Douglass
Secretary.....M. P. Casey
Editor .....James Lawrence

Services Offered—A complete radio and television production service. Scripts, Copy, Music, Direction. Transcribed package shows, spots.

Productions—"Silver Eagle," "The King's Jester Show."

•

Bernard E. Karlen Productions

270 Park Ave., New York 17, N. Y.
Phone: PL 9-3107

Exec. Producer.....Bernard E. Karlen
Associate Producer.....Roland N. Karlen

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AND ASSOCIATES
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"THE FRANKIE LAINE TV SHOW"
Produced by GUILD FILMS

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"THE EDDIE CANTOR TV SHOW"
A ZIV Television Film Production

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"DO YOU TRUST YOUR WIFE?"
A DON FEDDERSON Production

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Produced by
INTERNATIONAL ARTISTS, LTD.

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TEXAS RASSLIN'...

Don't put your head in a hammer-lock . . . Take a strong dose of that BIG TEXAS RASSLIN' pullin' power . . . (it pulls BIG for 62* current sponsors). *One-hour* and *half-hour* shows in continuous production.

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TEXAS RASSLIN'
SPORTATORIUM
Dallas, Texas
Phone: STerling 2083 or STerling 2173

Associate.....Lorraine S. Hoflin
Services Offered—Package program, both film and live. Production consultant, commercials and scripts.

●

Victor Kayfetz Productions

1780 Broadway, New York 19, N. Y.
Phone: CIrcle 5-4830
President .....Victor Kayfetz
Director of Sales.....Douglas Baker
Dir., Golden Snowball Div..Moriel Friedman
Animation Super.....R. M. Cooke
Prod. Assts.....Seymour Posner, Sylvia Gerson
Animator .....Abe Blashko
Services Offered — Motion picture producers specializing in sponsored public service films. Own all 16 and 35 mm. production equipment, have animation stand, art department.
Productions — Water World Series, The Last Story, Safety Is No Accident, Sailing Newfoundland Waters, Bermuda Treasure Hunt.

●

Herbert Kerkow, Inc.

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 1-1833
President .....Herbert Kerkow
Services Offered—Sound stage and complete equipment for production of public relations and TV films.
Productions — Introductory Psychology, Wood Preservation.

Kling Studios, Inc.

1058 W. Washington Blvd., Chicago 7, Ill.
Phone: SEeley 8-4181
Hollywood Phone: HOllywood 3-2141
President .....Robert Eirinberg
Executive Vice-Pres.....Harry W. Lange
West Coast Operations.....David Garber
Production Manager.....Jack Fenimore
Dir. Syn'd Film Div.....Chris Petersen, Jr.
Services Offered—TV commercials, package; industrial; full production facilities. TV commercials, film package shows TV. Services include full recording facilities, 35mm. & 16mm. production, black-and-white, or color, and animation.

●

Knickerbocker Productions, Inc.

1600 Broadway, New York 19, N. Y.
Phone: CIrcle 6-9850
President.....Howard A. Lesser
Vice-President.....Thomas S. Dignan
Secy.-Treas.....Mary Morrissey
Services Offered—Producers of all types

●

Kumin-Olenick Agency

355 N. Canon Dr., Beverly Hills, Calif.
Phone: CRestview 4-5221
Owners...Irving Cummin & Julian Olenick
Associate .....Jim Moloney
Services Offered—Representatives for motion pictures, TV.

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Beverly Hills, California
CHICAGO NEW YORK

Lakeside TV Co., Inc.
1465 Broadway, New York, N. Y.
Phone: LO 5-4582
President .....Richard Stevers
Exec. Vice-Pres.....Bernard Schulman
Services Offered — Film production and national and world TV distribution.
Productions—Where In The World.

•

Langlois Filmusic, Inc.
619 West 54th St., New York 19, N. Y.
Phone: JU 6-4155
Hollywood: HO 3-7114
President .....C. O. Langlois, Jr.
Sales Manager.....T. A. Roseen
Head Editor.....F. Lewin
West Coast Manager.....John Seely
Canada: Langlois Filmusic, Inc.
447 Jarvis St., Toronto 5, Ontario
Services Offered—Music library on tape, film and disc for TV, industrial, and theatrical films. Live and pre-recorded music scoring. Picture editing, narration, and music recording, mixing and sound effects library.

•

Lalley & Love Inc.
565 Fifth Ave., New York, N. Y.
Phone: ELdorado 5-1382
President.....James A. Love
Production Mgr.....L. H. Holton
Editor .....Bill Henry
Production Mgr.....L. H. Holton
Business Mgr.....Leonard Gross
Services Offered—TV spots and programs, also industrial films.

•

Lance Productions, Inc.
315 West 57th St., New York 19, N. Y.
Phone: PLaza 7-6167
President .....Lorraine Lester
Vice-President.....Leroy M. Sylverst
Treasurer.....Samuel H. Evans
Secretary .....George Lessner
Production Coordinator..Alford H. Lessner
Services Offered—TV film commercials, film series, documentary and industrial.
Productions—Secrets of the N. Y. Homicide Squad, 4-H Food Favorite, The Christopher Program.

•

Albert Lang Productions, Inc.
5746 Sunset Blvd., Hollywood 28, Cal.
Phone: HO 2-7111
Pres., Gen. Mgr.....Albert Lang
Vice-Pres., Sec'y.....Olga Haney
Services Offered: Writing, producing, distributing TV commercial films, live and film. Specialize in new products promotion.

•

Larchmont TV Studios
210 No. Larchmont Blvd., Los Angeles 4, Cal.
Phone: HOllywood 9-2895
Pres., Gen. Mgr.....Jack Miles
Services Offered — TV sound stage with complete facilities for rental and packaging of TV film properties.

"FATHER KNOWS BEST"

WEDNESDAY NIGHTS—8:30 P.M.

NBC-TV

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NEW YORK 17, N. Y.
MUrray Hill 2-8451

Latin American Radio Television Corp.

500 Fifth Avenue, New York 36, N. Y.
Phone: LOngacre 4-7980-1
President.....Joseph Novas, Jr.
Barcenas A Rio No. 134 Caracas, Venezuela
Mgr. New York Office.....Anthony Suarez
Services Offered: Producers of filmed commercials for Spanish television; distributors of packaged TV programs to Latin America through offices at Caracas, Havana, Mexico and San Juan.

•

Robert Lawrence Productions, Inc.

418 W. 54th St., New York 19, N. Y.
Phone: JUdson 2-5242
President.....Robert L. Lawrence
V.P. Studio Operations.....Louis Mucciolo
Casting Director.....Barbara Cooper
Production Supervisors .....Doris ..Reichbart, Jerry Maticka

•

Robert Lawrence Productions (Canada) Ltd.)

32 Front St., West, Toronto 1, Canada
Phone: EMpire 4-1448
Manager .....John T. Ross
Treasurer .....Philip Kornblum
Chief Film Editor.....Henry Traiman
Services Offered—Film—to order—television commercial announcements and television package programs.

Les Lear Productions Corp.

Hotel Sherman, Chicago 1, Ill.
Phone: FRanklin 2-2100
President .....Les Lear
Services Offered—Radio, TV & film production.

•

Leichter, Mitchell

6811 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 3-4181
Pres., Head of Prod.....Mitchell Leichter
General Manager.....Jean Rich
Services Offered—Producer, distributor of films for television.

•

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.
Phone: HOllywood 4-7287
Producer-Director .....Gene Lester
Chief Tech., Sound.....George Richardson
Comptroller.....Albert J. Silverman
Production Manager.....Martin Sperber
Services Offered—TV film packages and commercials.
Productions—"Hollywood on the Line," "Assignment Unknown" and others.

•

Lewis & Martin Films, Inc.

1431 N. Walls St., Chicago 4, Ill.
Phone: WHitehall 4-7477
President .....Martin Schmidhofer
Sales Manager.....Lou Krantz
Manager .....Herschell Lewis

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TECHNICAL ANIMATION
OFF CAMERA NARRRATION
DIRECT DIALOGUE
SPECIAL EFFECTS

JUdson 2-3816

Production .....Wolfram Dochterman
Services Offered—Motion picture production, script-writing, sound recording.

●

Lewislor Enterprises, Inc.

9756 Wilshire Blvd., Beverly Hils, Calif.
Phone: HOllywood 7-5111
Producer .....Bert Granet
Production Manager.....John London
Director .....Harry Keller
Art Director.....Frank Sylos
Casting Director.....Ruth Burch
Chief Cameraman.....Norbert Brodine
Music .....Harry Lubin
Services Offered—Producing films for television.
Productions—"The Loretta Young Show."

●

Library Films Inc.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-3450
President.....Paul N. Robins
Services Offered—Lease-sale TV rights mostly for foreign serials, features and shorts.

●

Lou Lilly Productions

5746 Sunset Blvd. ,Hollywood 28, Calif.
Phone: HOllywood 5-6325
Executive Producer.....Lou Lilly
Animation Supervisor.....Manny Gould
Film Co-ordinator.....John Fuller
Head of Sales.....Tim Ellis
Services Offered — TV commercials, animated-live action and industrial films.

Productions—Camels, Fab Soap, Nob Hill Coffee, Du Maurier, Bell Brand Potato Chips, Sugar Jets, and Drene Shampoo.

●

Lion Television Pictures Corp.

1501 Broadway, New York 36, N. Y.
Phone: PEnnsylvania 6-1780
President.....E. W. Hammons
Vice-President.....Robert M. Savini
Secretary-Treasurer.....T. Newman Lawler
Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

●

Robert Longenecker Agency

8428 Melrose Place, Los Angeles 46, Calif.
President.....C. Robert Longenecker
Services Offered—Production of programs, both film and live for TV. Representation of talent for TV, acting and creative.

●

Loucks-Norling Studios, Inc.

245 W. 55th St., New York 19, N. Y.
Phone: CIrcle 7-2366
President.....John A. Norling
Vice-President .....Hans Tiesler
Services Offered—The production of sales promotional, entertainment, personnel training and educational motion pictures, slide films and TV commericals. Also 3D production specialists.

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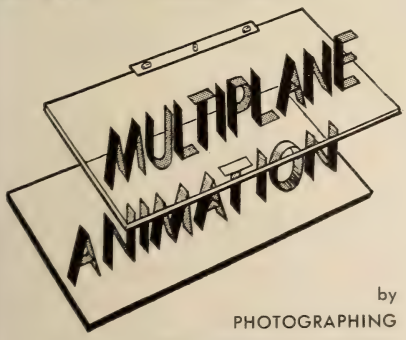
NEWEST DIMENSION



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JUDGE ROY BEAN
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A BRAND NEW WESTERN TV
SERIES OF 39 ½ HOURS SOLD
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Starring
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FEATURES & WESTERNS
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PETER M. PIECH, *Sales Mgr.*
15 West 44th St., New York 36, N. Y.
MUrray Hill 7-5311-2-3

Productions—Gillette, Goodyear, Folgers Coffee, Howard Johnson, Draino, Guild Wine.

●

John W. Loveton Productions, Inc.

9100 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 1-7225
Producer, President.....John W. Loveton
Services Offered—Producers of "Mr. and Mrs. North," "Topper" and "Scattergood Baines" series and commercials.

●

MAC Studios

Congress Hotel, Chicago 5, Ill.
Phone: HArrison 7-9660; N. Y.: CO 5-7220
President .....Richard Shelton
Vice President.....Phil Field
Services Offered — Distributors of syndicated film series, features films, selected short subjects and packages.

●

Magnetic TV Sound Company

854 Shawano Ave., Green Bay, Wisc.
Phone: HEmlock 7-1307
President.....James C. Gallagher
Services Offered—"Telesyne" permits use of magnetic sound with lip-syne or narrated films quickly. Fits present projection.

●

Major Television Productions, Inc.

1270 Ave. of the Americas, New York 20
Phone: PLaza 7-6990-1-2
President .....Irving Lesser
Vice President.....Seymour Poe

●

Marathon TV Newsreel Inc.

10 East 49th St., New York 17, N. Y.
Phone: MU 8-0985
President .....Konstantin Kaiser
Super. of Production.....Ken Baldwin
Office Mgr.....Arlene Litt
Services Offered—Public information films produced and distributed to television stations; news and special event coverage; world-wide news service; station consultants on TV news setups; stock footage library.
Productions — "The Screen Story," "Airhead," "The Mailed Fist," "Clear Iron," "Three . . . If By Air."

●

Mark VII, Ltd.

2400 W. Alameda, Burbank, Calif.
Phone: STanly 7-0621
President .....Jack Webb
Vice-Pres. & Treas.....J. R. Rodgers
Services Offered—Producer of "Dragnet" feature; "Pete Kelly's Blues" feature; "Pete Kelly's Blues" television series. Producer of miscellaneous television productions.

●

Marterto Productions, Inc.

846 N. Cahuenga Blvd., Hollywood, Calif.
Phone: HOllywood 9-5981
Producer.....Louis F. Edelman
Assoc. Producer.....Paul Jacobs

"DECEMBER BRIDE"

Created by

PARKE LEVY

NAT PERRIN

CBS-TV

Director .....Sheldon Leonard
Ass't Director.....Edward Hillie
Art Director.....Ralph Berger
Cameraman .....Robert deGrasse
Music Directors.....Earl Hagen, Herbert Spencer
Services Offered—Series for television.
Productions—"Make Room for Daddy."

•

Arnold Marquis Productions, Inc.

717 N. La Cienega Blvd., Hollywood 46, Cal.
Phone: OLympia 2-1262
President.....Arnold Marquis
Services Offered—Write, direct, produce and package radio and television programs; sales and service.

•

Marshall-Hester Productions, Inc.

521 Fifth Ave., N. Y. 17, N. Y.
Phone: MUrray Hill 7-2722
President.....A. W. Marshall
Vice President.....Harriet Hester
Services Offered — Producing and packaging live and transcribed radio and TV shows.

•

Masterpiece Productions, Inc.

45 West 45th St., New York 36, N. Y.
Phone: JUdson 2-4717
President .....Seymour Berdon
Sec., General Council.....Irwin Margulies
Treasurer .....Frances Kaplan
Services Offered—Distributors of 25 features.

•

Robert Maxwell & Associates

5746 Sunset Blvd., Hollywood, Calif.
Phone: HOllywood 2-6027
Producer .....Robert Maxwell
Photographer .....Stewart Thompson
Services Offered — Series of half hour filmed television shows of "Lassie."

•

McGowan Productions, Inc.

1416 N. LaBrea Ave., Hollywood 28, Calif.
Phone: HOllywood 2-0804
Producer.....Dorrell McGowan
Director.....Stewart E. McGowan
Production Mgr.....Clark Paylow
Services Offered — Commercials, shorts, features.
Productions — "Death Valley Days" and "Sky King" series.

•

Medallion Productions

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 2-6635
President .....John A. Ettlinger
Vice-Pres. Prod.....Robert A. Forrest
Editorial .....John Nash, T. E. Gladden
Services Offered—Production and distribution of TV film.
Productions—View the Clue, Paddy Pelican, Ince Theatre, Greenwich Theatre. Dis-

Latin America Radio Television Corp.

TV Film Distributors to Latin America

500 Fifth Ave., New York 36, N. Y.
LOngacre 4-7980-1

LARADIOTEL Offices:
Caracas — Havana — Mexico — San Juan

Whitney Ellsworth

SUPERMAN, INC.

Producing Superman Telefilms for

KELLOGG'S

Through Leo Burnett Agency

tribute 110 features and westerns in 11 western states.

•

Mercury International Pictures, Inc.

6611 Santa Monica Blvd., Hollywood 38, Cal.
Phone: HOllywood 5-1101
President .....V. E. Ellsworth
Vice-President.....D. L. Monahan
Sec.-Treas.....G. C. Cable
Services Offered—Complete production of films for television from script to final print.

•

Meridian Pictures

c/o Samuel Goldwyn Studios
1051 N. Formosa Ave., Hollywood, Calif.
Phone: HO 7-5111
Producer .....William Self
Prod. Mgr.....Ralph W. Nelson
Camera.....George E. Clemens
Casting .....Jack Murton
Services Offered—26 half-hour films.
Production—"Schlitz Playhouse of Stars."

•

MCA TV, Ltd.

598 Madison Ave., New York 22, New York
Phone: PLaza 9-7500
V.P. in Charge MCA-TV Ltd.
David V. Sutton
V.P. in Charge Sales.....Wynn Nathan
V.P. in Charge N. Y. Office..Aaron Beckwith
V.P., East Coast TV prod...Mort Abrahams
Eastern Sls. Mgr.....Frank Brill
V.P. in Charge Mid-West.....John Rohrs
V.P. in Charge of Southwest.....Ray Wild
V.P. in Charge sta. sls. Western Div.
Robert Greenberg
V.P. in Charge sta. sls. Eastern Div.
Lou Friedland
V.P. in Charge Mid-Eastern Reg. Off.
Hank Long

Branch Offices

430 N. Michigan Ave., Chicago, Ill.
Exec. in charge.....John Rohrs
9370 Santa Monica Blvd., Beverly Hills, Cal.
Exec. in charge.....Wynn Natthan
45 Newbury St., Boston, Mass.
Exec. in charge.....H. Wheeler
136 Victoria Blvd., Buffalo, N. Y.
Exec. in charge.....Hal Golden
426 Transportation Bldg., Cincinnati, Ohio
Exec. in charge.....F. Harner
1172 Union Commerce Bldg., Cleveland, Ohio
Exec. in charge.....DeArv Barton
2102 N. Akard St., Dallas, Texas
Exec. in charge.....Ray Wild
837 Book Tower, Detroit, Mich.
Exec. in charge.....E. Montgomery
2404 S. McGregor Day, Houston, Tex.
Exec. in charge.....K. Godfrey
325 Bankers Trust Bld., Indianapolis, Ind.
Exec. in charge.....F. Willis
1048 Northwestern Bldg., Minneapolis, Minn.
Exec. in charge.....C. Richter
504 Delta Bldg., New Orleans, La.
Exec. in charge.....R. McCausland
1906 Spruce St., Philadelphia, Pa.

The finest you see — come from INTER-TV

Producers & Distributors of Television Film Programs

World Wide

MONTREAL: 1410 Stanley Street
Plateau 4868

NEW YORK: 133 East 54th Street
Plaza 9-5543

OLYMPIA FILM PRODUCTIONS, INC.

112 W. 48 St., N.Y.C.
JUdson 6-1143-4

Producers of quality films for:

- TELEVISION
- ADVERTISING
- INDUSTRY
- EDUCATION

. . . films that tell and sell
. . . from script to screen

Exec. in charge.....John Dalton
802 Frick Bldg., Pittsburgh, Pa.
Exec. in charge.....W. J. Connelly, Jr.
3110 Yardley Dr. N.W., Roanoke, Va.
721 Olive St., St. Louis, Mo.
Exec. in charge.....H. Lurman
212 Beason Bld., Salt Lake City, Utah
Exec. in charge.....C. Carlson
105 Montgomery St., San Francisco, Cal.
Exec. in charge.....E. Simmel
1615 Baltimore Ave., Kansas City, Mo.
Exec. in charge.....J. Necessary
101 Jones Bldg., Seattle, Wash.
Exec. in charge.....J. Von Herberg
707 Florida Ave., Tampa, Fla.
Exec. in charge.....R. Montgomery
180 University Ave., Toronto, Candada
Exec. in charge.....Stu Smith
139 Piccadilly, London W. I., England
Exec. in charge.....K. Cleveland
49 bis Ave. Hoche, Paris 8ME, France
Exec. in charge.....M. Teisseire
515 Glenn Bldg., Atlanta, Ga.

Services Offered—Production and distribution of TV films.

Productions — Mayor of the Town; Guy Lombardo; Waterfront; City Detective; Rocky Jones; Heart of the City; Where Were You; I'm the Law; Touchdown; Royal Playhouse; Counterpoint; Curtain Call; Playhouse; Man Behind the Badge; The Lone Wolf; Abbott & Costello; Pride of the Family; Soldiers of Fortune; Hollywood Off-Beat; Biff Baker U.S.A.; Follow That Man; Dr. Hudson's Secret Journal; Ray Milland; Gene Autry; Roy Rogers; Kit Carson.

•

McCadden Corporation

1040 N. Las Palmas Ave., Hollywood, Calif.
Phone: HO 4-2141
President .....George Burns
Prod. Super.....Al Simon
Business Dir.....Maurice Morton

Productions—Burns and Allen Show; Bob Cummins Show; People's Choice.

•

Medic TV Productions

c/o American National Studios
7324 Sta. Monica Blvd., Hollywood, Calif.
Phone: OLdfield 4-3126
Exec. Prod.....Worthington Miner
Production.....Frank La Tourette
Director .....Ted Post
Writer .....James Moser
Camera .....William Sickner
Film Editor.....Bob Seiter
Casting .....William Martindale
Editorial Director.....Joseph Wolff
Art Director.....Norman Tasler
Script Supervisor.....W. Mason Ancker

Services Offered—25 half-hour films.
Productions—"Medic."

•

Charles Michelson, Inc.

45 West 45th St., New York 36, N. Y.
Phone: Plaza 7-0695
President .....Charles Michelson

JUdson 6-0588

Erberto **LANDI ADVERTISING** *Co.*

Specializing in the Italo-American Market

853 SEVENTH AVENUE, NEW YORK 19, N. Y.

Packagers of:

* **"ITALIAN FEATURE FILM THEATRE"**
WATV (Ch. 13)
First bi-lingual TV show in America
with LEW DANIS

"FESTIVAL OF OPERA"
WOR — Sun. Aft.

"ATTUALITA' ITALIANA"
WATV (Ch. 13)
Sun. 10:30 A.M.

* Similar programs in other cities throughout the United States.

ALAN
HANDLEY

Treasurer .....Aaron Michaelson
Traffic Manager.....R. Mantell
Export Manager.....Martin Diamond
Services Offered—Distributors of TV film program series, transcribed radio program series, gennett, speedy-Q and E.M.I. sound effect record libraries. Representatives for foreign broadcasting.
Productions — (TV) Capsule Mysteries; Plainclothesman; Famous Jury Trials. (Radio) The Clock; Famous Jury Trials; Half-Hour Mystery Bloc; Daytime Soap Operas.

●

Minot TV, Inc.

(*See UM & MTV Corp.*)
509 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7380

●

Mode-Art Pictures, Inc.

1022 Forbes St., Pittsburgh, Pa.
Phone: Express 1-1846
Chairman, president.....James L. Baker
Services Offered—Producers of film commercials, and TV series.

●

Modern Talking Picture Service, Inc. TV Division

219 E. 44th St., New York, N. Y.
Phone: OXford 7-2753
General Manager.....J. R. Ritenour
Sls. & Service.....Alex Leslie
Services Offered—Trafficking, distribution and print procurement.
spot TV films.

Branch Offices
420 N. Michigan Ave., Chicago 11, Ill.
Phone: DElaware 7-3761
Manager .....Peter Markovich
3450 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 4-2511
Manager.....J. J. Lipsky

●

Carlton E. Morse Enterprises, Inc.

1680 N. Vine St., Hollywood 28, Calif.
Phone: Hollywood 9-6161
President.....Carlton E. Morse
Services Offered—TV film programs, production.

●

Morton Productions

(Radio & Television)
64 East Lake St., Chicago 1, Ill.
Phone: CEntral 6-4144
President .....Morton Jacobson
Services Offered—This is the Story, and What's Wrong With This Picture—TV shows and The Westerners (Curt Massey), Joe Emerson's Hymntime, This is the Story and So the Story Goes—Radio Shows.

●

Motion Picture Advertising Service Co., Inc.

(See UM & M TV Corp.)

WILLIAM HARMON

PRODUCER-DIRECTOR

CURRENT:

Texaco Star Theater

"JIMMY DURANTE SHOW"

●

Representation

WILLIAM MORRIS AGENCY, INC.

Est. XXXX 1898

SAM
FULLER

Motion Picture Productions Inc.

(See Program Producers)

●

Motion Pictures For Industry

5243 Kelton Ave., Los Angeles 64, Calif.
Phone: BRighton 0-4757

President.....Harry O. Hoyt
Production Manager.....E. G. Hayter
Camera .....Charles Hanawalt
Sales Manager.....Dean S. Wright

Services Offered—Producers of 35 and 16 mm. commercials, motion pictures and television shows, principally in color.

Productions—"When Presses Roar."

●

Motion Picture Stages, Inc.

3 East 57th St., New York, N. Y.
Phone: PL 3-4840

President.....C. F. Vetter, Jr.
Studio Manager.....Gerald Margolis

Services Offered—Film production service, specializing in serving film producers. All production facilities and services.

●

Motion Pictures for Television, Inc.

655 Madison Ave., New York 21, N. Y.
Phone: PL 3-5600

Pres., Chrm. of Board.....Matthew M. Fox
V.P., Gen. Sales Mgr.....E. H. Ezzes
Adm. Asst. to V.P.....Lewis F. Blumberg
Eastern Div. Acct. Exec.....Martin Robinson
Headbooker.....Richard B. Morros

Branch Offices

216 Tremont St., Boston, Mass
New Eng. Sls. Mgr.....Fred Yardley

155 East Ohio St., Chicago, Ill.
Cen. Div. Sls. Mgr.....Dick Feiner

3109 Routh St., Dallas, Texas
Southwestern Sls. Mgr.....Irving Feld

2211 Woodward Ave., Detroit 1, Mich.
East-Central Sls. Mgr.....Dalton Danson

9100 Sunset Blvd., Los Angeles, Calif.
Western Sls. Mgr.....John Cole

20 Collier Rd., Atlanta, Ga.
Manager .....Bob Feiner

MPTV (Canada) Ltd., c/o Sovereign Film Dist., Ltd.
277 Victoria St., Toronto, Ont. Canada
Phone: EMpire 8-8621
General Manager.....Alex T. Metcalfe

●

Movie Advertising Bureau

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-3717

Dir. of National Sales.....Claude F. Lee

Services Offered—Spot commercials for TV and theatre.

●

Movietonews, Inc.

460 W. 54th St., New York 19, N. Y.
Phone: COlumbus 5-7200

President.....W. C. Michel
V.P. Producer.....Edmund Reek
General Manager.....Jack Haney
Commercial Dept. Mgr.....Frank Barry
Editors.....Ben Loweree, Louis Tetunic
Associate Prods...Jack Gordon, Jack Kuhne
Director of Scripts.....Dan Doherty
Assignment Director.....Burt Reinhardt

Services Offered—Theatrical and TV news films; short subjects.

●

MPO Productions, Inc.

15 East 53rd St., N. Y. 22, N. Y.
Phone: MUrray Hill 8-7830

President.....Judd L. Pollock
Vice-President.....L. E. Madison
Secretary .....Marvin Rothenburg
Treasurer .....Arnold Kaiser
Sls. Promotion Mgr.....Jack Berch
Producer .....Victor Solow

Branch Office

501 Berger Building, Pittsburgh, Pa.
Phone: COurt 1-2588
Exec. in charge.....William Henning

Services—Complete production of films for sales promotion and training; public relations; information and training, for the U. S. forces and government agencies; color sportsmen's and conservation films.

●

Owen Murphy Productions, Inc.

723 Seventh Ave., New York 19, N. Y.
Phone: PLaza 7-8144

President .....Owen Murphy
General Manager.....Elwood Siegel
Supervising Editor....Edward F. Boughton

WILLIAM ASHER

Services Offered—Complete motion picture production services; Commercial, advertising, institutional films, package shows on film especially made for TV; Scripts, photography art and animation facilities.

●

Nation Wide Television Corp.

745 Fifth Ave., New York 22, N. Y.
Phone: ELdorado 5-7566
President .....Irvin Shapiro
Services Offered—Feature films, streamliners.

●

National Screen Service Corp.

1600 Broadway, New York 19, N. Y.
Phone: CIrcle 6-5700
Director, TV.....Harold L. Danson
Services Offered—Motion picture production for television film commercials, TV trailers, station breaks, openings, titles, etc.

●

National Telefilm Associates, Inc.

60 West 55th St., New York 19, N. Y.
Phone: PLaza 7-2100
President.....Ely A. Landau
Exec. V.P.....Oliver A. Unger
V.P. Chg. of Sales.....Harold Goldman
V.P., West Coast Sls. Dir.....Ed Gray
V.P., Mid-West Sls. Dir.....E. J. Graf
V.P., Sec'y.....Edythe Rein
Dir. Prom. & Sls.....Martin Roberts
Publicity Mgr.....Harry Algus
Services Offered—Television programs and features for national, regional and local sponsorship.
Productions—350 feature films.

●

National Television Films

300 W. Third St., Charlotte, N. C.
Phone: EDison 4-6426
President.....J. F. White
Sales Manager.....Scott Lett
Services Offered—Distributor of TV film series.

●

NBC Film Division

A Subsidiary of The Kagran Corp.
663 Fifth Avenue, New York, N. Y.
Phone: CI 7-8300
NBC V.P. in Chg.....Carl M. Stanton
Director.....Edgar G. Sisson
Dir. of Publicity.....Charles A. Henderson
Produtcion Mgr.....William Lawrence
Publicity Mgr.....Fred Jacobi
Research Mgr.....Jason Lane
Business Manager.....Robert A. Anderson
National Sales Mgr.....H. Weller Keever
Mgr. of Film & Kinescope..Frank C. Lepore
Mgr. of Film Prod.....Stanton M. Osgood
Mgr. of Adv. & Prom.....Jay H. Smolin
Services Offered—TV film sales and syndication, stock-shot film library and kinescope services.
Productions — Adventures of the Falcon; Badge 714; Captured; Dangerous Assignment; Hopalong Cassidy; Inner Sanctum; Life of Riley; Lilli Palmer Show; Paragon Playhouse; Victory at Sea; The Visitor; Watch the World; Homer Bell; Great Gildersleeve; Steve Donovan; Crunch & Des.

●

Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.
Phone: CIrcle 5-5147-8
Production Director.....Ted Nemeth
Art Director.....M. E. Bute
Services Offered—Producers, distributors of film made specifically for TV; TV film spots and commercial films.

●

Stanley Neal Productions, Inc.

475 Fifth Ave., New York 16, N. Y.
Phone: MU 3-6396
President.....D. J. Lane
Exec. V.P.....Charles W. Cromer
Midwest Sales Dir.....Robert Cumming
V.P. in Charge of Prod.....Sobey Martin
In Charge of Scripts.....Edith Martin
Production Mgr.....Charles L. Smith
Washington Dir.....A. A. Ulin
Services Offered—Producer of TV programs and spots, also special purpose motion pictures.

●

North American Television Productions, Inc.

222 East 46th St., New York, N .Y.
Phone: MUrray Hill 7-2913
President.....E. M. Glucksman
Vice Pres.....Joseph Plunkett
Secretary, Treas.....L. B. Glucksman
Services Offered — Producing half hour musicals on film for television, and sports film library.

●

Nothing New Under the Sun Productions

338 N. Rodeo Dr., Beverly Hills, Calif.
Phone: CRestview 4-5491
Producer .....Mitchell Gertz
Secretary .....Harold Bernson
Services Offered — Producer of 5-minute film featurettes.
Productions — Nothing New Under the Sun.

●

Official Films, Inc.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0100
President.....Harold L. Hackett
Exec. Vice Pres.....Herbert Jaffee
Secretary.....Herbert J. Siegel
General Counsel.....Lee Moselle
Vice President Sls.....Herman Rush
Vice-President .....Robert Sanford
Treasurer .....Seymour Reed
Director of Advert. & Pub.....John Newman

Branch Offices
Chicago, Ill., 360 N. Michigan Ave.
Beverly Hills, Calif., 121 S. Lapeer Drive
St. Louis, Mo., 415 N. 12th Blvd.
Phila., Pa., 1420 Walnut St.
Minneapolis, Minn., 3100 Raleigh Ave.
Boston, Mass., 419 Boylston St.
Memphis, Tenn., 2254 Madison Ave.
Dallas, Texas, Second Unit, Santa Fe Bldg.
San Francisco, Calif., 150 Font Blvd.
Atlanta, Ga., 1299 W. Peachtree St., N.E.

Services Offered — Distributors of 16mm syndicated TV film, feature films, cartoons and musical shorts and miscellaneous.

●

Olympia Film Productions, Inc.

112 W. 48th St., New York 36, N. Y.
Phone: JUdson 6-1143

President.....Leland M. Ross
Secretary.....Joseph L. Greene
Treasurer.....Daniel H. Kahn

Services Offered—Complete motion picture production in black and white or color, 16 or 35 mm. Producers of films for TV shows, spots, public relations, training, industry and education. Creative staff for writing of package shows or film series.

●

Harry Owens Television Productions

6710 Melrose Ave., Hollywood 38, Calif.
Phone: WEbster 9-1491

President .....Harry Owens
Vice-President .....Homer O'Donnell

Services Offered—Motion picture productions.

●

Packaged Programs, Inc.

634 Penn Ave., Pittsburgh 22, Pa.
Phone: GRant 1-4756

General Manager.....M. E. Fierst
Sales Manager.....J. H. Ware
Tech. Supervisor.....Anthony Di Fiore

Services Offered — Program, commercial and news production; laboratory, studio and recording facilities.

●

Pan American Television Corporation

1044 South Hill St., Los Angeles 15, Calif.
Phone: RIchmond 7-8661

●

Paramount Television Productions Inc.

1501 Broadway, New York 36, N. Y.
Phone: BRyant 9-8700

President .....Paul Raibourn
Vice-President .....Bernard Goodwin

Branch Office
5451 Marathon St., Hollywood 38, Calif.
Phone: HOllywood 9-6363

Vice-President .....Klaus Landsberg

Services Offered—TV package programs, production, video transcription service, sales distribution.

Jack Parker Productions

(See Television Film of America for personnel listing.)

●

Paul Parry Productions

7557 Sunset Blvd., Hollywood 46, Calif.
Phone: HOllywood 7-4774

Exec. Prod-Director.....Paul Parry
Production Mgr.....Barney Dyer
Writer .....Frank K. Adams
Dir. of Photography.....Ray Foster
Director .....E. Watkins

Services Offered—16 and 35 mm facilities, production of program films, spot commercials, product sales promotion and corporation training films. Also sound slide films.

Productions—"Treasure of Cocos Island," "Cameras and Models in Action."

●

Parsonnet TV Film Studios, Inc.

4602 5th St., Long Island City, N. Y.
Phone: STillwell 4-6163

President .....Marion Parsonnet

Services Offered—Studio facilities.

Secretary .....Shirley Parsonnet

Services Offered—Producer of films, production facilities for rent, films for syndication, and commercials.

●

Parsonnet & Wheeler

32 West 53rd St., New York 19, N. Y.
Phone: PL 3-6658

President .....Stirling Wheeler
Executive Vice-Pres.....Anthony Z. Landi
Sec'y-Treas. .....Balys Marcin
Producer-Writer-Dir. ....Marion Parsonnet
Production Supervisor.....Joel Glickman
Unit Manager.....Stephen Bono
Personnel and Casting..Wanda Hendrickson
Script Dept.....Betty Kanzell

Services Offered—Theatrical, TV, industrial and commercial films.

Productions — The Lowell Thomas Jr. Show; commercials for ESSO, American Beer; Lipton Tea & Lipton Soup; Knickerbocker Beer; Cashmere Bouquet; Ivory; Neolite; Ready Magic; Vim; Veto; Pepsi-Cola; Pall Mall; Sight Master Fuse.

●

Lindsley Parsons Productions, Inc.

1416 N. LaBrea, Hollywood 28, Calif.
Phone: HO 3-2141

President .....Lindsley Parsons
Vice-President .....Myrtle Parsons
Treasurer .....Sam Wallis
Secretary.....Lindsley Parsons, Jr.
Associate Producers.....John Burrows, Warren Douglas

Productions—The Come On; Fingerman; Return of Jack Slade.

●

Pathescope Productions

(Pathescope Co. of America Inc.)
580 Fifth Ave., New York 36, N. Y.

Phone: PLaza 7-5200
President.....Edward J. Lamm
Production Manager.....James Pierce
Executive Producer.....William Nelson
Studio Manager.....John Ball
Services Offered—Animation or live—specializing in use of rear screen projection.

●

Ray Patin Productions

6650 Sunset Blvd., Los Angeles 28, Calif.
Phone: HOllywood 2-1147
Exec. Producer.....Ray Patin
Asst. Producer.....Gus Jekel
Services Offered—Complete production of animated television commercial films with live action sequences.
Productions—Toni; Jax Beer; Petri Wine; Johnson Wax; Rainier Beer, Coca-Cola; Blue Plate Foods; Motorola; Richfield Gasolines; Dutch Cleanser.

●

Peerless Film Processing Corp.

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3630
President .....Kern Moyse
Vice-President.....R. S. Moyse
Treasurer .....Barbara Holz
Eastern Sales Mgr.....Raoul J. Menendez
Laboratory Mgr.....Visualdis Gedulis
Mgr., Special Services.....Allan De Forest
West Coast Branch
959 Seward St., Hollywood 38, Calif.
Phone: HOllywood 7-9223
Vice-Pres., West Op.....Victor C. Krupa
Secy., Branch Mgr.....Suzon Steinle Krupa
Services Offered—Complete distribution and servicing of TV films; distributor of reels, cans, shipping cases. Peerless film treatment to safeguard films against damage and deterioration; Peer-Renu treatment to stretch shrunken negatives; film cleaning and reconditioning.

●

Penthouse Sound Studios of V. J. Nola

Laboratory Mgr.....Robert Dawson
Owner.....Vincent J. Nola
Gen. Sls., Film Div. Mgr...V. Thomas Nola
Chief Engineer.....Stanley J. Bumbley
Services Offered—Recording to optical and magnetic film—16 mm., — 17½ mm. — 35 mm., and ¼" sync. tape. Music scoring-disc recording. 24 studios.

●

Pictorial Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: WIsconsin 7-6650
President.....J. Milton Salzburg
Sales Manager.....David B. Dash
Services Offered — Produce & distribute features & shorts.

David Piel

551 Fifth Ave., New York, N. Y.
Suite 1701
Phone: MUrray Hill 2-8451
Proprietor .....David Piel
Associate.....Sidney J. Kupfershmid
Services Offered—Production of TV commercials (animated and live), industrial short subjects, slide films and syndicated entertainment films for TV.

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Polaris Pictures, Inc.

5859 W. 3rd St., Los Angeles 36, Calif.
Phone: WEbster 8-2181
President .....Perry King
Vice-President.....Florence R. Barnum
Services Offered—Complete production of motion pictures for advertising, training, public relations, education, TV.
Productions — Hughes Aircraft; So. Cal. Edison Co.; So. Cal. Gas Co.; USAF.

●

Post Pictures Corp.

71 West 47th St., New York 36, N. Y.
Phone: JU 2-4870
President.....Harry A. Post
TV Sales.....Alan I. Post
Services Offered—Packages of features and short subjects. Film distributor film rental.

●

Princess Pictures, Inc.

11 West 42nd St., New York 36, N. Y.
Phone: LOngacre 5-1535
President, Exec. Prod.....Burt Balaban
Vice President.....Bernard Donnenfeld
Sales Director.....Richard M. Firestone
Asst. Producer.....Roy Rich
Script Editor.....Irve Tunick
Services Offered — Full length and short subject motion picture production.
Productions—Double Profile; Black Forest; Fire Ons; Check-mate; Doorway to Suspicion; Amiable Lady; The Lie; 8 Witnesses; Phantom Caravan; Sgt. and the Spy; Double-Barrel Miracle; Immediate Disaster; Diplomatic Passport.

●

Princeton Film Center, Inc.

270 Park Ave., New York 17, N. Y.
Phone: PLaza 5-0322
Carter Road, Princeton, N. J.
Phone: PRinceton 1-3550
President-Exec. Prod.....Gordon Knox
Business Manager.....A. F. Califano
Dir. Client Relations....Bradford K. Cross
Dir. of Distribution.....Robert C. Molusky
Director of Sales.....Tom Hawley
Services Offered—Producers and distributors of all type motion pictures, including TV series and individual subjects.
Productions — Rural Review; Americans at Home; Keys to Happiness; Naval Customs and Courtesies.

Prm, Inc.

(*See Associated Artists, Productions, Inc.*)

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Prockter TV Enterprises, Inc.

c/o American National Studios
7324 Sta. Monica Blvd., Hollywood, Calif.
Phone: HO 2-6282
Casting .....John Stephens
Services Offered—Films for distribution.
Productions—"Treasury Men in Action," "Man Behind the Badge."

•

Quality Films, Inc.

1040 N. Las Palmas, Hollywood, Calif.
Phone: HOllywood 7-3111
President .....Charles Weintraub
Vice-Presient .....Maurice Janov
Services Offered—Distributors of feature films.

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Quintet Productions

6052 Sunset Blvd., Hollywood, Calif.
Phone: Cal. HO 7-8832; N. Y. MU 7-5011
President .....Peter Piech
V.P. Exec. Prod.....Russ Hayden
V.P., Treas.....Ed Berkson
Services Offered—Filming of the "Judge Roy Bean" series.

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Rawlins-Grant, Inc.

c/o California Studios
650 N. Bronson Ave., Hollywood, Calif.
Phone: HO 9-8321
Producer-Directors .....John Rawlins, Marshall Grant

•

Reela Films, Inc.

17 N.W. 3rd St., Miami, Fla.
Phone: FL 2-2108
President.....Stanley L. Stern
Vice-President.....Richard F. Wolfson
General Manager.....Frank J. Brodock
National Sls. & Develop...Luke de Matama
Executive Producer.....Michael Brown
Sales Manager.....James L. Campbell
Services Offered—Complete film production and distribution facilities; commercials; sales training; industrial; TV features.

•

Reid H. Ray Film Industries, Inc.

2269 Ford Parkway, St. Paul 1, Minn.
Phone: MIdway 9-1393
President.....Reid H. Ray
Vice-President.....William H. Ringold
Secretary .....Alice Griswold
Sales.....R. V. Jeffrey
Sales (Chicago) .....Frank Balkin
Sales .....John Lang
Services Offered—Production of television 26 and 13 minute films for local, regional and national sponsorship; TV commercials.
Productions—Walt's Workshop.

RD-DR Corp. (Reader's Digest—deRochemont)

380 Madison Ave., New York 36, N. Y.
Phone: OX 7-0350
Chairman of Board....Louis de Rochemont
President .....Borden Mace
Secretary.....Ambrose Doskow
Treasurer.....Martin J. Maloney
Services Offered—Feature, commercial and educational film producers.

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Reeves Sound Studios Inc.

304 East 44th St., New York 17, N. Y.
Phone: OR 9-3550
President.....Hazard E. Reeves
Vice-President.....Chester L. Stewart
Services Offered—Sound recording studios.

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Regal Television Pictures Corp.

151 W. 46th St., New York 36, N. Y.
Phone: JU 2-1877
President .....Moe Kerman
Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

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Republic Television Features

64 East Lake St., Chicago 1, Ill.
Phone: STate 2-0460
President .....Capico Kapps
Prod. Supr.....Albert Kapps
Services Offered—Producers and distributors of live and filmed television programs.

•

Revue Productions, Inc.

4024 N. Radford St., North Hollywood, Calif.
Phone: POplar 6-3871
President .....Karl Kramer
Vice Presidents...George Stern, Alan Miller
V.P., Production Mgr.....Carl Hiecke
V.P., Director.....Richard Irving Herschel Dourghety
Productions—"Ray Milland Show," "Pepsi Cola Theatre," "Heinz Studio 57," "Adventures of Kit Carson," "General Electric Theatre," "City Detective," "Campbell's Star Stage," "The Crusader," "Alfred Hitchcock Presents."

•

Stuart Reynolds Productions

9120 Sunset Blvd., Los Angeles 46, Calif.
Phone: CRestview 4-7863
President .....Stuart Reynolds
Ass't to Pres.....Frank Doyle
Services Offered—Production of films for TV.
Productions—"Mr. President," "Skip Taylor, USAF."

Marion Riddick Productions Ltd.

1102 Eberhard St., Houston 19, Tex.
Phone: Jackson 4-9653
Director .....Marion Riddick
Services Offered—Producers of film spot commercials, industrial and educational films, and film series.

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RKO Pathe, Inc.

625 Madison Ave., New York 22, N. Y.
Phone: JU 6-5050
Exec. Vice-President.....Jay Bonafield
Vice- Pres.....J. Douglas Travers
Gen. Sales Manager.....Sidney Kramer
Services Offered—Produces films and film commercials for TV.

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Hal Roach Studios, Inc.

8822 W. Washington Blvd., Culver City, Calif.
Phone: VErmont 9-2311
N. Y. Phone: CI 5-4135
President.....Hal Roach Jr.
Sec'y-Treas.....C. H. Meacham
Vice-Pres., Sls., N. Y.....H. R. Gelbspan
Vice-Pres. & Gen. Mgr.....S. S. Van Keuren
Services Offered—Production of filmed TV commercials and programs. Screen Director's Playhouse; You Are There; Great Gildersleeve; Frontier; Life of Riley; Great Life.

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Rocket Pictures, Inc.

6108 Santa Monica Blvd., Hollywood 38, Calif.
Phone: HOllywood 7-7131
President.....J. Richard Westen
Exec. Vice-President.....Harlow Wilcox
Production Manager.....Don Bartelli
Services Offered—Producers of industrial, institutional and sales training motion pictures and slide films, and TV progarms.

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Frederick K. Rockett Co.

6063 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-3183
Owner-Manager.....Fred K. Rockett
Production Manager.....Alfred Higgins
Photographic Department.....Jay Adams
Editorial Dept.....Paul Lord
Stage Mgr.....Frank Lipari
Electrical Department.....Frank Contardo
Services Offered—Complete facilities including fully equipped modern sound proof stage and all electrical and illuminating equipment. Many standing sets. Every service from script to screen.

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Roy Rogers Productions

Samuel Goldwyn Studio
1041 N. Formosa Ave., Hollywood 46, Calif.
Phone: HOllywood 7-5111
Executive Producer.....Roy Rogers
Producer .....Jack Lacey
Director .....George Blair
Cameraman .....Joe Novak
Services Offered — Produces TV western films, Brave Eagle.

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Roland Reed Productions

650 N. Bronson, Hollywood, Calif.
Phone: HOllywood 9-8321
President.....Roland D. Reed
Vice-President.....Guy V. Thayer, Jr.
Secy.-Treas.....Hazel Hall
Production Manager.....Dick L'Estrenge
Ass't. Production Mgr.....William Tinsman
Casting Director.....Frank Edmunds
Services Offered—Producers of commercial, industrial and television films.

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Ross-Danzig Productions

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 2-6464
Partners.....Frank K. Danzig, Bart Ross
Exec. Asst.....Betsy Boyd
Assoc. Prod.....Al Burton
Services Offered—Package production of live and filmed television programs.
Productions—Musical Chairs; Mr. Genius; The Skipper.

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Danny Rouzer Studio

7022 Melrose Ave., Hollywood 46, Calif.
Phone: WEbster 6-2494
President & Owner.....Danny Rouzer
Services Offered—Complete 16mm. production service, including sound stage, cameras, lights, sound recording, projection, cutting & editing, special effects and titling.

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Ruby Film TV Company

729 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-5640
Production Manager.....Edward Ruby
Photo. Dept. & Editorial....Sidney Nannes
Services Offered—Producers of film for TV and industry. Complete facilities available.
Productions—Commercials for Phil Silvers Show; Koven Bros.

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Russell & Haberstroh

111 East 28th St., New York 16, N. Y.
Phone: MUrray Hill 9-2568
Co-owners ....Leo Russell, Alex Haberstroh
Services Offered—Film for science-fiction, fantasy, or straight dramatic shows. Rental library or miniatures designed, constructed, filmed in action to story specifications. All film edited, ready for intercutting into live shows.
Productions — "Captain Video," "The Stranger."

Sack Television Enterprises

Film Exchange Bldg., Dallas 1, Tex.
Phone: STerling 3069

eneral Manager.....Alfred N. Sack
ales Manager.....Julius M. Sack
Services Offered—Producers, distributors; epresentatives for independent producers.

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Barnard L. Sackett Television Productions

(See Program Producers)

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Joseph S. Salzburg

33 West 60th St., New York 23, N. Y.
Phone: CO 5-2180

wner.....Joseph S. Salzburg
Services Offered—Complete motion picture roduction offering producer's aids: film litorial service; production supervision-unit anagement; production consultants-lab editing.
Productions—Youth at Crossroads; Bring-hrist To The Nations.

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Sarra, Inc.

200 E. 56th St., New York 22, N. Y.
Phone: MUrray Hill 8-0085

resident .....Valentino Sarra
ales Manager.....Jack Henderson
reative Dept.....Rex Cox
Services Offered—Producer of TV com-ercials, industrial and sales films.

•

Walter Schwimmer, Inc.

75 E. Wacker Dr., Chicago 1, Ill.
Phone: FRanklin 2-4392

resident .....Walter Schwimmer
les Manager.....Bernard Crost
rogram Director....Arthur E. Pickens, Jr.
16 East 41st St., New York 17, N. Y.
Phone: LExington 2-1791

anager .....Jack Arden
Services Offered—TV and radio package rograms.
Productions—Radio: Tune-test; Tello-test; V: Championship Bowling; Eddy Arnold ime.

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Screencraft Pictures, Inc.

15 West 44th St., New York 36, N. Y.
Phone: MUrray Hill 7-5011
Branch Offices:
5746 Sunset Blvd., Hollywood, Calif.
Phone: HOllywood 2-4448

resident .....Ed Berkson
ice-President .....Myron Mills
ational Sales Mgr.....Peter M. Piech
Services Offered—Distributor and syndi-tor of Judge Roy Bean; features and west-ns for TV.

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Screen Gems, Inc.

233 W. 49th St., New York, N. Y.
Phone: CIrcle 5-5044

P. & Gen. Mgr.....Ralph M. Cohn
V.P. in chg. of sls.....John H. Mitchell
Dir., Business Affairs.....B. H. Hanft
Dir., Adv. & Sls. Prom.....Henry S. White
Dir. National Sls.....R. D. Levitt
Director of Sales.....Robert Salk
Dir. of Press Relations.....Frank Young
Merchandising Mgr.....E. James York
Production Exec.....Benedict Berenberg
Producers....Lee Goodman, John Gilmour
Casting Director.....Nancy Littlefield
Coordinator, International Sls...James Dodd
Technical Director.....M. Peter Keane
Managing Dir. (Great Britain)..J. B. Cron
General Mgr. (Canada.....Lloyd Burns
1334 N. Beachwood, Hollywood, Cal.
Phone: HU 2-3111

V.P. in chg. Production.....Irving Briskin
Production Exec.....Fred Briskin
Account Exec.....Selmer Chalif
Producers .....I. Starr, W. Sackheim, L. Breslow, E. Rodney, H. Leonard, H. Greene, G. Bilson
Casting Director.....Ira Uhr
Story Editor.....Maragret Wilder
Services Offered—produce, distribute TV films; produce animated or regular TV film commercials.
Productions — "Ford Theatre," "Father Knows Best," "Captain Midnight," "The Adventures of Rin Tin Tin," "Damon Runyon Theatre," "The Patti Page Show," "Tales of the Texas Rangers," "Celebrity Playhouse," "Circus Boy," "You Can't Take It With You."

•

Seaver-Leftwich, Inc.

16 E. 40th St., N. Y., N. Y.
Phone: MU 4-1705

President.....Frank A. Seaver
Treasurer.....Alexander Leftwich
Secretary.....J. Gerson Shaff
Services Offered—Motion picture production: industrial, TV commercials, series.

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Sherry TV, Inc.

(See Mark VII, Ltd.)

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Simmel-Meservey TV Producers

9113 W. Pico Blvd., Los Angeles, Calif.
Phone: CRestview 4-6156

President .....Louis Simmel
Services Offered—Producers and distributors of film series and shorts.

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Al Simon Productions

General Service Studios
1040 N. Las Palmas, Hollywood 38, Calif.
Phone: HOllywood 4-2141

President .....Al Simon
Services Offered—Productions of filmed shows and commercials.

Sixteen Screen Service Company

6710 Melrose Ave., Hollywood 38, Calif.
Phone: WEbster 9-1491

Partner .....Homer O'Donnell

Services Offered—Complete motion picture productions and production services.

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Skibo Productions, Inc.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-2265

President-Treas.....Patrick E. Shanahan
Secretary .....George Blake

Services Offered—16m. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

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Charles E. Skinner Productions, Inc.

6226 Yucca St., Hollywood 28, Calif.
Phone: Calif.: HO 2-6555; N. Y.: CI 6-6915

President, Exec. Prod...Charles E. Skinner
Gen. Mgr., Sec'y, Treas.....Raymond Rand
Script Editor.....Nelson Gidding
Film Editor.....Alan Crosland, Jr.
Production Executive.....Tom R. Curtis
Directors.....Eddie Drew, Albert Kelly
Camera Directors..G. Warrenton, D. Drury
Music Editor.....Alphonse Corelli
Musical Directors.....Skitch Henderson, Ted Royal

Services Offered — Creators, producing contractors, adapters, and consultants to package show producers, advertising agencies or sponsors. Facilities in N. Y., Fla., and Hollywood. TV, theatrical and non-theatrical distribution in U. S., Canada, Mexico, and South America.

Productions — Sergeant Preston of the Yukon; The Traffic Dept. Story.

•

Stephen Slesinger, Inc.

247 Park Ave., New York 17, N. Y.
Phone: ELdorado 5-2544

President .....Hugh Sears

Services Offered—TV films, based on the following properties: "Red Ryder," "King of the Royal Mounted," "Ozark Ike," and "Winnie-the-Pooh."

•

Fletcher Smith Studios, Inc.

321 E. 44th St., New York 17, N. Y.
Phone: MUrray Hill 5-9010

President .....Fletcher Smith
Vice-President .....Charles Schettler
Secretary-Treasurer .....Peter Caldera

Services Offered—Producers of TV commercials and industrials.

Productions — Commercials for MGM; Vick Chemical Co., Quality Bakers of America; The Modern Farrel Sugar Mill.

Walter Harrison Smith Productions, Inc.

136 East 57th St., New York 22, N. Y.
Phone: EL 5-7212

President.....W. H. Smith
Exec. V.P.....Tom Farrell
V.P., Treas.....E. T. Smith
Exec. Producer.....Seymour Salkowitz
Associate Producer.....Bruce J. Thomas

Services Offered—Editorial publicity, publicity, public relations films for free distribution; sales training films; industrial; development and production of TV programs.

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Snader Telescriptions Corp.

9130 Sunset Blvd., Hollywood, Calif.
Phone: CR 4-6651

President.....Louis D. Snader
Casting Director.....Phil Bloom
Musical Director.....Bernard Brody

Services Offered—Producers of films for TV; own organization for syndication and distribution of features produced by others.

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Sound Masters, Inc.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-6600

Chairman of Brd.....W. F. Githens
President.....Harold E. Wondsel
V.P., Sect.....F. C. Wood, Jr
Treasurer .....Walter Kullberg

Services Offered—Producers of commercial spots and industrial films.

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Southern Attractions, Inc.

Chatham Bldg., Charlotte, N. C.

President.....T. D. Kemp, Jr

Services Offered—Producers of film shows on order.

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Specialty Television Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: LO 4-5592

Pres., Gen. Sales Mgr.....Jules B. Weil
Ass't Gen. Sls. Mgr.....Sam Grelle
Chief Booker.....Monty Raphaelson

Services Offered—Motion picture film, features for television broadcasting.

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Splendora Film Corp.

723 7th Ave., New York 19, N. Y.
Phone: PLaza 7-1930

President & Director.....Warren Coleman
Vice-Pres. & Director.....Noble Sissle
Treasurer & Director.....Emil Velazco
Secretary & Director.....Max P. Kaplan
Directors.....R. L. Drake, P. M. Hughes, H. Leopold Spitalny.

Services Offered—Production in the field of TV and motion pictures expressly using Negro artists.

Productions—Honor and Glory Brown; The Pattern: The Davis Story.

Sportvision, Inc.
233 Sansome St., San Francisco 4, Calif.
Phone: EX 2-3837
N. Y. Phone: PL 5-6131
Sales Mgr.....Al J. Madden
Business Mgr.....Keith Alderson
Administrative Director.....Norris West
Production Director.....John Brodhead
Services Offered—Film producer of half-hour football and other sports. Distributor of television films.
Productions—All American Game of the Week; Big Ten Hi-Lites; Pacific Coast Conference Hi-Lites; Gridiron Cavalcade.

•

Square Deal Pictures Corp.
Pines Bridge Road, Ossining, N. Y.
Phone: OSsining 2-2617
V.P., Gen. Mgr.....Donn Marvin
Production Mgr.....David Carpenter
Sales Mgr.....M. G. Rosenthal
Dir. of Cinematography.....Tom Maley
Services Offered—Available for production of films of all types, produce and distribute own films for television.
Productions — "Religion in the Family," "Pastorale," "Psalmody," "Sons of God," "The Miracle of Christmas."

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Stage 5 Productions
1040 N. Las Palmas, Hollywood, Calif.
Phone: HOllywood 7-3111
Producer, Dir.....Ozzie Nelson
Associate Director.....Leo Pepin
Camerman .....Ned Beckner
Music Director.....Buzz Adlam
Services Offered—Producing the television series," "Adventures of Ozzie and Harriet."

•

Al Stahl Productions
Animated Productions, Inc.
1600 Broadway, New York 19, N. Y.
Phone: COlumbus 5-2942
President .....Al Stahl
Art Director.....Tony Garcia
Director .....Jack Weisburg
Production Mgr.....Gerard Pick
Mgr., Industrial Films.....Don Lang
Services Offered—Complete production facilities and service for filming live action, animation, TV shows and commercials; also produce training, industrial and public relations films in black-white & color.

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Standard Television
121 S. Beverly Drive, Beverly Hills, Calif.
Phone: CR 4-6869
President .....Bob Berger
Film Booker.....Pearl Adelman
Services Offered — Distributor of feature films for TV.

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Standard Television Corp.
745 Fifth Ave., New York 22, N. Y.
Phone: ELdorado 5-7566
President .....Irvin Shapiro
General Manager.....A. A. Mayers
Services Offered—Major feature films and shorts.

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Star Entertainment Corp.
214 W. 42 St., New York 36, N. Y.
Phone: LA 4-3450
President .....Max Wolff
Secretary .....Al Roth
Services Offered — Talent representatives, casting, production, and packaging of films.

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Station Distributors, Inc.
1407 Broadway, New York, N. Y.
Phone: WIsconsin 7-2055
President.....Robert S. Gettinger
Services Offered—Film production for TV; sales & distribution of package shows.

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Sterling Television Co., Inc.
205 East 43rd St., New York 17, N. Y.
Phone: OXford 7-2520
President .....Saul J. Turell
V.P. in Chg. of Sales.....Bernice Coe
V.P. in Chg. of Oper.....Richard Carlton
Sec., Treas.....Robert E. Rhodes
Advertising Mgr.....Herman Edel
Educ. Films Mgr.....M. Rothchild
Agency Sls. Mgr.....Dave Sigel
Services Offered—Producer and distributor of TV features, shorts and film series, TV stock shots. Distributor for independent producers.
Productions—"Music for Everybody."

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Mike Stokey Productions, Inc.
6123 Selma Ave., Hollywood 28, Cal.
Phone: HOllywood 2-1241
64 West 56th St., New York 19, N. Y.
Phone: CO 5-8610
President .....Mike Stokey
Vice-Presidents....John Hueners, J. Barneh
Service Offered: Producers of live and filmed television productions and packaging.
Productions — "Mike Stokey's Pantomime Quiz."

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Wilbur Streech Productions, Inc.
135 West 52 St., New York 19, N. Y.
Phone: JUdson 2-3816
President .....Wilbur J. Streech
Vice-Pres. Sls.....Joseph C. Bowman, Jr.
Production Mgr.....Harry Wuest
Services Offered—Production of all types of motion pictures including animation, live action, stop motion and special effects. Specialists in TV film commercials.

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Studio City TV Productions, Inc.
4020 Carpenter, North Hollywood, Calif.
Phone: SU 3-8807; N. Y.: JU 6-1700
President.....Mort W. Scott
Secretary-Treasurer.....Lester J. Nelson
Services Offered—Complete production of films for television.
Productions—Stories of Century.

Studio Films, Inc.

380 Madison Ave., New York 17, N. Y.
Phone: OXford 7-2590
TWX: NY 1-3036

President.....S. A. Costello
Exec. Vice-President.....Ben Frye
Vice-President.....G. G. Weiss
Secretary .....Russell Kemp
Dir. Adv. and Promotion..George Fenmore

Services Offered—Producers and distributors of Studio Telescriptions, over 1100 musical films produced especially for TV.

Current Productions—Showtime.

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Sunset Productions, Inc.

(Subsidiary of Warner Bros. Pictures, Inc.)
4000 W. Olive Ave., Burbank, Calif.
Phone: HOllywood 9-1251

President.....Norman N. Moray
Eastern Production V.P.....W. C. Ament
Western Production V.P.....Jack Warner, Jr.

Home Office
321 W. 44th St., N. Y., N. Y.
Phone: CIrcle 6-1000

Services Offered—Producers of film spot commercials and films on order.

●

Superman, Inc.

650 N. Bronson Ave., Los Angeles 4, Calif.
Phone: HOllywood 9-6371

Producer .....Whitney Ellsworth
Production Manager.....Clem Beauchamp
Directors.....Harry Gerstad, George Blair
Casting Director.....Harold Chiles
Chief Cameraman.....Harold Stine
Music Director.....Irving Gertz

Services Offered — Production of the "Superman" television series.

●

John Sutherland Productions, Inc.

201 N. Occidental Blvd., Los Angeles 26, Cal.
Phone: DUnkirk 8-5121
404 Fourth Ave., New York 16, N. Y.
Phone: MUrray Hill 6-4590

President, Gen'l Mgr.....John Sutherland
Exec. Vice President.....Ross Sutherland
Vice-President .....Dale Armstrong

Services Offered — TV film production, commercials, industrial, public relation, educational and training films.

●

Swift-Chaplin Productions, Inc.

1136 North Highland Ave.
Hollywood 38, Calif.
Phone: HO 2-0761

President .....Charles F. Chaplin
Vice President.....Howard Swift

Services Offered — Producers of custom built filmed television commercials.

●

Syndicated Films

1022 Forbes St., Pittsburgh, Pa.
Phone: EXpress 1-1355

Manager.....H. J. Kemerer

Services Offered—Distributor of TV film series.

●

T-bar-V Productions, Inc.

5919 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 3-1088

Pres., Sls. Mgr.....Donna Fargo
V.P., Gen. Mgr.....Lois Landon
Sec'y., Treas.....H. B. Baumeister

Services Offered: Specialize in westerns, outdoor, animal packages.

●

The TeeVee Company

211 S. Beverly Drive, Beverly Hills, Calif.
Phone: Crestview 5-1076

President .....Gifford Phillips
Vice-Pres.....Ludlow Flower Jr.

Services Offered—Producers, distributors.

Productions—"Little Theatre," "Invitation Playhouse," "Tales of Tomorrow," "Camera's Eye," "This Is Charles Laughton."

●

Telecast Films, Inc.

247 W. 46th St., New York, N. Y.
Phone: JUdson 6-5480

President.....W. K. Hedwig
Secty.-Treas.....G. W. Hedwig

Services Offered—Rentals 16mm. sound and silent films for TV programming; all types incl. features, westerns, short subjects, comedies, travel, etc.

Productions—"Magic Mirror."

●

Telefilm Enterprises

38 East 57th St., New York 22, N. Y.
Phone: PLaza 8-3360

Owner .....Charles Wick

Services Offered—Financing and production of TV series, commercial filmed in Europe.

Productions—Adventures of the Big Man; All-Star Musical Series on film.

●

Telemated Cartoons

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-8933

Prod.-Dir. .....Saul Taffel

Services Offered—Production of TV film commercials; storyboards; jingles. Animated cartoons; live action; animated and optical effects in color or black and white; 35mm. or 16mm. facilities.

●

Telenews Film Corporation, Inc.

630 Ninth Ave., New York 36, N. Y.
Phone: JUdson 6-2450

Chairman .....Herbert Scheft
President.....Robert K. Straus
Vice-President.....Alfred G. Burger
Exec. Vice Pres.....N. S. Livingston
Business Manager.....A. D. Comeau
Editorial .....Richard Milbank
Secretary & Treasurer.....James Sacks

Tele-Pictures, Inc.

145 N. Robertson Blvd., Beverly Hills, Calif.
Phone: CR 5-4535

President.....E. J. Baumgarten
Exec. for Operations..William J. Magginetti
Western Sales Div.....Leo Turtledove
Eastern Sales Div.....John Leo
Midwestern Sales Div.....Marvin Lowe
Southern Sales Div.....Jack Flax

Services Offered—Syndication of motion picture features.

●

Telepix Corporation

1515 N. Western Ave., Hollywood 27, Calif.
Phone: HOllywood 4-7391

President.....Robert P. Newman
Vice President.....Martin Weiner
Secretary.....Robert M. Wiley

Services Offered — Complete production facilities, including sound stage, sound mixing and dubbing, editing, and screening. Full package or rental production arrangements; live action and animation. TV, industrial, and commercials.

Productions — Tom Harmon's Workshop (13); Plastic Box-Car Lining for Spring Packing Corp.; Development of Dams for Hydroelectric Power (U. S. Army Corps of Engineers); Creep Feding With Crowd (Albers Milling Co.); Your Merchandising (Proto Tools).

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Teleprompter Corporation

(See Equipment Section)

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Telerama Productions

(See Television Films of America for personnel listing.)

●

Telecine Film Studios, Inc.

100 S. Northwest Highway, Park Ridge, Ill.
Phone: TA 3-1418

President.....Byron L. Friend
Sec'y, Treas.....June A. Friend
Prod. Mgr.....William Sprague
Facilities Engineer.....Henry Ball

Services Offered—Motion pictures for television in color or black & white, TV commercials, studio and location work, complete packaging service, 16 mm editing and re-recording, animation, stop, motion.

Productions — Zoo Parade; This is The Midwest; Similing Pitcher; Pork.

●

Telescene Film Productions Co.

287 10th Ave., New York, N. Y.
Phone: CH 4-0122

President .....Robert Tobias
Office Manager.....Arthur Blackman

Services Offered—Fifteen minute television film series, Pulse of the City; "Judge's Chambers.

Television Exploitation

1407 Broadway, New York, N. Y.
Phone: WIsconsin 7-2055

President.....Robert S. Gettinger

Services Offered—In the television field, distributes, purchases, and produces full length features and short subjects.

●

Television International Co.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0100

General Manager.....Paul N. Robins

Services Offered—Lease and/or sale of TV rights domestic, foreign. Material includes serials, shorts of all types.

●

Television Features of America

37 West 46th St., New York 36, N. Y.
Phone: JU 2-5130

Exec. Dir.....Oliver W. Nicoll
Associate Director.....Sandra Munsell

Services Offered—Television film programs productions, package and syndicated films shows, script, talent, consultation, international film service.

●

Television Films of America

1750 N. Vermont Ave., Hollywood 27, Calif.
Phone: NOrmandy 2-2520

Exec. Producer.....Jack Parker
Exec. Director.....Ross Van Nibroc
Production Mgr.....Ray Bond

Services Offered—Package shows, complete films to order, open end films, TV film commercials, 2 to 3 minute fillers, amusement shorts, TV newsreels.

●

Television Library, Inc.

3 East 57th St., New York, New York
Phone: PL 3-4840

V.P. in Chg. of Sales.....Marvin M. Grieve

Services Offered—Producers and distributors of TV film.

●

Television Programs of America, Inc.

477 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2100

Chairman of the Board.....Edward Small
President.....Milton A. Gordon
Exec. V.P.....Michael M. Sillerman
Ass't to Pres.....Vincent Melzac
Asst. V.P.....Kurt Blumberg
Vice-Pres., N. Y.....W. H. Fineshriber, Jr.
Treasurer.....Seymour Malamed
V.P. & East. Sls. Mgr.....Hardie Frieberg
Midwestern Division Mgr.....Leon Bernard
V.P. West Coast Div. Mgr.....Bruce Eells
Eastern Division Mgr.....Hardie Frieberg
Midwestern Division Mgr...Robert Hoffman
West Coast Div. Mgr.....Bruce Eells

Services Offered—Production and distribution of film for television.

Productions — "Halls of Ivy," "Lassie," "The Adventures of Ellery Queen," "Captain

EVERYTHING FOR HIGH-RATING LOW-COST TV SHOWS!

UM&M TV Corp.

Check the most varied library of single subjects in the world—over 1,600 different items! Check the syndicates offered—and catch your audience, hold it, sell it!

In short, contact your nearest UM&M TV Corp. office:

745 Fifth Ave.
New York 22, N. Y. **PL 1-3171**

2449 Charlotte St.
Kansas City 8, Mo. **BA 1-5100**

1032 Carondelet St.
New Orleans 13, La. **RA 2253**

Sample of Syndicates Now Available

SHERLOCK HOLMES
starring Ronald Howard

PARIS PRECINCT
co-starring Louis Jourdan, Claude Dauphin

NEW ORLEANS POLICE DEPARTMENT
starring Stacy Harris

GABBY HAYES
with Gabby Hayes

FLASH GORDON
featuring Steve Holland

JANET DEAN
starring Ella Raines

DUFFY'S TAVERN
starring Ed Gardner

FILMS NEVER BEFORE SHOWN ON TV

CARTOONS • COMEDIES
MUSICAL FEATURES
SPORTS • TRAVEL • VARIETIES

See listing on opposite page
Write or Phone for up-to-the-minute information

Gallant of the Foreign Legion," "Ramar of the Jungle," "Your Star Showcase," "Count of Monte Cristo"; "Fury"; "Susie"; "Science in Action," Edward Small Features; "Tugboat Annie"; "Stage 7"; "New York Confidential"; "Last of the Mohicans."

●

Television Screen Productions, Inc.

17 East 45th St., New York 17, N. Y.
Phone: MUrray Hill 2-3877

President.....Charles J. Basch, Jr.
Treasurer .....Clarence Schmidt
Secretary .....Frankie Basch

Services Offered—Film programs, film spots, industrial training and documentary films, slide films. Will rent studio facilities with, or without, cameramen, scripts, direction and cast.

●

Television Snapshots, Inc.

270 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 8-2077

President.....Babbette J. Doniger
Asst. to Pres.....Joan C. Shay
Director of Distribution...Harry W. Doniger

Services Offered—Specialists in the production of Editorial Films distributed to TV stations.

Productions—McCall's Magazine "20 New Hairdo's"; "American Express"; "Before You Leave," and "Man on the Move"; "Let's Discover Portugal" for Tourist Dept. of Portugal.

●

Tel Ra Productions

1518 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 6-4140

Producer.....W. Wallace Orr
Director of Sales....George J. Kerrigan, Jr.
Mgr., Syndicated Sls.....Bosh Pitchard

Services Offered—Complete facilities for producing TV film shows and commercials. Largest producers of film TV sports programs in the country.

●

"Texas Rasslin"

Cadiz & Industrial Blvd., Dallas, Texas
Phone: Sterling 2173

Pres.....Ed. E. McLemore
General Manager.....Maurice Beck

Services Offered—60 & 30 minute wrestling film taken actually at live show every week at Dallas Sportatorium.

●

Ed Thorgersen

245 West 55th St.
Phone: *CIrcle* 6-8935

Exec. Producer.....Ed Thorgersen

Services Offered—Producer, Editor and Commentator. Package programs, (news & sports). Industrial motion pictures for institutional advertising and sales promotion.

●

Transfilm Incorporated

35 West 45th St., New York 36, N. Y.
Phone: JUdson 2-1400

President .....William Miesegaes
Vice-Pres. Sales.....William Burnham
Vice-Pres. Prod.....Robert Klaeger
Exec. Vice-Pres .....Walter Lowendahl
Secretary-Treasurer.....Michael A. Palma
Dir. Public Relations.....Albert Boyars
Vice-Pres., Slides.....Pud Lane

Services Offered—Facilities for production of live and animated commercials and industrial films. Print and shipping service.

Productions — TV commercials; Tide, Camels; Winstons; Betty Crocker; Rheingold Beer; Pontiac; Prestone; Robert Hall; Old Spice; RCA Victor; General Electric TV; Ban Deodorant; Suco Paint; Saran Wrap; Old Gold Cigarettes.

●

TV Movie Club, Inc.

1501 Broadway, New York, N. Y.
Phone: BRyant 9-6734

President.....Dr. Arthur M. Epstein
Exec. Supervisor.....Richard F. O'Connell

●

TV-Unlimited Inc.

17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725

President .....Herbert Rosen

Services Offered—Producers of complete films to order, package shows, full-length feature films, mood and bridge music library service for TV and 16 mm. productions, sound effect records.

●

Twentieth Century Fox Television Productions, Inc.

444 W. 56th St., N. Y., N. Y.
Phone: CO 5-3320

President.....S. P. Skouras
Executive V.P.....W. C. Michel
Vice-President.....Lem Jones
Treasurer.....D. A. Henderson
Board of Directors.....S. P. Skouras, W. C. Michel, D. A. Henderson, W. J. Eadie, N. B. Steinberg.

Services Offered—Producers and distributors of films for TV.

●

U. M. & M. TV Corp.

745 Fifth Avenue, New York 22, N. Y.
Phone: PLaza 1-3171

President.....Charles M. Amory
Vice-President.....W. Hardy Hendren, Jr.
Vice-President.....Carl J. Mabry

Services Offered—Producers and distributors of films for television.

Programs Offered — Sherlock Holmes; N.O.P.D.; Paris Precinct; Janet Dean, Registered Nurse; Tim McCoy; Flash Gordon; Gabby Hayes; Duffy's Tavern; Hank McCune; Junior Science; 614 Cartoon Subjects; 113 two reel varieties; 866 comedies and specialties in several categories. In production—"Tracers."

●

United Film Service, Inc.

(See UM&M TV Corp.)

Richard H. Ullman, Inc.
295 Delaware Ave., Buffalo 2, N. Y.
Phone: Cleveland 2066
President .....Richard Ullman
Exec. Vice President....Marvin A. Kempner
Services Offered—Distributes and produces films and animated commercials.

●

United Press Associations
(See Program Producers)

●

United Productions of America
4440 Lakeside Dr., Burbank, Calif.
Phone: THornwall 2-7171
New York Division—670 Fifth Ave., New York 19, N. Y.
Phone: PLaza 3-1672
Pres. & Exec. Produce.....Stephen Bosustow
Vice-President .....Robert Cannon
Vice-Pres., Treas.....Ernest Scanlon
V.P., N. Y. Office.....C. D. McCormick
Services Offered — Producers of TV film commercials and programs—specializing in animation, also animation production services.

●

United World Films, Inc.
445 Park Ave., New York 29, N. Y.
Phone: PLaza 9-8000
President.....J. M. Franey
V.P. in Chg. Sales.....N. E. Gluck
West Coast Production.....George Bole
Asst. Sls. Mgr.....Alfred Mendelsohn
Service Manager.....Errol Linderman
Services Offered—Producer and distributor of programs and spot commercials.
Productions — Coca-Cola; Pepsi-Cola; Philip Morris; Lux Soap; Campbell's Soup; Joy (P & G).

●

Unity Television Corp.
1501 Broadway, New York 36, N. Y.
Phone: LOngacre 4-8234
Gen. Manager.....J. H. Seidelman
Booker .....Sid Weiner
Services Offered—Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities, westerns.

●

Unity Television Corp. of Calif.
9100 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 4-6955
N. Y. Phone: LOngacre 4-8234
Western Div. Manager.....Jerry Weisfeldt
Bookers...Vincent Fiumano, Arthur Stevens
Productions—"Showmanship"; "Plus 80"; Lucky 13."

●

Van Praag Productions
1600 Broadway, New York 19, N. Y.
Phone: PLaza 7-2687
2301 Dime Bldg., Detroit, Mich.
Phone: WOodward 2-4896
Pres., Exec.-Prod.....William Van Praag
Exec. Vice President.....Marc S. Asch
Production Mgr.....Gilbert M. Williams
Director of Production.....Bert Lawrence
Chief Editor.....Oscar Canstein
Business Manager.....Anita M. Palumbo
Mgr., Detroit Office.....T. H. Doenges
Prod. Mgr. Detroit Office...Daniel Q. Karoff
Services Offered—Producers and distributors of film made for TV. Producers of commercials and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and local sponsors.

●

Video Color, Inc.
11 East 48th St., New York 17, N. Y.
Phone: MUrray Hill 8-8190
President .....Lester Lewis
Sec.-Treas. .....Juliet Lewis
Services Offered—A group of specialists organized specifically to give manufacturers counsel on packages, products and presentations on color television.

●

Video Pictures, Inc.
Executive & Sales Offices
500 Fifth Ave., New York 36, N. Y.
Phone: LAckawanna 4-2912
STUDIO: Video Pictures, Inc.
510 W. 57th St., New York 19, N. Y.
Phone: CIrcle 7-2062
Exec. Producer.....Charles L. Turner
Vice-President.....George W. Goman
Secretary.....Elsie M. Rice
Supervisor of Sales.....Edward J. F. Thorn
Services Offered—Complete facilities for production of motion pictures, television, commercials, programs, industrial and other; sound stage scene construction shop.

●

Video View, Inc.
7557 Sunset Blvd., Hollywood 46, Calif.
Phone: HOllywood 3-4179
President .....Bradley Kemp
Vice-President .....Alan Lane
Services Offered—TV Kinescopes of Shows, spots, or commercials. Make 16 mm. pilot films and all type commercials.

●

Videart, Inc.
343 Lexington Ave., N. Y., N. Y.
Phone: LE 2-7378
President.....Joe Zuckerman
Secretary .....Florence Hartman
Services Offered—Optical photography, art work, animation, titles, maps, charts, mattes, split screen, montage, 35 mm., 16 mm. color, black and white.

●

Vidicam Pictures Corp.
240 East 5th St., New York 17, N. Y.
Phone: AL 4-7102
President .....Alfred Justin
Secretary .....Frances G. Gould

Prod. Asst.....David Reisman; Mort Dubin
Chief Editor.....James H. MacLean
Studio Manager.....William B. Shriner
Production Mgr.....James Rose
Services Offered—Producers of film commercials, sales training films and industrials. Complete studio and sound recording facilities.

●

Visual Drama, Inc.

129 N. Vermont Ave., Los Angeles 4, Calif.
Phone: DUnkirk 8-0525
N. Y. Phone: LOngacre 4-8000
Producer.....William J. Faris
Production Mgr.....Mack Wright
Director .....Bill Karm
Cameraman.....Guy Rose A.S.C.
Services Offered—Sound, studios, camera and background projection.
Productions — "Gangbusters" production series.

●

Vitapix Corp.

509 Madison Ave., New York 22, N. Y.
Phone: PLaza 8-3013
President .....Kenyon Brown
Vice-Pres. & Gen. Mgr.....Edward Hall
Vice-President .....Joseph Baudino
Secretary-Treasurer.....Paul A. O'Brien
Services Offered—Distribution of film to member stations on a regional or national sales basis. Group buying of equipment.

●

Volcano Pictures Inc.

1040 N. Las Palmas, Hollywood 38, Calif.
Phone: HOllywood 7-3111
President .....Robert Angus
Vice President.....James A. Bank
Asst. to Pres. & V.P.....John Angus
Comptroller.....Phillip Leonard
Supervising Ed.....Dick Fritch
Services Offered — Producers of features and commercial films for TV.
Productions — "Hey Mulligan," "Mickey Rooney Series," "I Married Joan," "Joan Davis Series."

●

Vonna Productions, Inc.

General Service Studios
1040 N. Las Palmas, Hollywood, Calif.
Phone: HOllywood 4-0814
President.....Eddison von Ottenfeld
Services Offered—Producers of governmental and commercial radio transcriptions, custom recordings, jingles, motion picture trailers, TV spots.

●

Roger Wade Productions

15 West 46th St., New York 19, N. Y.
Phone: CIrcle 7-6797
Owner.....Roger W. Wade
Production Manager.....R. L. Strickland
Studio Manager.....G. Heidemann
Art Director.....Clyde Strobsahl
Prod. Co-ordinator.....Ann Koller
Services Offered—TV commercials, animation, telops, halops, slides, commercial motion pictures.

●

George Wallach Productions

14 Lawrence St., New Hyde Park, N. Y.
Phone: Floral Park 4-6795,
N. Y. ELdorado 5-0734
Producer Director.....George Wallach
Production Mgr.....Joe Popkin
Asst. Dirs.....M. Henry, J. Grossberg
Dir. of Photography.....Kenneth Peach
Branch Office
Services Offered—Production of films for television features, commercials, facilities in N. Y. and Hollywood.
Calif. Studios, 650 N. Bronson Ave.,
Hollywood, Calif.
Phone: HOllywood 5-8904

●

Ward Acres Studios, Inc.

435 North Ave., New Rochelle, N. Y.
Phone: NE 2-0787
President.....Jack B. Ward
Vice-Pres., Gen. Mgr.....Olaf Olsen
Vice-Pres., Prod. Mgr.....E. R. Cannavare
Ctage Manager.....C. J. Hylick
Secretary, Treas.....L. D. Haldimand

●

Adrian Weiss Productions

655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: OLive 3-4440
Producer .....Adrian Weiss
Exec. in Chg. of Production.....Louis Weiss
Services Offered—Production organization geared to produce all types of TV films from 20 second spots to one hour shows.
Productions—Our United States.

●

Louis Weiss & Co.

655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: OLive 3-4440
Distribution Director.....Adrian Weiss
Asst. Distr. Director.....Louis Weiss
Services Offered—Distribution of all types TV Film.
Productions — Our United States; Craig Kennedy; Thrill of Your Life.

●

Western Television Corporation

Subsidiary of C & C Super Corp.
460 Park Ave., N. Y., N. Y.
Phone: MU 8-5365
President.....Matthew M. Fox
Executive V.P.....Martin Robinson
Vice-President.....Charles O'Brien
Treasurer.....Martin Schildkraut
Secretary.....George Wise
Services Offered—Owners of motion pictures for television.

Wilding Picture Prods., Inc.

385 Madison Ave., New York, N. Y.
Phone: PL 9-0854
1345 Argyle St., Chicago 40, Ill.
Phone: LO 1-8410

President.....C. H. Bradfield, Jr.
Exec. V.P.....H. W. Fish
V.P., Sales.....L. S. Thompson
V.P., Production.....J. A. Kellock
V.P., N. Y. Sales.....T. H. Westermann
Sec., Treas.....C. B. Hatcher

Services Offered—Creation and production of all audio-visual media—sound motion pictures, sound slidefilms, graphic materials, complete sales training programs, announcement shows, etc.

•

William Films, Inc.

35 West 53rd St., New York 19, N. Y.
Phone: JUdson 6-1966

Pres. & Treas.....William L. Snyder
Vice-Pres. .....Peggy Snyder
Secretary.....Robert M. Davis
Vice President.....William L. Snyder
V.P. & Treas.....William Zimmerman

Services Offered—Producers and distributors of films for television, specializing in children's programming.

Productions—Fairy Tale Series.

•

Raphael G. Wolff Studios, Inc.

5631 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 7-6126

President, Treasurer.....Raphael G. Wolff
Vice.-Pres., Dir. Creative Dept. .....MacDonald MacPherson
Exec., Editorial Dept.....David Lurie
Studio Super.....Arthur W. Treutelaar
Supervisor, Dir.....James Moore
Mgr. Animation Dept...Richard H. Blundell

Services Offered — Business Industrial,, training and institutional motion pictures, sound and color; television programs and commercials.

World Video, Inc.

(See Program Producers)

•

Emerson Yorke Studio

245 W. 55th St., New York 19, N. Y.
Phone: COlumbus 5-7040

Owner, Exec. Producer.....Emerson Yorke

Services Offered—Producer of TV and other types of films.

•

Ziv Television Programs, Inc.

488 Madison Ave., New York, N. Y.
Phone: MUrray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv
President.....John L. Sinn
V.P. in Chge. Sales.....Maurice J. Rifkin
V.P., West Coast.....Maurice Unger
N. Y. C. Sls. Mgr.....Ben Firestone
Eastern Div. Sales Mgr.....Albert Goustin
Central Div. Sales Mgr...Edward J. Broman
Western Div. Sales Mgr.....Jack Gregory
National Sls. Mgr.....Walter Kingsley

Services Offered—Production, sales and distribution of television films for syndication.

Productions—"Man Called X," "Highway Patrol"; "Science-Fiction Theatre"; "Meet Corliss Aarch"; "Mr. District Attorney"; "I Led Three Lives"; "Eddie Cantor Comedy Theater," "Boston Blackie," "Cisco Kid," "The Unexpected," "Favorite Story," "Yesterday's Newsreel," "Sport Album," "Story Theatre," "Your TV Theatre," "The Living Book," "Times Square Playhouse," "Walter Lantz Cartoons."

•

Zorro Productions

2400 West Alameda Ave., Burbank, Calif.
Phone: TH 2-6131

Producer .....William Cottrell
Business Manager.....Nat Winecoff

FOR LISTINGS OF IMPORTANT PROGRAM PRODUCERS AND PERSONNEL SEE PAGE 733

Television Film Producer and Distributor Personalities

THE "WHO'S WHO"

OF

TELEVISION FILM

EXECUTIVES

TELEVISION FILM PRODUCER AND DISTRIBUTOR PERSONALITIES

☆ ☆ ☆

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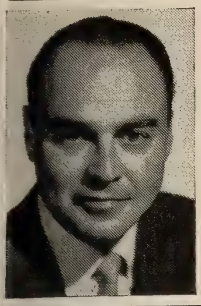
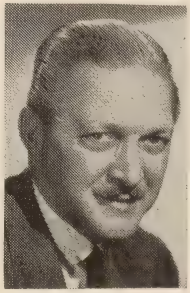


JOHN L. SINN, president of Ziv Television Programs, Inc., and World Broadcasting System, and executive vice president of Frederick W. Ziv Co., guides the destiny of the firms in the production of filmed television shows. He is responsible for everything from the original idea to the picture on the viewer's set. John set out in life to become a lawyer, but after a year at the University of Chicago, he decided that his true vocation was in the entertainment field, and switched to Cincinnati University. After graduation, he gained a solid foundation in his chosen field by a stint at WLW, where he put in an eighteen-hour day, seven days a week. After a short career as a free-lance writer, John joined the Ziv Agency, where he has been ever since.

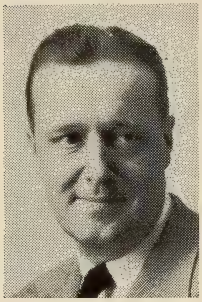


CARL STANTON, vice-president of NBC, of NBC's subsidiary, the Kagran Corporation, and head of NBC Television Films, came to the network as director of the Television Talent and New Programs department in 1949. He had gained experience with the advertising department of Sears, Roebuck & Co., on the West Coast. In 1934 the Stanford U. graduate joined the Lord & Thomas advertising agency as radio-producer-director. Among the programs for which he was responsible were the memorable "Amos 'n' Andy," "Lum 'n' Abner," and "Bob Hope" shows. After being named account executive for the American Tobacco account, he was named radio director when the firm became Foote, Cone & Belding. After six years with Dancer-Fitzgerald-Sample and its predecessors, Bob joined NBC, and within three years was named national program manager for the TV network programs. He was subsequently appointed director of the Film Division, and elected VP in 1953.

RALPH M. COHN, vice-president and general manager of Screen Gems, Inc., television subsidiary of Columbia Pictures, was born into show business, and has served apprenticeships in all its branches. Ralph is the son of Jack Cohn, executive vice-president of Columbia Pictures Corp., and was born in New York on May 1, 1914. After attending Cornell, he spent a year and a half in the legitimate theatre, and then headed for Hollywood, where he shortly became a producer. In 1941 he became executive producer of Darmour Productions, and turned out the "Ellery Queen' and "Crime Doctor" feature films. After service in the Signal Corps during the war, he formed Triangle Productions with Mary Pickford and Charles Rogers, and later Pioneer Telefilms, which became the Columbia subsidiary, Screen Gems, in 1951.

MICHAEL M. (MICKEY) SILLERMAN, executive vice-president of Television Programs of America, Inc., was founder, and president, from 1938 to 1949 of the Keystone Broadcasting System, a network of more than four hundred stations. From that position Mickey, a native Baltimorean, joined the Frederic W. Ziv Company as a radio programs account executive, and a year later was appointed director of station relations of the World Broadcasting System, Inc., the Ziv affiliate. Prior to founding KBS, he was in the advertising agency field for five years. In addition to his heavy schedule with TPA, Mickey finds time to conduct the Sillerman "Sales Clinic."

MERLE S. JONES, executive vice-president of Columbia Broadcasting System Television, had the unique distinction of being one of the nation's busiest commuters a few years ago. As general manager of two CBS owned and operated stations in Los Angeles, he was constantly shuttling between headquarters in New York and the coast. In addition to these duties, he was head of the Columbia Pacific Network. With his appointment as vice-president, Merle assumed the varied duties of manager of the CBS owned stations, department handling of national spot advertising for a selected list of network stations, and became head of the Television Film Sales Unit before becoming executive V.P.



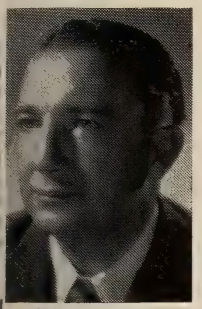
DAVID V. SUTTON, vice-president of MCA-TV Ltd. in charge of film division, is a lawyer turned broadcaster. A graduate of the University of Virginia and the University of West Virginia Law School, Dave never practiced law. Instead, he entered broadcasting with WBBM, Chicago, in 1940, as a salesman. He became Eastern sales manager in 1942, but was interrupted by a stint in the Marines. Doffing his uniform, he joined KMOX, St. Louis, as Commercial Manager, and then moved to CBS Radio Sales, after which he was in rapid succession general sales manager and vice-president in charge of sales of CBS-TV. The 43-year-old West Virginia native then moved to MCA as VP and member of the board of directors.

REUB KAUFMAN, president of Guild Films, is the man who gave Liberace to the American public. Reub, an alumnus of the University of Chicago, saw the possibilities in the unknown piano player, and in 1952 personally toured the country selling a film of Liberace to local stations. The rest of the story is history. Born in Russia in 1903, Reub's family moved to Tulsa before he entered school, and after graduation from college, he formed his own agency, Kaufman & Associates, and was responsible for the success of Jay's Potato Chips, with the slogan "A Pip of a Chip." In 1952 he formed Guild Films, and today has acquired a library of almost 700 Hollywood features and shorts, and almost 200 Looney Tunes cartoons.

GEORGE T. SHUPERT, president of the American Broadcasting Company Film Syndication, Inc., the subsidiary of American Broadcasting-Paramount Theatres, Inc., entered the visual media field in 1938 working for Industrial Pictures, Inc. In 1940 he suggested to Paramount Pictures that they create their own industrial film division, and was hired to organize it and handle sales. In 1943, he entered the television field as assistant to Paul Raibourn, president of Paramount TV Productions. Eight years later, in 1951, he joined producer Edward Small in organizing Peerless Television Productions, Inc., taking the post of vice-president in charge of sales. A year later he became vice-president and general manager of United Artists Television Corporation, the position he resigned in August 1953, to establish ABC Film Syndication.

MICKEY SCHWARZ, president of ATV Film Productions, Inc., started his film careers at the age 14, working summers in the film laboratories. By the time he had finished college he had been through the stages of printing, developing, negative cutting, printing, and editing. His first professional job was with the Meyer Reiger Film Laboratory in New York. Mickey moved back to the coast as an assistant cutter at the RKO Pathe studios, and in 1937 he became a charter member of the Society of Motion Picture Film Editors. He also worked with the Major Picture Studios, and Universal. During the war he served in the Air Force, and returned to produce live television programs, edited TV film shows, and in 1952 entered the film commercial field by forming his own company, the ATV Film Productions.

ELY A. LANDAU, president of National Telefilm Associates, has a long record of achievement for a young man of 35. A native New Yorker, and only nine years in the broadcasting field, Ely did a three year stint in the Army Air Force during the hostilities, and in 1947 joined the production staff for television of Raymond E. Nelson. Two years later he became the TV director of Moss Advertising, and later assumed a similar position for the Emil Mogul Co., Inc., where he was instrumental in building the video department to its present formidable proportions. In January 1954, he formed NTA. In his spare time, Ely authored the booklet, "Television Story."

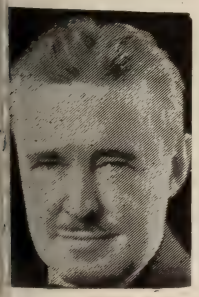


EARL COLLINS, president and general manager of Hollywood Television Service, Inc., is a veteran of 26 years of experience in the sales and distribution end of the motion picture industry. He brings to TV a first-hand knowledge of how to deliver what audiences want and how to properly service clients, stations and networks. The HTS organization today has a sales representation in 32 key cities across the nation. In addition to the large assortment of features, dramas and mysteries handled by HTS, Earl has also made it known that the company is planning to produce many series of pictures, made expressly for TV, edited to meet the needs of local sponsors. Some of these are now in production and an announcement on the company's plans for these films will be made in the near future.

HAROLD L. HACKETT, chairman of the board, and president of Official Films, Inc., started his career as a sailor in the merchant marine, and is still traveling in his position with Official Films. This year alone he has made seven round trips to Europe, due to stepped-up production demands. After his stint at sea, Harold spent four years with NBC before joining MCA. In his twenty years with the firm, he rose to the position of vice president of radio and television, and gained the experience and background for his present position. He joined Official Films in 1953 in the capacity of president, and in 1955 became chairman of the board. Harold is a member of the NAITB, and of the Association of TV Film Distributors.

DWIGHT W. MARTIN, vice president of General Teleradio, Inc., came to the firm in June 1952, after six years as assistant general manager of the Crosley Broadcasting Corp. A graduate of the University of Cincinnati College of Law, he started his business career as a practicing attorney with the firm of Dinsmore, Shohl, Sawyer, & Dinsmore in 1934 and remained with them as an associate until 1943, when he entered the Navy. He returned to the firm as a general partner in 1945, but left to join Crosley the following year, ultimately becoming a vice president. After Dwight came to General Teleradio, he organized the Film Division, and his present assignment is as a member of the staff, which is concerned with operation of all divisions of the company.

WILLIAM J. GERMAN, distributor of Eastman professional motion picture films, organized two companies, W. J. German, Inc., one chartered in Delaware, the other in California, to handle the firm's trade. Bill's initial association with Eastman was in 1906 in Rochester. After filling several posts he came to N. Y. in 1921 as manager of the G.M. Labs. in Long Island City as well as of the Paragon studios and labs and San Jacq Film Printing Corp. at Fort Lee, N. J. One year later Bill became associated with Jules E. Brulatour and in two years he organized and became V.P. and general manager of J. E. Brulatour, Inc., which took over the sole distribution of Eastman films for movies and T.V. At Brulatour's death, Bill became president of the two Brulatour corporations, and completed purchase of the latter's assets in 1951.



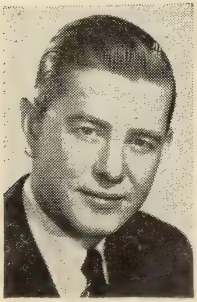
PAUL RAIBOURN, vice president and member of the Board of Directors of Paramount Pictures Corporation, is also Chairman of the Board of International Telemeter Corporation, of Chromatic Television Laboratories, member of the board of the NARTB, treasurer and director of the Allen B. DuMont Laboratories, Inc., and President of TV station KTLA, Los Angeles. Associated with Paramount since 1921, his duties include supervision of budgets and planning, and of all of the firm's TV interests. A native of Illinois and a graduate of the University of Illinois, Paul spent four years with Bell Telephone as a design engineer. In 1937-8 he conducted a survey of TV developments here and abroad that gave Paramount an early edge in the field.

MAURICE J. RIFKIN, vice-president in charge of sales for Ziv TV Programs, Inc., was born in Marinette, Wisc., on July 12, 1914. His family moved to Youngstown, O., when he was one year old. It was there he stayed through his graduation from Rayen High School in 1930. He received a B.A. in 1935 and an M.A. in 1936 from the University of Southern California. At that time, he returned to Youngstown where he worked as an account executive with WKBN. In 1938, he moved to Cincinnati, where he joined the Frederick W. Ziv Co. In 1949, Rifkin came to New York City to be sales manager for Ziv TV Programs, Inc. He was appointed to his present position in 1952. He and his wife, the former Theodora Levin, have one child, Joan, and they live in Great Neck, Long Island.

MARK GOODSON, partner with Bill Todman in Goodson-Todman Productions, was born in Sacramento, Calif., and began his career in show business as a child actor in stock companies. Goodson entered radio at KJBS, San Francisco, as a disc jockey in 1936. He moved on to the Don Lee Network Headquarters in 1937, where he began as an announcer, switched to special events, then production, in which capacity he developed a group of shows. He came to New York in June, 1942, where he began as emcee of "Battle of the Boroughs" and the "Jack Dempsey Sports Quiz." This led to his directing soap operas. He wrote and directed dramatic spots on the "Kate Smith Show" and co-produced the first of the "Stop the Music" series before he and Todman became associated.

MILTON GORDON, president of Television Programs of America, Inc., is the third member of the triumvirate of Edward Small and Michael Sillerman, who guide the fortune of the flourishing TPA. A financial wizard associated with multi-million dollar investments in television, Milt left active supervision of the Walter E. Heller Company, the Chicago banking firm where he had been vice-president, to enter the infant industry of TV. In 1946 he pulled the frozen food business out of the red, and later launched a new program for Capehart-Farnsworth. Milt also inaugurated the first split hemisphere financial deal between an American banking firm and English investors to produce the Academy Award winning motion picture, "The African Queen."

JEROME S. HYAMS, president of Hygo Television Films, Inc., and Unity Television Corp., spent 18 years with Commonwealth Films before founding his own firm in 1952. Starting in 1934 as an office boy, his first promotion came when they established their 16 mm motion picture department, when Jerry became a salesman. During World War II he served in the OSS film department, where he worked with John Ford. After the war he went back to Commonwealth as sales manager of 16 mm films. With the coming of television, Jerry helped establish and manage the sales activity. A resident of Great Neck, and a do-it-yourself gardener, Jerry held that position until he formed the Hygo firm.



FRED J. MAHLSTEDT, director of operations for CBS-TV Film Sales, is not only a pioneer in the television film industry, but has the unique distinction of having been a practicing architect for four years. Educated at the Pratt Institute's School of Architecture, he started in broadcasting with Erwin, Wasey, and the Kudner Agency. In 1939 he joined Columbia, where he has been ever since. He started as the chief of sales development for the research department, and moved to radio sales promotion, and then to spot sales. In June, 1950, he was given the job of organizing a film syndication unit, and has handled it ever since.

SHAMUS CULHANE, president and founder of the animation studios that bear his name, established the firm in 1945, after a long and meritorious association with RKO, Universal, Paramount, and MGM studios. Shamus worked on more than 250 animated pictures, and won six national prizes for his cartoons. For a period of five years he was with the Walt Disney Studios, working as a pantomine specialist on such pictures as "Snow White," "Pinnochio," and the "Pluto" series. He has produced animated telecommercials for Ajax Cleaner, Muriel Cigars, Halo Shampoo, and others. Since his start as a 15-year-old errand boy for the old Lantz Studios in New York, Shamus has come a long way, working at every job in the industry en route.

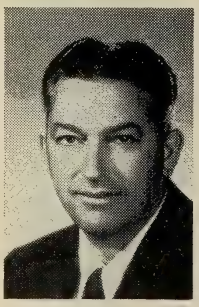
SAUL JEFFEE, president of Movielab Film Laboratories, started in the industry over a quarter of a century ago. Always mechanically inclined, Saul has combined business and pleasure in his hobby of tinkering in his home machine shop, and has developed many modifications which have contributed to the advancement of film processing. Saul's firm is finishing up an expansion program that will have increased the firm, 80 per cent of whose clients are television accounts, threefold. Saul is completely wrapped up in his work, but does find time to pursue a second hobby, tropical fish.

WILLIAM J. GANZ, president of the William J. Ganz Co., Inc., has produced over 1,000 films on a tremendous range of subjects for practically all major industries. At 20, Bill was a free-lance cameraman, and served as Universal Newsreel's Philadelphia representative, back in the early days of the news short. In 1919 he came to New York and started his own film business, specializing in the production of sponsored films for industry. Ganz films evolved as quickly as the industry, shifting from silent to sound in the late 1920's, and ten years later from black and white to color. In 1943 he formed the Institute of Visual Training, Inc., for the specific purpose of offering "planned distribution" to clients.

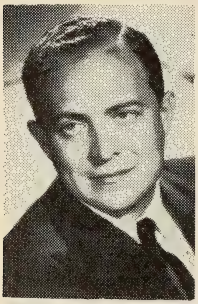
JACK WRATHER, president of Wrather Television Productions, Inc., and part owner of station WNEW, New York, has business interests ranging from the oil industry to the resort field. In television, his firm is the producer of "The Boss Lady," and the owner of all rights to the "Lone Ranger," acquired from Trendle & Associates for a reported $3,000,000. Jack started out in the then new field of TV with the purchase of KOTV Tulsa, and a year later, in association with Mrs. Helen Alvarez, KFMB and KFMB-TV, San Diego. At the present time he has applications before the FCC for a TV channel in Corpus Christi and a UHF channel in Boston. The Tulsa property was sold recently. Wrather's fortune was founded in the oil industry, and in addition to TV, has expanded to resorts in California and Nevada.

PAUL TALBOT, president of Fremantle Overseas Radio & Television, Inc., the largest distributors of radio and television material for the international market, got in on the ground floor of television with CBS in 1941. Following Army service during the war, he became American representative for the Italian Radio Network, and for Radio Andorra, which was the first European station to get back on a commercial basis after the war. Today, as one of the youngest executives in the field, Paul heads a firm with a program on the air somewhere in the world every minute in the year. The firm has recently acquired two wholly owned branch offices in London, and Mexico City. Paul was the American representative to the recent UNESCO conference on international television and movies.

JAMES L. CADDIGAN, director of the Electronicam Division of the Allen B. DuMont Laboratories, Inc., is a veteran in the entertainment field, and a pioneer in TV network programming. His background includes radio, the legitimate theatre, and 15 years with Paramount Pictures and Paramount News. In 1947, Jim began supervision of programming and production for the DuMont Television Network, and led the way for the first full daytime operation by a television station, WABD, in New York. He was also responsible for the first science fiction series, "Captain Video," and the first big amateur show, "The Original Amateur Hour." In June, 1955, Jim was named director of marketing for Electronicam, and in January of this year became overall director of the division.



ARMAND L. SCHAEFER, president in charge of production for Flying A Productions, Inc., was born in Tavistock, Ontario. Following service in the U. S. Army tank corps during World War I, he entered pictures in 1924 as property man with Mack Sennett comedies. Following a career there where he also functioned as electrician, actor, etc., Armand became property man for Mary Pickford Productions and later functioned as assistant director and production manager for various independents. Becoming a director in 1932, Armand directed 13 serials, including Gene Autry's first. When Gene Autry Productions was formed in 1947, Armand resigned from Republic to become president of the company and in 1950, became president of Flying A Productions.



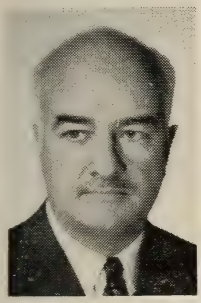
MARTIN N. LEEDS, executive vice-president of production at Desilu Productions, Inc., has been with Desi and Lucy since 1953. Marty holds one of the most responsible jobs in TV while still in his thirties. A graduate of New York University with the degree of bachelor of science and bachelor of laws, he was admitted to the California bar upon his arrival there. Desi Arnaz, Desilu prexy, was so impressed with the former CBS-TV business affairs director, that he brought Leeds into the Desilu picture in the second highest position in the firm. Leeds is also a vice-president of Motion Picture Center Studios, and chairman of the code committee for the TV industry. A veteran of the U. S. Army, he is married to the former Doris T. Segal and is the father of two sons.

GEORGE S. GLADDEN, executive vice-president for Academy Pictures, Inc., the commercial film production organization, joined the firm in November of 1954 after a varied career in the motion picture and radio fields. In 1931 he joined General Motors and rose to become the head of the Public Relations Motion Picture Department. He designed and established the format of the firm's first major road show, "The Parade of Progress," which has been seen throughout the nation since 1936. In 1938 he joined Audio Productions as a writer-director and simultaneously acted as Eastern color director for Technicolor, Inc. Starting in 1940, George served for 14 years as the head of the motion picture and film TV department of the J. Walter Thompson Agency. A graduate of both Cornell and M.I.T., he is married and the father of three children.

CHARLES E. RYND, president and chairman of the board of Audio & Video Products Corporation, was instrumental in solving one of the major headaches of network radio. Back in 1946 Charlie's efforts in behalf of "Operation Rynd" resulted in the technique of delayed network broadcasting via Ampex Tape Recordings, which solved the problems resulting from daylight saving time, and was quickly adopted by all networks. A graduate of Massachusetts Institute of Technology, and Hamilton College, Charlie entered radio with NBC. From 1935 to 1942 he was with the network's sales and traffic, later moving over to ABC as sales service manager. He rose to become vice-president and assistant secretary of the company before leaving to form his own firm.

JOHN W. LOVETON, president of John Loveton Productions, West Coast TV film firm, started his broadcasting career handling the General Foods "Show Boat" radio program for Benton and Bowles. In 1937, he moved to Ruthrauff & Ryan, where he supervised 17 shows and directed some of their top radio productions. From there, he went to Foote, Cone and Belding, where he was placed in charge of all Lucky Strike radio. After a brief term as co-director of radio for Geyer, Cornell, and Newell, he joined Lennen and Mitchell, where be began his long association with the "Mr. and Mrs. North" property. He resigned from the agency in 1947 and has since produced and directed this show from his own office. When he moved into TV, he transferred his production set-up to the West Coast.

CHARLES J. BASCH, JR., president of Television Screen Productions, and in partnership with his wife Frances Scott, Basch Radio-TV Productions, has been a producer of radio shows and commercials for 21 years, and has been in television for ten. Born in Newark, New Jersey, Charlie spent his early career in the manufacturing field, leaving it in 1929 for a Wall St. job. He spent two years in the financial world, before teaming up with his wife in show business. His wife, "Scottie," was radio's first woman roving reporter at the time they formed their own firm. Charlie conceived and directed many of the nationally known spots on the air, and have handled live shows and commercials for many clients. They formed Television Screen Productions in 1949.



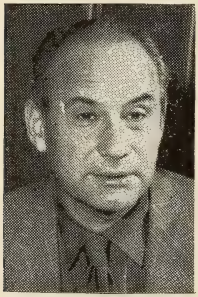
GUY V. THAYER, vice-president and general manager of Rowland Reed Productions, Hollywood TV film firm, entered the motion picture field, while a senior at Hollywood High School, working at an after-school job in the Paramount film laboratory. He moved up through the ranks as senior film editor at Paramount, RKO and Universal-International, then became associate producer for PRC. He left the latter position for service in the U. S. Navy, serving in a photographic unit. At the United Nations conference in San Francisco, he was coordinator between the military and government crews of all countries, and he also set up the photographing of the war crimes trials in Nuremberg, Germany. Guy was discharged from the Navy in 1945 and he immediately joined Roland Reed Productions.

TOM VALENTINO, head of T. J. Valentino, Inc., has been supplying the radio, theatre, and television world with sound effects and mood music for the past 20 years. He broke into radio on what must have been one of the first P.I. deals on record. At the time Tom was a piano and organ tuner and tuned station pianos in return for two-minute pitches advertising his services. While working around the studios he noticed the first crude attempts at sound effects—which led him to form his present company. From a modest beginning, Tom has gone on to create sounds for practically all the shows on Broadway, not to mention little theatres all over the country.

JOSEPH PLUNKETT, vice president of North American Television Productions, Inc., has had a varied career as an executive in show business. In the legitimate theatre, he was associated with Liebler & Co., and George Tyler, producing many Broadway hit plays. He was managing director of the Century Theatre (formerly the New Theatre) and also produced plays under his own management, then was appointed managing director of the Strand Theatre in New York. He produced pictures for Paramount Pictures Corporation, then became director, vice president, and general manager of the RKO Corporation. Later, he served as vice president of Select Attractions, Inc., distributing special pictures. It was in 1954 that Plunkett entered the TV film field, assuming his present post with NATP.

WILLIAM F. BROIDY, president of Wm. F. Broidy Productions, Inc., is a native of Chelsea, Mass. He spent two years in the business school of Northeastern University but was forced to leave due to illness. Bill first entered the textile business then interior decorating before discovering a lifetime career in the distribution of motion picture films. In March, 1946, Bill went to California and spent three and a half years learning all phases of motion picture production. In 1950, he organized Wm. F. Broidy Productions for the purpose of producing films, especially for TV. Headlining his current schedule is "Wild Bill Hickok," co-starring Guy Madison and Andy Devine, a series which enjoys great popularity with the children's audience.

EDGAR G. (TED) SISSON, director of the NBC Film Division, is responsible for the sale, advertising, and kinescoping of the vast NBC film library. Ten years service as a mechanical and radio engineer, in a consulting capacity for radio set manufacturers, preceded his directing-producing positions. He joined NBC's radio production staff, and directed "The Jack Benny Show," and "Your Hit Parade," among others. A Princeton graduate, where he helped start an experimental station, Ed became head of the radio department at the New York office of Lord & Thomas. He then spent nine years with Pedlar & Ryan, ultimately as VP in charge of radio, and then four years with N. W. Ayer. In December, 1953 he joined NBC as an associate producer, and the following month became director of the Film Division.



CHESTER ERSKINE, President of Chester Erskine Productions, producer of the Reader's Digest series of TV films, has had a long and varied background in the producing, directing, and writing of plays and motion pictures. He abandoned the law career for which he studied at Union University, Schenectady, N. Y., in order to study for the theatre at the American Academy for Dramatic Arts. In 1929, he began directing Broadway plays. At one time, he was head of Charles Frohman, Inc., and also served as director for the Theatre Guild, and the Erlanger and Shubert interests. Starting in 1944 he wrote and directed a number of screenplays. First venture under Chester Erskine Productions was "Witness to Murder," starring Barbara Stanwyck, George Sanders, and Gary Merrill.

NORMAN GLUCK, vice-president and general sales manager of United World Films, Inc., started up the ladder of the film business as an usher in his hometown of Racine, Wisconsin. From this beginning Norm went ahead to become the manage of many theatres throughout the East for both RKO and Skouras. Between 1936 and 1947 he managed movie theatres in Schenectady and Albany as well as several cities in New Jersey and New York. Following the end of World War II, in which Norm served in the army, he became affiliated with Universal Pictures and for two years managed the Park Avenue theatre. Later he moved to United World Television, the Universal subsidiary, in 1949. Two years later he assumed his present post.

BASIL GRILLO, executive vice president of Bing Crosby Enterprises, is described by industry associates as an account with imagination. His financial and management background is both wide and varied. He has managed all of the Crosby financial interests and has organized all Crosby packages for the past ten years, including acting as executive producer of the "Fireside Theatre" series. He is also acting in the same capacity for the dramatic series which the firm is producing for the Studebaker-Packard Motor Car Company. Basil has an active hand in such allied organizations as Decros Corporation, the Crosby-Jayson Corporation, Bings Things, Inc., and Crosby Research Foundation. He is president of the Namso Enterprises Inc., merchandising firm serving the Crosby interests.

WILLIAM VAN PRAGG, head of Van Pragg Productions, produces and directs both film commercials and features for television. From a start in the industry as manager of a theatre, Van Praag got into advertising via a promotional scheme for theatres. He worked on advertising films for theatrical distribution, and from there became a free-lance film editor, doing stints for some of the top film companies. His creative talent drew the notice of Uncle Sam, who contracted him to set up the first film unit for the OWI. After a three-year hitch in the Army, he went back to free lancing on a large scale. Prior to forming his own company, he did some pioneer film work for NBC-TV, was on the production staff for several features released through United Artists, and worked for Bray Studios.

HENRY "DOC" BROWN, president of Atlas Television Corp., has been in the motion picture business for over 25 years, and has experience as an exhibitor, owner of a chain of theatres, producer of motion pictures, and head of an international distributing organization. "Doc," a graduate of both CCNY and Columbia, founded Atlas in 1948, and collected more than 350 film comedies, editing them to quarter-hour lengths so that program managers could use them freely. Since then Atlas has gone into new production, and has several filmed program projects under way. "Doc" is a member of the board of the National Television Film Council, a director of the Allied Theatre Owners of New Jersey, and a Motion Picture Pioneer.

ISIDORE LINDENBAUM, president of Filmcraft Productions, is one of Hollywood's leading makers of filmed TV productions. He attended UCLA and Harvard Law School and has long been recognized as one of the top experts in the television film field. He entered the TV medium in 1949, when he formed a corporation to explore Doctor Ferenz Fodor's inventions, which since have been responsible for many advances in TV. While always feeling that TV was his medium, "Lindy" still maintains a large practice at law and at one time he was a pharmacist, and is still licensed. His Filmcraft company is on a par with the biggest in Hollywood and at present owns its own large studio and took over the first motion picture theatre in Hollywood for exclusive use for filmed TV productions.

LOUIS HUOT, vice-president in charge of client relations for Five Star Productions of Hollywood, has had wide experience both in newspaper work and film production. For five years he was vice president and European manager for Press Wireless, Inc. He represented the Chicago Tribune in Europe for two years, headquartering in Paris, and has worked for numerous other papers, including the Montreal Gazette. In film production, Louis has produced public relations movies for such clients as the Prudential Insurance Co., Pontiac Motors, and the Block Drug Co. of New Jersey. He has made movies on new weapons and techniques for the Army Signal Corps. In his position at Five Star Productions of Hollywood, he suprevises the production of both TV commercials and institutionals.

EDWARD HOCHHAUSER, JR., vice-president of Muzak Corporation, vice-president and general manager of its Associated Program Service Division, and vice-president and director of merchandising for Muzak Corporation Franchise Division, initially joined APS as a field representative in 1951. He started in local radio in 1941, and in '46 joined the newly formed Transcriptions Sales, Inc., where he was successively account executive, sales manager, Eastern Division manager, and vice-president. After joining APS he was rapidly made sales manager, general manager, and in January of 1953, he was elected vice-president of Muzak. The 37-year-old Mr. Hochhauser is an alumnus of the University of Virginia, and a resident of Merrick, Long Island.

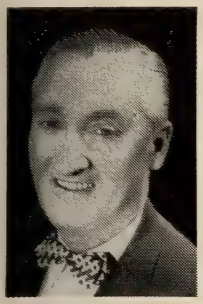
MARTIN P. HENRY, president of Video Pictures and West Coast Sound Studios, was born in Lebanon, Indiana on June 4, 1904. He was educated at the University of Florida. He began his career as an assistant director in 1924 and worked for Famous Players, Lasky, Paramount and Fox. He opened West Coast Sound Studios in 1932, with George Goman and Al Manchee. Martin serviced West Coast Productions, shooting screen tests, second units, and backgrounds. He later branched into short subjects, documentaries, sales training and educational pictures. From 1942 to 1946 he was a Major in the U. S. Army Signal Corps, Chief of Army Ground Force Training Films. He returned to West Coast Sound Studios and Video Pictures as vice-president and production manager. Martin is now making pilot films for TV.

JAY BONAFIELD, general manager of RKO Pathe, a division of the RKO Radio Pictures, Inc., entered the motion picture field as a reel boy in the cutting department of Fox Movietone News. A native of Tunnelton, West Virginia, he was soon promoted to assistant editor, and then film editor, working on newsreels. In 1931 he joined Pathe as newsreel film editor, and in his years in that capacity personally edited such outstanding news stories as the Hindenburg disaster, the Lindbergh case, the Morro Castle fire, and presidential inaugurations. He was transferred to the short subjects department, where he became head of the editing department, and then to production manager.

W. WALLACE ORR, president, Tel Ra Productions, Philadelphia, is believed to be one of the largest producers of TV sports film. Tel Ra Productions, which he founded in 1948, produces "Telesports Digest," "Sports Spotlight," "Touchdown," "Greatest Pro Football Plays of the Week," and "Post Time, U.S.A." During the past eight years, his firm has produced more than 700 sports shows for TV use. Presently, along with its established sports programs and some TV commercials, Tel Ra Productions is placing emphasis upon color films. Thus far color is being used extensively in filming thoroughbred racing and major league baseball. Orr was an advertising executive for 27 years, being vice-president of N. W. Ayer & Son, Inc., 1944-48.

KERN MOYSE, president of Peerless Film Processing Corporation, has a wide variety of experience in his business background. He was born in Columbus, Georgia, graduated from Harvard, and then from St. Lawrence Law School. He went to work in the Texas oil fields, and spent a period in the banking business in New York, where he became the managing director of National Coal Company of Cuba, and followed this experience with 11 years as an insurance broker. In 1934 Kern became vice-president of Peerless, and in 1946, president. He is a director of the Association of Cinema Laboratories, and of the National TV Film Counsel, as well as a member of the Motion Picture and TV Engineers Society, and of the Radio and Television Executives Society.

SAM HERSH, president of Family Films, Inc., a prominent figure in the production and distribution of religious pictures, is no stranger to show business. For some time prior to 1948, Sam was a well-known film sales executive, handling his own pictures as well as features for several studios. Traveling extensively, it was meeting the actual buyer of films that catapulted Sam Hersh into the production of motion pictures. Noting that the film industry produced relatively few inspirational pictures, Sam decided to go into this type of production. In 1948, Sam formed Family Films, Inc. The company's prowess since has been illustrious. Family Films, Inc. has produced to date over 200 inspirational films for both the TV and church markets.



FRANK BRODOCK, general manager of Reela Films, Inc., Miami, moved to Florida in 1951 after 17 years as an account executive with the Jam Handy Organization, where he handled the Chevrolet and Lucky Strike accounts, with the thought of retiring. But Reela Films, then in its infancy, asked Brodock to take a position as sales manager. In two years, he increased Reela's billings three-fold and was greatly influential in getting the film company to the position where it now calls itself the "most complete film studio in the South." Upped to general manager in 1953, Brodock hired personnel for his executive staff in Hollywood, New York, and Chicago. Reela Films has produced TV and industrial films for a number of major cities in both North and South America.

HERBERT SCHEFTEL, chairman of the board of Telenews Productions, Inc., started his career as a member of the New York Stock Exchange, but soon became interested in the production of visual news. In 1938 the first theater television projectors were being demonstrated, and he foresaw the possibilities immediately. He became involved in a chain of newsreel theatres, but the war, in which Herb served as a major in the Air Force, intervened. After V-J day, he went to work in earnest producing spot news films for television. A graduate of St. Paul's School and Oxford University, Herb is a devotee of golf and bridge.

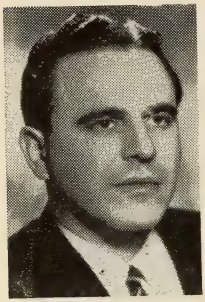
TOM LEWIS, president of Lewislor Enteprises, Inc., entered TV production after a brilliant career in advertising, radio and motion pictures. An advertising executive with Young & Rubicam, Inc., before the war, Lewis was vice president of radio production in charge of that organization's Hollywood office when he entered the Army in 1942. During World War II he created the Armed Forces Radio Service, of which he was commandant, and rose to the rank of full colonel. Following his return to civilian status, Tom was associated with a long list of radio's top-ranking favorites before entering the field of motion pictures to produce MGM's "Cause For Alarm." In 1953, he formed Lewislor Enterprises, Inc. and produced "The Loretta Young Show."

WILBUR J. STREECH, president of Wilbur Streech Productions, the TV commercial and animated film production firm, received early training as an animation artist for the Walt Disney studios. After Pearl Harbor, Wilbur served as a Captain in the Signal Corps photographic center in charge of the organization of production animation. Right after the war he became a partner in Triangle Films, when that firm was making a series of one reel musicals for Universal. In 1951, the UCLA graduate formed the present company on his own, some of whose clients include Cities Service, Brylcreem, Eno, and Kleenex.

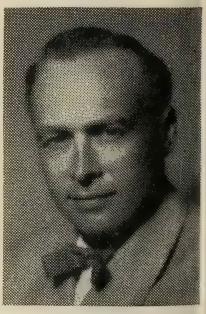
SAUL J. TURELL, president of Sterling Television Co., Inc., has brought a merchandising approach to low budget shows and stand-by films that has made Sterling one of the largest distributors in the field. Saul is a native New Yorker. He attended CCNY and the University of Chicago. From 1942 to 1946 he was in the Army and spent most of his time, according to his own testimony, on KP. Serving in the South Pacific, New Guinea and the Philippines, Saul emerged from the service as Sgt. Turell. After the war he went to work for Official Films and after watching volume sales of home movie films, such as Castle and Official, he decided to launch Sterling Films in 1946, in partnership with Robert Rhoades. In 1949, when Bernice Coe joined the company, a TV department was inaugurated.

WALTER SCHWIMMER, president of Walter Schwimmer Productions, Inc., Chicago, is a Northwestern University graduate who has worked as a publicist, songwriter, radio station manager. He was a founder and partner of the Schwimmer and Scott Advertising Agency, from which he left on an indefinite "sabbatical" leave to set up and guide his radio and television program packaging company. Schwimmer bridged the gap from AM radio, with "Foto-Test," which went on the air over TV stations. His packaging firm has been well represented on some 250 AM markets with "Tello-Test," "Tune-Test," and the "Deems Taylor Concert." One of his principal innovations for TV was the inauguration of the "Miss U. S. Television" contest which made its debut in 1950.

CHARLES E. SKINNER, president and executive producer of Charles E. Skinner Productions, Inc., was surrounded by show business almost from birth. He attended school on Hollywood motion picture lots, and acted as an assistant director on feature pictures at the age of fifteen. A long-time member of the Screen Directors Guild, Charlie used his Hollywood know-how in positions with the Jam Handy Company, and first transferred his talent from Hollywood to television when he converted the original "Big Story" series from radio to television. His film credits, besides seventy-three "Big Story" films, include "Murder in 'A' Flat," and "Les Paul and Mary Ford." His latest producton is "Sgt. Preston of the Yukon."



CHARLES Z. WICK, president of Telefilm Enterprises, formed that distributing organization after an exhaustive study which enabled him to present detailed plans to a prominent group of investors. Charlie has always made us of his talents for both music and commerce. While an undergraduate at the University of Michigan, he formed orchestras which made him $26,000 in one year. He later studied law at Western Reserve University, was admitted to the bar in 1943, then organized a band to play in a Cleveland hotel at night, and set up a day time law practice. In 1943 Tommy Dorsey engaged him to handle legal and business affairs for his orchestra, and to write musical arrangements. Charlie is married to the former Mary Jane Woods and they have two sons, Charlie, Jr., and Douglas.

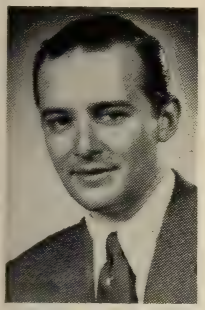


FLETCHER SMITH, president of Fletcher Smith Studios, Inc., producer of TV films, commercials and industrial films, started his business career at the age of 18, with a graphic art enterprise based on a capital of $200. He entered the animation field through doing special effects for M-G-M studios, then began developing industrial accounts. In 1938, he set up his own sales organization and branched into live action films, first on location, then on sound stages. During World War II, he devoted himself exclusively to shooting educational films for the government. With the end of the war and the advent of TV, he went into production of filmed TV commercials. Fletcher relaxes from his duties through hobbies of woodworking and amateur painting, and learning to play the Hammond organ.

HERBERT R. PILZER, president of Circle Film Laboratories, Inc., is the son of a prominent Viennese film producer, and has an extremely broad technical and business background. Born in Vienna, he was educated at the Theresianische Academy in that city, and continued his studies at the Marigny Institute, and at the Sorbonne in Paris. During 1941-42 Herb produced a number of films for the war effort in association with the Harmon Foundation. The following year he joined Circle Films, and three years later, in 1946, was elevated to the position of general manager. Quickly realizing the future of film on television, he oriented the firm toward that objective. In 1953 Herb was elected president of the firm.

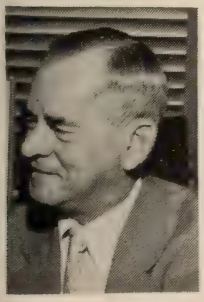
HENRY MORLEY, president of Dynamic Films, Inc., a graduate of Yale University with a degree in economics, also did post-graduate work at NYU and CCNY in engineering. His business career in the movie industry began with J. A. Maurer, Inc., designers and manufacturers of sound equipment. He started in sales but quickly moved himself into production and he was made general manager of the firm. Post-war, Henry, along with Nathan Zucker, a Yale classmate, formed Dynamic Films, Inc. From the beginning they concentrated on films for TV when not turning out industrial and sponsored films. They handled every phase from script writing through photography, sound recording and editing. Today, as president, Henry brings to the job the technical and engineering background which has spelled success for Dynamic.

MILTON J. SALZBURG, president of Cornell Films, Inc., and of Pictorial Films, Inc., has been actively engaged in some form of show business since he was 17 years old. He launched his career at the Roxy Theatre in New York and from that springboard went on to the production end of films as an assistant film editor, then on to the production of his own films, making many outstanding documentaries. Three of them which established him firmly in this field were "Pattern for Survival," "Target, U. S. A.," and "FDR-Hyde Park." In 1953, he formed Award Television Corporation, of which he is president, to produce package film programs for use on television stations around the country. One of his TV film innovations is a series on golf, featuring the champion golfer, Jimmy Demaret.

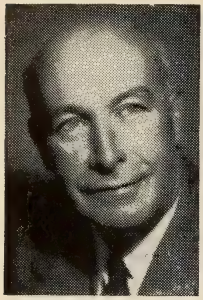


BURT BALABAN, president of Princess Pictures, Inc., received his first experience with Paramount Television in 1946, after a tour of duty with the Marine Corps as a combat photographer. A native of Chicago, Burt attended Roanoke College, Virginia, and summers worked for the National Screen and Photographic Studio. He spent fourteen months in the Pacific, making D-day landings in the Marshalls, Saipan, and Guam, along with extensive aerial photography on bombing missions. His first work with Paramount TV was obtaining film programs for KTLA and WBKB, Chicago, Later, he managed the firm's film department, and was in charge of film programming, and the company's syndicated program distribution.

JERRY FAIRBANKS, head of Jerry Fairbanks Productions, started his career as a cameraman in the movie industry, then began producing films and short subjects. Winner of two Motion Picture Academy Awards, he was the first to take the plunge into the filmed TV field. Under contract to NBC, he made the first series seen on video: "Public Prosecutor," "Crusader Rabbit," "Jackson and Jill," "Bigelow Theatre," "Silver Theatre," and others. Fairbanks also developed the MultiCam System which permits filming and sound recording by two or more cameras. Fairbanks is now one of the leading commercial film makers in the business and at present is doing television commercials, industrial telefilms and feature length films for both television and motion picture projection.



MOE KERMAN, president of Regal TV Pictures, Inc., has had a long and varied background in the motion picture business. His father was one of the first motion picture exhibitors in the borough of Brooklyn, and the son followed in his footsteps as an exhibitor when he was 14 years old. Not long after that, he set up his own independent film outfit called "The Kerman Film Exchange." He once produced movies under the Mutual Production Corp. banner, and these movies are now being shown on TV. He started in TV movie distribution in 1948, when he bought the entire Hal Roach Studio Library for TV.



CHARLES DAND, Director of the Films and Publications Division of British Information Services in New York City, was born in Dundee, Scotland, on April 24, 1902. After he received his education at Glasgow University, he was in newspaper work from 1922-29, during which time he contributed to many British and American journals. From 1929-35, he worked as a scenario editor for London's Associated Sound-Film Industries, and as a writer and director of documentary and instructional films. He returned to journalism for two years, after which—in 1937—he entered British government services as Public Relations Office, Edinburgh. During the war, he was with the Scottish Education Dept., Edinburgh. He returned to London in 1949 with the Central Office of Information and came to New York in 1952.

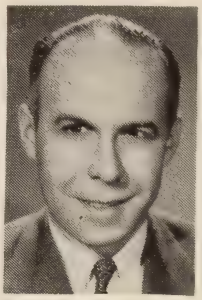
VINCENT J. NOLA, head of Nola Studios, Inc., was born in Italy and came to the U. S. at the age of ten. With money saved from a paper route he studied voice in Buffalo and later transferred to New York where he resumed his studies and later established himself as a vocal coach. Realizing the pressing need for rehearsal studios he established 16 of them in Steinway Hall, and equipped most of them with recording facilities. Needing more space, he brought his total number up to 32 with rooms in the WMCA building, six of which are equipped for making tape and disc transcriptions as well as for making TV films.

CHARLES B. BROWN, vice-president in charge of sales and program procurement for Bing Crosby Enterprises, has a background which ranges through all phases of selling, merchandising, promotion, and management. Much of his experience and "know-how" was gained as program manager of KFI, director of advertising, promotion, and research at NBC, and director of advertising at RCA Victor. While at RCA, Brown originated National Radio Week. His first film venture was an assignment from John Royal at NBC to film Admiral Halsey's return from the Pacific which was later televised over NBC-TV. Brown is also a vice-president of NAMSCO (North American Merchandising and Sales Corporation) Enterprises, Inc., which is the merchandising and sales promotion arm of Bing Crosby Enterprises, Inc.

GEORGE BAGNALL, president of George Bagnall and Associates, Inc., became identified with the motion picture industry after a long experience in the financial field. He joined the Fox Film Company in 1928 as comptroller of its West Coast Studios and later was placed in charge of all finances. He joined Paramount Studios in 1935 as studio treasurer and later was named executive studio manager. In 1937, he was named vice-president of the company. He resigned in 1941 to join the Alexander Korda producing organization, serving as vice-president and general manager until 1942, when he was designated vice-president of United Artists. In 1952, he formed his present company, establishing offices in various leading cities, including New York and Chicago, and acquiring new product for distribution.

CHARLES MICHELSON, president of Charles Michelson, Inc., is one of the principal contacts between Australian and American television. He is the buying agent for much of the TV programming planned for "down under," and has purchased many radio scripts for Australian use. U. S. shows using his library include the "Hallmark Hall of Fame," "GE Theatre" and "Studio One." Mickey, a Columbia graduate, worked in the stock exchange and the family export firm before turning to the entertainment field. He began selling radio transcriptions in the early thirties, and through the years his operations expanded to a world-wide scale. Lately, the firm has included domestic TV distribution in its operations.

JACK J. GROSS, a native New Yorker, had his first taste of the entertainment field as a movie-house usher. This led to a job as cinema theatre projectionist in St. Joseph, Mo., and from there he joined Maupin's Chatauqua Concert Orchestra—a road show which toured the country performing under the auspices of churches, clubs, etc. Following many years of managing theatres, Jack finally settled as manager of the West Coast RKO Hill-Street theatre in Los Angeles, later becoming Western Division manager of RKO theatres. In 1939, he became a producer at Universal in Hollywood until 1943, then he became executive producer at RKO. After a series of outstanding movie successes, Jack joined with Philip Krasne to form Gross-Krasne, Inc.



HAROLD R. LIPMAN, television film manager at Audio Productions, Inc., New York, is a graduate in Mechanical Engineering at Rutgers University. He has been engaged in motion picture production for nearly 20 years, with experience in animation, special effects, optical printing, live action direction and production, processing and design of special equipment. He joined Audio Productions, Inc., in 1936. During the war years he was with the Army's First Motion Picture Unit at Culver City, Calif., and later was assigned to the film production unit covering the Burma campaign at South East Asia Command headquarters in Ceylon, where he spent nearly two years. In 1946 he returned to Audio Productions, where he has specialized in the production of films for TV.

EMANUEL H. DEMBY, president of Demby Productions, Inc., is a spare-time writer, and author of "My Forty-Year Fight For Korea," published by A. A. Winn & Co., in 1952. His first break into radio came at 15 when he did a news program on WMCA. Before the war Manny was an independent producer and writer, and was also a director for the Winer Co., and Arthur Rosenberg agencies. He wrote and produced "One Year Ago Today," and "It Takes a Woman." After discharge at the end of the war, during which he did a wire recorded show from Paris, "The Rainbow Corner," he organized the present firm. Plan—to shift to feature films for theatre showings, present productions include "Hollywood to Broadway," "What's Playing," and "How To Be a Cowboy," all produced in New York.

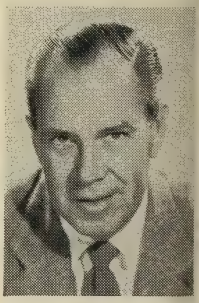
HELEN "BIJOU" KELLEHER, president of the Empire Broadcasting Corporation, one of the oldest recording studios, was catapulted into the recording business following the death of her husband, Gerald. "Bijou" had received early preparation for her duties due to her early association with the financial and commercial world through her banker father and shipbuilder brothers in Kingston, New York. Further business acumen was gained at Marymount College, and by the receipt of a Masters degree from Fordham University. Since she took over the helm of Empire in 1943, the firm has grown from four recording machines to 30. Empire does chiefly the mechanical work for ad agencies and stations, on transcription, spots, and jingles.

WILLIAM SELDEN TODMAN, partner with Mark Goodson in Goodson-Todman Productions, was born in New York City on July 31, 1916. He received degrees from Johns Hopkins University and from N. Y. U. Following his first job as a copy writer for a New York advertising agency, he became a freelance radio director and a writer for Red Book Magazine. This was followed by writing and directing for a number of BBD&O radio shows. Later, he joined the Biow Company as N. Y. Producer for "The Philip Morris Playhouse," Crime Doctor," and "Take It Or Leave It." Joining with Mark Goodson, Todman and his partner have inaugurated the following TV successes: "What's My Line?" "I've Got a Secret," "Two for the Money," "It's News to Me," "The Name's the Same," "The Web,' and "Beat the Clock."

JIM JEWELL, president of Jewell Radio and Television Productions, Chicago, began his radio career in New York in 1926 with Channon Collinge. Two years later he moved to Detroit, becoming drama director of WXYZ and the Michigan Radio Network. In 1939, Jim moved to WWJ as program and production director where he held the title of "original producer-director" of such Detroit originations as "The Lone Ranger," "The Green Hornet" and "Challenge of the Yukon." In Hollywood he was director and writer to Warner Brothers. In 1941, Jim went to Chicago as vice president of Stack-Globe Advertising Agency, and later joined MacFarland-Aveyard & Company as vice president in charge of radio. In 1945, convinced that Chicago was ideal for TV and radio shows as an origination point, Jim founded his own business.

PETER M. ROBECK, sales manager of the film division of General Teleradio, possesses a well rounded background in merchandising and sales. Born in Wisconsin but raised in California, Pete had his first position with CBS interrupted by five years in the Air Force. After V-J day he became merchandising manager of KTTV and of the Columbia Pacific Network. The young graduate of the University of California advanced to become sales manager of the station, followed by a position as sales manager of Consolidated Television Sales. After a series of merger agreements with Jerry Fairbanks, Inc., the firm altered its name to Consolidated Television Sales. Pete later joined General Teleradio.

JACK ASHER of Lab-TV has been a photographic salesman in 46 of the 48 states, missing only Washington and Oregon. In the industry for over a quarter of a century, Jack has been associated with the Gevaert Co., and for eight years with the photographic advertising page of the old New York Sun. He has also been a photographic buyer and consultant for U. S. Navy Ships Stores, and advertising manager of Photo Trade News. Jack has been an active Mason for many years, and is a member of the Society of Motion Picture and Television Engineers.



ED THORGERSEN, veteran news and sports commentator, opened his own offices in 1953 to produce and participate as a TV personality in live and filmed programs, for both sports and industrial exploitation and sales promotion. Ed's microphone career began back in 1927 as an announcer with NBC, broadcasting news, sports, and special events. Six years later Ed joined the expanding editorial staff of Movietone News where his face and by-line acquired national prominence via the newsreel screen. With broad experience in the field of film shorts, Ed projected his talent into many award-winning pictures in the short subject field, and ultimately became identified with the production of "Ed Thorgersen's Sports Review."

DAVID A. BADER, vice president and general manager of Atlantic Television Corporation, has a rich background gained in careers both here and abroad. He joined Universal Pictures in 1920, and was with them until 1935 as manager of press campaigns, and as personal representative for Carl Laemmle. In 1936 he formed a literary firm in London, David A. Bader, Ltd., and in 1938 became president of Literary Corporation Ltd. He worked with George Pal Productions from 1940 to 1942. After handling the trade relations department for Twentieth Century-Fox, he entered the 16 mm. field, editing and publishing trade periodicals. In 1952 Dave joined Commonwealth TV as executive assistant to Mort Sackett, and in 1954 joined Atlantic as executive vice president in charge of sales. He is also VP of the parent company, Astor Pictures Corporation.

DAVID PIEL, independent producer of commercial productions, TV spots, sales training films, slide films; creator-producer-director of the new "Story Films" now running on "Captain Kangaroo" over CBS-TV. During Piel's days at Yale, he conducted a radio program called "Gullible's Travels." His children's "spectacular," "Golden Time," (in color) was produced for NBC-TV with Simon & Schuster for Christmas-time viewing. He got his first start in theatrical and commercial films with Louis de Rochemont's "Your World and Mine" series—36 geography films aimed at children. Has to his credit many documentaries, two of which won awards at the Venice Film Festival; one of his training films was awarded first prize by N.A.V.P.

DON L. KEARNEY, vice-president in charge of sales for the American Broadcasting Company film syndication division, was assistant maanger of ABC-TV before taking his present post. A native New Yorker and a graduate of Fordham University, Don was a sports reporter and commentator on several local stations before World War II. After Pearl Harbor he served in the European Theatre as an infantry and public relations officer, and returned to civilian life with the Katz Agency, and later with the Mutual Network as sales manager for cooperative programs. In 1951, Don moved over to ABC as manager of TV spot sales, and soon moved up to become national sales manager of ABC owned TV stations.

MAX ALEXANDER, vice-president and secretary of M. and A. Alexander Productions, was born in Cassell, Germany, and first entered the motion picture industry in Berlin in a production capacity. Among other producing organizations he was associated with were UFA Studios and Universal. After gaining a reputation in several European capitals, he came to Hollywood and joined Abe and Julian Stern, the pioneer producers. In 1931-32 he was associated with Phil Goldstone in several producing ventures. Max then formed his own firm and made more than 100 pictures, many in association with his brother, Arthur Alexander, for release through PRC, Grand National, and other independents. In 1949 he and Arthur formed M. and A. Alexander Productions.

G. RALPH BRANTON, president of Interstate Television Corp., TV film producers and distributors, has an extensive background in theatre management which led to his entry in the TV field. He served as supervisor for F & R Theatres in Minneapolis, as director of operations for the Publix New England circuit, and later general manager with partnership status in the Tri-States chain in Iowa and Nebraska. He later moved to the West Coast as vice-president of Allied Artists, a post he held during the wide expansion of that company's activities. He formed Interstate TV in 1952. Branton believes "Mass audience, like mass merchandising is a product of this mid-century. Neither the theatre nor television has yet remotely realized the full audience potential within its grasp."

AL STAHL, president of Animated Productions, had his first cartoon strip nationally syndicated when he was only 17 years old. He became, in succession, an animator for Max Fleischer and story-gag editor for Terrytoons, then continued in technical animation work for the Army Signal Corps during World War II. He opened his own studios after V-J Day, and produced his first animated cartoon show in 1946. A pioneer in the television field, his firm has created and produced TV animated and live advertising for leading agencies and has made great strides in photography of stylized animation. Al developed slide-motion and multi-plane animation for NBC-TV. He is a member of the board of National Television Film Council.

PHILIP N. KRASNE, partner with Jack Gross in Gross-Krasne, Inc. is a native of Norfolk, Nebraska. A graduate of the University of Michigan, Phil obtained his law degree from the University of Southern California in 1929 and engaged in the practice of law, specializing in motion picture matters. In 1936, he became engaged in independent motion picture production and began to produce the famous "Charlie Chan" series. This he followed up quickly with production of "The Falcon" series and then, with Fred Ziv, acquired the rights and began filming the famous stories, "The Cisco Kid." In 1950, Phil switched his production activities to TV. As president of Cisco Kid Pictures, Inc., he produced 39 Cisco Kid TV films, all made in color. Thereafter, Phil sold his interest to Ziv, and in 1952 joined with Jack Gross.

JAMES A. LOVE, president of Lally and Love, film producers, has been in one form of show business or another all his life. His family travelled as a vaudeville team in his early years. When his father became a motion picture theatre manager, Jim's first theatre job was bicycling features to his father's theatres. He then became assistant projectionist and worked part time throughout his school years. Jim joined Warner Brothers in their booking department upon leaving school. While doing military service in The Coast Guard, he entered the production field as a film editor. Later, he was the founder of Cineffects Productions for Nat Sobol. When that organization was disbanded, he formed the company which he now heads. Jim is married, and has one child, James Allen, Jr., who is three.

WESLEY GIBBS of Lab-TV started in the Kodak Research Laboratory in 1918 and has been engaged in many lines of technical photography, as well as being a noted writer on photographic subjects for over 35 years. His experience includes time as a cameraman in the old days at Fort Lee, chief physicist of the Fleischman Yeast Laboratory, chief photographer of Liberty Magazine, and for over 12 years in charge of the technical work at the Gevaert Co. During World War II, Wesley was on the War Production Board in charge of photo equipment production and allocation, later handling surplus photo property through the Treasury Department. Wesley is a well-known film exhibitor in salons throughout the country, and an Associate of the Royal Photographic Society of London.

ROBERT M. SAVINI, president of Atlantic Television Corp., started in the film industry in 1900 when he invested in a penny arcade in New Orleans, when he was only 16. He has been connected with the film industry ever since. In 1904 he formed Dixie Films, a distribution company, and later owned a chain of theatres. In 1926 he came to New York and founded Astor Pictures, the first company to distribute major re-issues. When television was just starting, he was among the first to rent pictures to the new medium, supplying RCA and DuMont's early experiments. He formed Atlantic Television in 1950.

ARTHUR ALEXANDER, president of M. and A. Alexander Productions, and a member of the board of directors, began his career in the department store field in Germany, where he was born and educated. When he switched to motion pictures he joined the Universal Studios in Frankfort, Germany, and in 1929 came to Hollywood as an assistant director, and a year later joined his brother Max in organizing a new firm. The company produced over 100 features in the independent market, and later for PRC and Grand National. In 1949 they entered the television distribution field, and now handle more than 200 properties. The brothers Alexander also handle the production of television commercials and spots.

LLOYD L. LIND, vice president and general sales manager of Interstate TV Corporation has been with Allied Artists Pictures, Corp., Interstate's parent organization for over 21 years. He served as assistant to the president, Steve Broidy, for several years and was supervisor of all Allied Artists exchange operations. In 1939, Lind made his first feature sale for TV, and NBC purchased a full length feature for telecasting in New York. With this in his background, it was a natural for him to take over the reign of interstate's sales department. Among the products currently distributed by Interstate are the "Ethel Barrymore Theatre," "The Amazing Tales of Hans Christian Andersen" and a group of features and westerns. Their "Little Rascals" series is now playing in top national markets.

MANNY REINER, general sales manager for IFE Releasing Corporation, joined the firm in October of 1955. Manny has had extensive experience in motion pictures, radio, television and domestic and foreign film sales. Prior to his present position he was vice president of Guild Films, Inc., and had also been vice president in charge of sales at PSI-TV, Inc. He joined Warner Bros. back in 1933, and then was associated with MGM, Monogram Pictures and Paramount. From 1942 to 1946 Manny was film officer in Europe for the OWI and from 1946-50 he was general manager in Latin America and Australia for David O. Selznick. A stint as foreign manager for Sam Goldwyn added further experience to Manny's already full career.

WILLIAM MIESEGAES, president of Transfilm Inc., was born in London of Dutch parentage. He entered film production by way of Indonesia where, as an exporter of rubber and sugar, he took advantage of the local scene and turned to amateur photography. Many years later, still an amateur, he produced a travelogue, "On the Road to Acapulco," which was booked into the Guild Theatre in New York. In 1941, he turned professional and, with Walter Lowendahl, founded Transfilm. First productons were civil defense films. By 1946, the firm was operating at capacity and facing further expansion. As of today, more than 100 full-time technicians staff the company which, in the Transfilm Building, operates complete motion picture, animation and slidefilm production facilities.

ARTHUR A. "ARCHIE" MAYERS, general manager of Standard TV, was at one time general manager of Colorfilm and while in that post helped establish the present Cinecolor. Archie's next move was sales manager of Atlas Cinephone and then sales manager of World Pictures Corp., a position he held for 12 years. In 1942 Archie became assistant to Jules Levy, president of Mayfair Productions. In 1950 he organized and headed, as president, Unity Television Corporation, and also served as general manager. Five years later he disposed of all his interests in Unity, and in the latter part of '55 became general manager of Standard. Archie has served as president of the National Television Film Council and is currently vice president in charge of distribution for the council.

EDWARD SMALL, co-founder and chairman of the board of Television Programs of America, ran away from his Savannah, Georgia, home at 15 to go into vaudeville, first as a performer, and later as a producer and manager. In 1942 he went to Hollywood for a brief stay, but instead soon establised himself as the leading manager in Hollywood, representing as many as 300 leading names. Ed has been closely identified with launching and developing the careers of some of the all time film greats, including John Gilbert, Corinne Griffith, Norma Shearer and Robert Donat, who was an unknown when Small chose him for the lead in "The Count of Monte Cristo." Still under contract to United Artists as an independent feature producer, Small has made over 150 feature films, 27 of which make up the Edward Small Feature package.

ROBERT SANDE, president of Song Ad Film-Radio Productions, Hollywood, founded the firm in 1950. A native Californian and a graduate of the University of California's Santa Barbara campus with majors in both speech and music, Sande pioneered the merchandising with music technique for TV and radio commercials. His earlier background as both a top professional musician and an advertising agency executive are probably unique in the film-radio production world. Sande's talents, together with those of Don Estey, Del Porter and Larry Greene, his partners, have built Song Ad Film-Radio Productions into one of the largest producers in the business, serving many of the nation's top agencies and advertisers. Their specialty: fully integrated film-radio merchandising campaigns that give sponsors extra mileage per dollar.

FRANK FERRIN, owner of the production company bearing his name, produces, writes and directs "Andy's Gang," the TV film series starring Andy Devine and Nino Marcel. Ferrin created the property for radio in 1940 as "Smilin' Ed's Gang" with the late Ed McConnell. It began on TV in 1950. After McConnell's death in 1954, Ferrin discontinued the radio show and changed the TV film version to "Andy's Gang." Ferrin entered radio via WTCN in his native Minneapolis, some thirty years ago, with the comedy act "Nels and Ole." Later he organized Midwest Recordings, Inc., radio transcription firm, and then joined Henri, Hurst and McDonald in Chicago as VP in charge of radio. In 1942 Ferrin moved to the Leo Burnett Agency in the same capacity. In 1946 he formed the Frank Ferrin Co.

SIDNEY PAUL SOLOW, vice president and general manager of Consolidated Film Industries, has been affiliated with CFI since he graduated from New York University in 1930. Advancing from chief chemist to plant superintendent to his present position as head of the Hollywood lab, Sid Solow has been instrumental in the growth of CFI to its current status as one of the top TV film laboratories in the nation. In addition to directing a company that processes some 70% of all west coast produced film for TV, Sid is active in the Academy of Television Arts and Sciences, Academy of Motion Picture Arts and Sciences, the Society of Motion Picture and Television Engineers, and virtually every charity involving the motion picture industry. He has been a lecturer in Cinema Arts at the University of Southern California since 1947.

MAURICE BECK, together with Ed E. McLemore produced a film series entitled "Texas Rasslin'" which has proven to be one of the highest rated sports shows on TV. This film started when they realized that wrestling in other states lacked color, speed and roughness so desired by the spectators. A native Texan, Maurice aspired to be an attorney, but after two years of legal study, changed to banking by accepting a job at the Federal Reserve Bank in Dallas, where he graduated from the American Institute of Banking. Leaving banking he acquired an interest in one of the largest power laundry and dry cleaning plants in Texas and operated this business for seven years, before entering the entertainment field.

MAURICE UNGER, vice president in charge of West Coast operations for Ziv Television Programs, Inc., was born and raised in Cincinnati. After completing his education, he joined Grandpa Brands Inc., a liquor firm in 1934, and remained there until 1947, working with its affiliated firms as general manager. He also served as president of its Tom Collins Corp. From 1947 to 1950, he was president of the Charles A. Maish Company. Then, in 1950, he joined the Frederic W. Ziv Co. When the firm went into TV production five years later he moved to the West Coast, where he now heads up the firm's TV film operations. Expansion of these operations has included the acquisition of the American National Studios, to accommodate the widened scope of Ziv production schedules.

MARCEL LEDUC, president of Inter-TV Films Ltd., Montreal, and International TV Film Services, Ltd., New York, producers and distributors of television film, had a wide variety of experience in his business background before he became identified with the television film industry. For many years he was active in the export, import and financial fields. In 1953 he formed TV Cooperative Film Sales Co., Inc., distributors of television film. This company was dissolved when International TV Film Services was organized in 1954. In 1955 Inter-TV Films Ltd. was formed in Montreal, P. Q., Canada, with offices in many leading cities, including New York, Los Angeles, Montreal, Toronto, London, Paris, and Rome.

G. CARLETON HUNT, president of General Film Laboratories Corporation, has been connected with the entertainment industry since 1923. He started out with the Hunt theatre chain, moved in 1929 to the Warner Theatres, spent several years as production and stage manager with various stage groups, and was associated for 10 years with RKO Studios as assistant head of the editorial department. Mr. Hunt was elected Governor of the Academy of Motion Picture Arts and Sciences, and has recently been made a Fellow of the Society of Motion Picture and TV Engineers. He entered the TV field in 1951 through the acquisition of Paramount Picture's film laboratory. In allied fields, he is an officer of the Fonda Corporation, builders of motion picture processing equipment, and is vice-president of Unicorn Engineering Corporation.

DANIEL HERBERT KAHN, treasurer and sales manager of Olympia Film Productions, Inc., has a broad and unique background in film and television. A graduate engineer, he has served a rough apprenticeship in practically every phase of the advertising and film business. The second World War interrupted his engineering studies at Bucknell University, and after serving in the Navy, he entered the United States Naval Academy at Annapolis. He was graduated an Ensign in 1949, in time to serve through the Korean War. On leaving the service, he joined the New York Port Authority where he specialized in preparing manuals on handling electronic equipment. In 1953, he became Media Director and account executive at the Lester Harrison Advertising Agency. He joined the staff of Olympia Films early in 1955. His Hobbies? Three: Sailing in the summertime; skiing in the winter; music at all times.

MELVIN GOLD, president of Mel Gold Productions, Inc., started his film career with MGM in Chicago in 1931 as assistant office manager, soon moving to the Reinheimer circuit to manage theatres in Hammond, Indiana. His later experience includes the operation of his own advertising agency, advertising manager of Filmack Trailer, and manager of the Vogue Theatre, Hollywood. In 1943 he joined National Screen Service and served as director of advertising, and later as east coast film production and TV manager. In June, 1954, he formed the Mel Gold Productions. In 1948 Mel founded the National Television Film Council, and has served as both president and chairman of the board. In February, 1955, he was elected an honorary lifetime president. Mel is a member of the Academy of Television Arts and Sciences, of the Variety Club, and of Cinema Lodge.

JOSEPH S. SALZBURG heads the motion picture and TV film service company bearing his name. The firm supervises the production and editing of theatrical, non-theatrical, commercial, and TV films for producers. Joe has been associated in executive and managerial positions with Pictorial Films, Pathe, Associated Artists Productions and Motion Pictures for Television, Inc., before organizing his own firm. During World War II, Joe was a G. I. production supervisor with the first motion picture unit of the Army Air Forces. He has been called in for special film projects of the Department of Defense from time to time. Known and liked by all in the film business since his knee pants days, Joe is a native New Yorker and a member of the Motion Picture Pioneers.

JOHN H. MITCHELL, vice-president and sales manager of Screen Gems, Inc., started his career by way of the mail room of Erwin, Wasey, & Co., and was quickly promoted to the radio department. A native of Rochester, New York, Jack then spent six years with the Mutual Network, organizing and managing the first sales service department. Following his war service, he joined the Honel Corp., and was instrumental in obtaining exclusive area distribution for a number of American products. In 1948, as United Artists television vice-president and general manager, John helped organized UA's TV department. In 1952, he joined Screen Gems, Inc., the TV production and sales subsidiary of Columbia Pictures.

DON FEDDERSON is the creator and producer of the phenomenally popular CBS teleseries, "The Millionaire," and "Do You Trust Your Wife?," as well as the long-running program "Life With Elizabeth." Fedderson is also readying three new video series for coast to coast presentation this coming season. Don came to television after an eminently successful career in radio, and was immediately outstanding as a showman in the new medium. He was the original producer of the Liberace shows on TV, and today he heads one of the biggest production organizations in Hollywood. He was born in Beresford, S. D., and grew up in Kansas City, where he began his business career as a newspaper advertising salesman. From ad selling in San Francisco, he drifted into radio, graduating from jobs as station manager into the production end of the industry in Hollywood.

EDWARD NASSOUR, vice president and treasurer of the Nassour Pictures, Inc., producers of feature films, television films, and television commercials, in association with his brother, William, built the Consolidated Studios in 1945. Five years later the property was sold to the Los Angeles Times, and at the present time station KTTV is on the site. Ed is the producer of the television film series, "Sheena, Queen of the Jungle." He has invented and developed many technical processes for the motion picture industry, including Regiscope. As a producer and director, he just completed "Beast of Hollow Mountain" starring Patricia Medina and Guy Madison, in Technicolor Cinemascope for United Artists.

HARRY FLEISCHMAN, president of Louis G. Cowan, Inc., producers of 1955's greatest hit, and one of television's all-time greats, "The $64,000 Question," is a native New Yorker, but grew up "down east," to wit, in Portsmouth, New Hampshire. The popular Cowan prexy, an ardent golfer, received his degree from Boston University, following which he was associated with Gilbert Miller for over a decade and a half, mostly as general manager. Harry devoted the greater part of a two year sabbatical to bringing his golf score into the low seventies, and is still trying to improve his game. In April, 1951, he joined the Louis G. Cowan, Inc., organization, and four years later, in August of 1955, became president of the production firm.

KENNETH HYMAN, executive vice-president of Associated Artists Productions, Inc., entered the television field in 1947, when the industry was just getting started. As a member of the sales staff of Associated Artists Productions, Ltd., one of television's pioneer feature film distributors, he was an early advocate of the programming strength of Hollywood's feature product in the television picture. He left AAP to serve in the United States Marine Corps. After two and a half years in service, he joined a production unit of Monogram Pictures, working as an assistant director. With actual production experience behind him, he returned to AAP in 1953 on a sales mission to take up once again the use of feature film on TV.

TV Film Production Abroad

LAYMEN looking at film production abroad by American companies, for distribution here in the United States, are of the general opinion that it is cheaper to produce overseas than in the U. S. Most of them base their opinions on the cheaper labor that is accessible outside of this country, but the consensus of opinion of film producers, who are producing films abroad for distribution here, is that in the long run, costs are equal. This is primarily due to the facts of importing actors to foreign countries, and the longer period of time it takes to make pictures there.

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The European continent, mainly France and Italy, as well of course, as England, have been the locations that have primarily been used up to the present time. The Asiatic countries have been virtually left untouched, and according to Julien Bryan, head of the International Film Foundation, Japan would be a likely place to produce films, due to the comparatively low cost of labor and rental of equipment, as well as the industriousness of the Japanese, and the fine color reproductions made there. As far as actors are concerned, the producers can employ Americans, as well as other English speaking peoples, and their families living there.

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The real boom in foreign film production by Americans, for distribution here, is over. The boom was a boom only when it was new. It has settled down now due to the equalization of costs, but the industry can look forward to seeing more films produced abroad by Sheldon Reynolds, as well as such companies as Official Films, Guild Films and ABC Films.

LIST OF FILM SERIES, COMPANIES WHICH PRODUCED THEM AND WHERE SHOT

ABC Films — current

1. "Douglas Fairbanks, Jr. Presents" — England, Italy, Germany
2. "Sheena, Queen of the Jungle" — Mexico
3. "Three Muskateers" — Italy

Outlook — Company will start:

1. "The Americano" — half-hour series — Spain

Guild Films

1. To co-produce 39 half-hour films in England.

Outlook: Company is expanding internationally. It is in the process of determining what countries to expand in.

Official Films

1. "The Adventures of the Scarlet Pimpernell" — England
2. "Robin Hood" — England
3. "The Buckaneer" — England
4. "A Knight of the Round Table"—England (tentative title)
5. "Mr. Pastry" (shooting pilot) — England

Outlook: Official Films will do three series yearly abroad.

NBC Film Division

1. "Crunch and Des" — Bermuda

Outlook: NBC Film Division has no plans for continued production abroad.

National Telefilm Associates, Inc. distributing:

1. "Lilli Palmer Show" — London, England
2. "Television Playhouse" — England (one hour dramas — current)

Both NTA shows produced by Harry Alan Towers.

Television Programs of America

Approximately 10 or 15 "Count of Monte Cristo" episodes shot in England.

Outlook: If renewed, "Captain Gallant" will be shot in Africa.

Ziv TV

Shooting background material for "Man Called X," in Paris, West Germany, Rome, Mexico City, and Latin America.

Commercial Television in Great Britain

APPARENTLY, British commercial TV is having an easier time with its growing pains than even optimists expected. Losses at the end of the first quarter of operation were reported as slightly below those calculated by the two program contractors handling the programming in the London area. Based on first quarter figures, cost of airing programs during the first year of operation will run at between $22,500,000 and $25,000,000, while revenue from advertisers will total somewhere between $20,000,000 and $22,500,000, leaving a deficit of from $2,500,000 to $3,000,000.

The ITA (Independent Television Authority) required program contractors to show financial resources of $3,525,000 before receiving a franchise, this requirement being based on the assumption that British commercial TV would follow the American pattern, showing a loss for three years before it began to pay off.

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Estimates are that in order to break even this year, with production costs running at current high levels, 90 per cent of commercial availabilities would have to be sold out. At present, about 70 per cent of the commercial positions have been sold.

The two contracting companies, Associated Rediffusion and Associated Television, provide all programming in the London area, the former producing all weekday shows and the latter all weekend programs.

Extension of the ITA service into Birmingham and Manchester may brighten this picture for them with added revenue and less production cost. The Birmingham schedule uses Associated Rediffusion shows on the weekend and Associated Television programs during the weekdays.

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Both companies initially originated seven hours of shows per day but withdrew from the morning hours when they found this time unsalable. This was one of the several sad factors commercial TV in Britain learned the hard way. There were many lessons thus learned. A much heralded concert program which did not come through with an audience and caused a quick retreat from cultural type programming. The pace at which TV gobbles up time and talent, in spite of the much publicized findings in America, was underestimated and this was reflected particularly in drama shows which achieved a high level during the first few weeks of operation but suffered an abrupt decline immediately thereafter.

There are reports that the contractor companies found cutbacks in staffing necessary once operations got underway. The matter of personnel left BBC positions for the more lucrative offers held out by program contractors.

The impact of commercial TV on the BBC TV operation apparently has been a healthy one though it did put a premium on some programming through competitive bidding. BBC had to up the ante in bidding for such events as sports. BBC has signed contracts to televise some of the most important sports events to be available to the medium during this year.

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Estimates of the commercial TV audience in the London area during the last week of January were based on 600,000 of the 1,500,000 TV homes in the area owning all-channel sets. A little under 8,000 all-channel sets were being sold per week, and a like number were estimated as being converted to receive both BBC and ITA telecasts. Potential audience in Birmingham is estimated at one-half that of the London peak, 400,000 sets having been converted as of January 31.

As a market for American TV film fare, law puts strict limit on the amount of programming which can be bought, stipulations requiring that 75 per cent of the programming must be British product.

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However, this aspect of the scene has already brought added revenue to U. S. TV film producers, substantial sales having been consumated on several American series. This is a two-way lane, American advertisers provide a substantial chunk of the advertising revenue now being collected for ITA programming.

The rate structure for advertising has required revision and probably will undergo further readjustment. In approximate dollar amounts, a minute of advertising on a weekday costs $900 in off-peak hours and about $2800 in the peak period (7:55-10:05 p.m.).

Advertisers have no actual voice in the placing of commercials but program contractors are co-operative in spotting them to reach the type of audience an advertiser is attempting to reach. There is no such thing as program sponsorship permitted in Britain.

Phenomenal results have been reported by some American firms using commercial TV in England, several cases of 100 per cent increases due to TV advertising being listed.

Most rating services report an even division of audience in the London area, reports in January running approximately 60 to 40 in favor of BBC on weekdays and the opposite on weekends.

Services to TV Producers

RADIO-TV STATION BROKERS
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(Also see Equipment Manufacturers)

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General Precision Laboratory, Inc., 63 Bedford Rd., Pleasantville, N. Y.
Radio Corporation of America, Camden, N. J.
S.O.S. Cinema Supply Corp., 602 West 52nd St., New York, N. Y. ..... PLaza 7-0440

Lenses

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.
Camera Equipment Co., 1600 Broadway, New York, N. Y. ..... JUdson 6-1420
Century Projector Corp., 729 7th Avenue, New York, N. Y. ..... CIrcle 5-7048
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
National Theatre Supply, 92 Gold St., New York, N. Y. ..... BEekman 3-4170
Projection Optics Co., Inc., 330 Lyell Avenue, Rochester, N. Y.
Raytone Screen Co., 165 Clermont Ave., Brooklyn 5, N. Y. ..... TRiangle 5-4152

Laboratories

LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
1161 N. Hghland Ave. (38) . HOllywood 4-7471
Associated Film Laboratory
5631 Hollywood Blvd. ..... HOllywood 4-8195
Cinema Research
7000 Romaine ..... OLdfield 4-4117
Color Reproduction Co.
7936 Santa Monica Blvd. (46) HOllywood 4-8225
Consolidated Film Industries
959 Seward St. (38) ..... HOllywood 9-1441
Eastman Kodak Research Laboratory
1017 N. Las Palmas Ave. (38) HOllywood 5-7151
Film Effects of Hollywood
1153 N. Highland (38) ..... HOllywood 9-5808
Film Service Laboratories
6327 Santa Monica Blvd. .... HOllywood 2-3237
Flora Color
1103 N. El Centro ..... HOllywood 7-9559
General Film Labs Corp.
1546 N. Argyle Ave. ..... HOllywood 2-6171
Hollywood Film Enterprises Inc.
6060 Sunset Blvd. (28) ..... HOllywood 4-2181
Mercer, Ray, & Co.
4241 Normal Ave. (29) ..... NOmandy 3-9331
Modern Movies, Inc.
6018 Fountain Ave. ..... HOllywood 4-7293
National Screen Service
7026 Santa Monica Blvd. .... HOllywood 5-3136
Pathe Laboratories, Inc.
6823 Santa Monica Blvd. .... HOllywood 9-3961
Picture Recorders
4922 Santa Monica Blvd. .... NOrmandie 3-8256
Peerless Film Processing
959 Seward ..... HOllywood 7-9223
Producers Photographic Lab. Inc.
6556 Santa Monica Blvd. .... HOllywood 2-1334
Richters Film Lab.
1715 N. Mariposa Ave. ..... NOrmandy 4-3215

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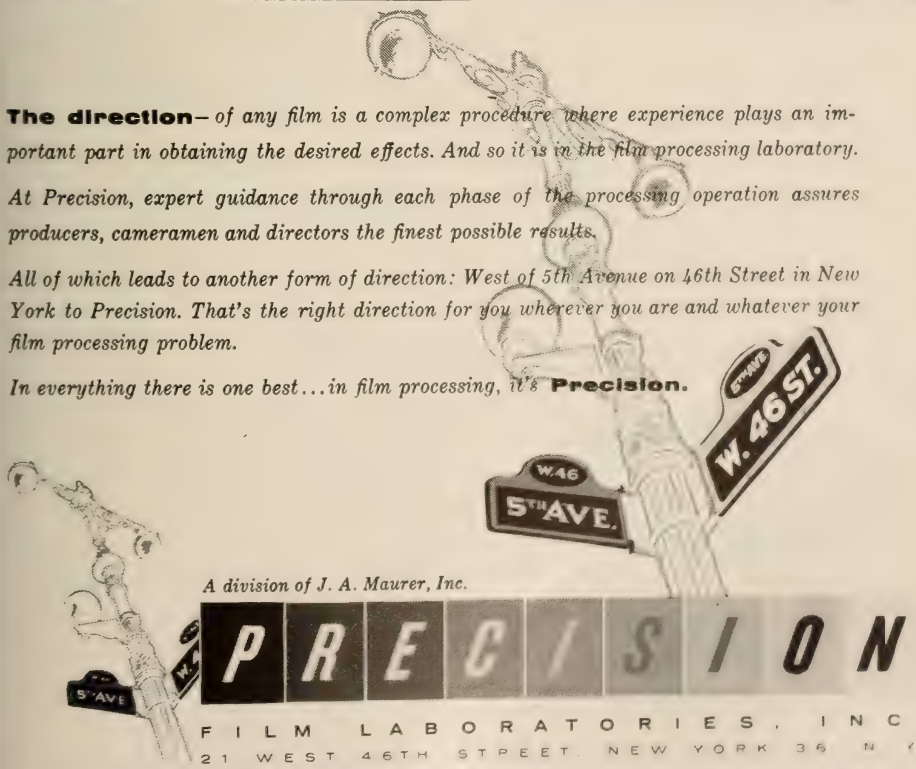

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6039 Hollywood Blvd.....HOllywood 9-7205

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Ball Film Laboratory
1256 Howard St.....UNderhill 1-8638
Commercial Film Enterprises
125 Hyde St.....ORdway 3-9162
Motion Picture Service Co.
125 Hyde St.....ORdway 3-9162
Multichrome Laboratories
760 Gough St.....HEmlock 1-6567
Palmer, W. A., Films, Inc.
611 Howard St.....YUkon 6-5961

COLORADO

Alexander Film Co.
Colorado Springs .....MAin 4200
Western Cine Service
114 East Eighth Ave., Denver....TAbor 5-2812

WASHINGTON, D. C.

Byron, Inc.
1226 Wisconsin Ave., N.W.....DUpont 7-1800
Capital Film Laboratories, Inc.
1905 Fairview Ave., N.E.....LAwrence 6-4634

ATLANTA, GA.

Beeland-King Film Production
752 Sping St.....EL 7558
Paramount News
135 Cain, N.W.....CYpress 1636
Strickland Film Co.
220 Pharr Rd., N.E.....CHerokee 5317

CHICAGO, ILL.

Atlas Film Corp.
1111 S. Boulevard, Oak Pk.....AUstin 7-8620
Chicago Film Laboratory, Inc.
1322 W. Belmont Ave.....BIttersweet 8-6780
Colburn, Geo. W., Laboratory
164 N. Wacker Drive.....STate 2-7316
Crescent Film Laboratories
7510 N. Ashland.....AMbassador 2-5000
Filmack Laboratories
1327 S. Wabash Ave.....HArrison 7-3395
Fischer Photographic Lab
1731 N. Mobile Ave.....ME 7-5316
Wilding Picture Productions Inc.
1345 W. Argyle St.....LOngbeach 1-8410

GARY, INDIANA

Lakeside Laboratory
5929 E. Dunes Hwy.

DES MOINES, IA.

General Pictures Productions
Keo Way 3-4553
Parrot Films Studio
1700 Keo Way.....2-4211

NEW ORLEANS, LA.

Motion Picture Advertising Service Co. Inc.
1032 Carondelet St.....RAymond 2253

BALTIMORE, MD.

Alpha Film Laboratories
Falls Road ....VAlley 3-6617

BOSTON, MASS.

Master Motion Picture Co.
50 Piedmont St.....HAncock 6-3592

DETROIT, MICH.

General Film Laboratory, Inc.
66 Sibley .....WOoodward 1-7818
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1121 W. 47th St.....VAlentine 8780

FORT LEE, N. J.

Consolidated Film Industries
Main Street .....Fort Lee 8-3400

NEW YORK, N. Y.

Ace Film Laboratories (Warner Bros.)
1277 E. 14th St., Brooklyn...ESplanade 7-8700
Circle Film Laboratories, Inc.
33 W. 60th St.....COlumbus 5-2180
Color Service Co.
115 W. 45th St.....JUdson 6-0853
Consolidated Film Industries
Div. of Republic Pictures Corp.
1740 Broadway .....JUdson 6-1700
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Chicago American: **Janet Kern**
Chicago Daily News: **Ethel Diccardo**
Chicago Tribune: **Larry Wolters**
Decatur Herald and Review: **R. C. Schaub**
Eldorado Daily Journal: **Charles Branum**
Harrisburg Daily Register: **Curtis G. Small**
Hillside Proviso Times: **Jim Osberg**
Jacksonville Journal-Courier: **Walt de Shara**
Lansing Journal: **Bob Anderson**
La Salle Daily News Tribune: **Jim Kampf**
Marion Daily Republican: **Homer Butler**
Moline Daily Dispatch: **Rene Burdick**
Moline Dispatch: **Elizabeth McCarthy**
Olney Daily Mail: **Bill Schaub**
Pekin Daily Times: **Perry Stewart**
Peoria Journal-Star: **Bill Conver**
Peoria Journal Star: **Claude Jones**
Jeoria Journal Star: **William Lyttleton**
Robinson Daily News: **K. V. Lewis**
Rockford Morning Star: **Betty Thro**
Rock Island Argus: **Charles Sanders**
Springfield Journal: **Larry Shroyer**
Springfield, Illinois State Journal: **Nancy Berger**
Springfield, Illinois State Journal: **Bob Harris**
Springfield, Illinois State Register: **Jim Armstrong**
Springfield, Illinois State Register: **Carole Miller**

INDIANA

Evansville Courier: **Frances Bracey**
Evansville Press: **Sally Kincaide**
Evansville Press: **John McClain**
Evansville Press: **Bish Thompson**
Evansville, Sunday Courier-Press: **Jack Alexander**
Fort Wayne, Journal-Gazette: **Jean Mack**
Fort Wayne, News-Sentinel: **Peg O'Connor**
Indianapolis News: **Jackie Freers**
Indianapolis Star: **Julia Daugherty**
Indianapolis Times: **J. Boyd Stephens**
Indianapolis Times: **Casey Svengros**
Jasper, Dubois County Daily Herald: **Simon Stemle**
Jeffersonville Post: **Tom Jones**
La Porte, Herald-Argus: **Don Benn**
Muncie Evening Press: **Leon Parkinson**
Muncie Star: **Jack Faris**
New Albany Tribune: **Wayne Marshall**

IOWA

Burlington, Hawkeye-Gazette: **Jim Eland**
Cedar Rapids Gazette: **Nadine Subotnik**
Cedar Rapids Tribune: **Morris Crosier**
Davenport Newspapers: **Ina Wickham**
Des Moines, Register & Tribune: **Paul Cotton**
Des Moines, Register & Tribune: **Ogden Dwight**
Dubuque, Telegraph Herald: **Carl Ochs**
Marshalltown, Times Republican: **Wendell Benson**
Ottumwa Courier: **Evelyn Mowery**
W[illegible] Courier: **Ken Murphy**

KANSAS

Atchison Daily Globe: **Charles Spencer**
Coffeyville Journal: **Gene Sullivan**
Hutchison News Herald: **Paul Murphy**
Manhattan Mercury: **William Colvin**
Wichita Beacon: **Bob James**
Wichita Eagle: **Bob Tonsing**

KENTUCKY

Bowling Green, Park City News: **J. Ray Gaines**
Central City, Messenger: **Larry Stone**
Central City, Times-Argus: **Amos Stone**
Danville, Advocate-Messenger: **Ida Tipton**
Greenville Leader: **Charles Taylor**
Henderson, Gleaner & Journal: **Francele Armstrong**
Louisville, Courier-Journal: **Bill Ladd**
Louisville Defender: **Jack Chancellor**
Louisville Times: **Jack Eisen**
Paducah, Sun-Democrat: **Bill Powell**

LOUISIANA

Alexandria Town Talk: **Bill Norsworthy**
Baton Rouge, Morning Advocate: **Charlie McGee**
Baton Rouge, State Times: **Bob Morgan**
Bogalusa Daily News: **Lou Major**
Franklinton, Era-Leader: **Joe Poole**
Jennings Daily News: **Harvey Laing**
New Orleans Item: **Ted Liuzza**
New Orleans States: **Bob Sublette**
New Orleans Times-Picayune: **Ed Brooks**
Shreveport Journal: **Doug Attaway Jr.**
Shreveport Journal: **Larry Ronson**
Shreveport Times: **Pericles Alexander**
Shreveport Times: **Jim Briggs**
Shreveport Times: **Al Hewitt**
Ville Platte Gazette: **Jules Ashlock**

MAINE

Augusta, Daily Kennebec Journal: **Paul McClay**
Bangor Patriot: **Bill Smith**
Portland Evening Express: **Joe King**
Rumford Falls Times: **Everett Martin**

MARYLAND

Annapolis Evening Capitol: **Ham Elliott**
Baltimore Evening Sun: **Hope Pantell**
Baltimore Morning Sun: **Robert Snyder**
Baltimore News-Post & Sunday American: **Jennie Lea Bird**
Baltimore Sunday Sun: **James Brown**
Hagerstown Daily Mail: **Garvin Hager**
Hagerstown Morning Herald: **Joseph Harp**
Rockville Sentinal: **Louis Limbach**

MASSACHUSETTS

Boston, Christian Science Monitor: **Maybelle Joyce**
Boston Globe: **Elizabeth Sullivan**
Boston Herald: **Bill Buchanan**
Boston Herald Traveler: **Joseph Levine**
Boston Post: **Howard Fitzpatrick**
Boston Record: **Joe Purcell**
Boston Record: **George Clarke**
Boston, Record-American: **Anthony La Camera**

Boston, Record-American: **Pete Stilla**
Brockton Enterprise: **Malcolm Dalton**
Holyoke, Transcript: **Jeanne Szarek**
Hyannis, Cape Cod Standard-Times: **John Rogers**
Natick Herald: **Chick Welch**
Pittsfield, Berkshire Eagle: **Milton Bas**
Pittsfield, Berkshire Eagle: **Ed Farrell**
Springfield, Union-Daily News: **Don McPhee**
Wellesley, Townsman: **Ed Larsson**
Worcester Evening Gazette: **James Gourgouras**
Worcester Sunday Telegram: **Don Williams**
Worcester Telegram: **Fred Rushton**

MICHIGAN

Adrian Daily Telegram: **Alice Kells**
Cheboygan Daily Tribune: **Gordon Turner**
Detroit Free Press: **Bettelou Peterson**
Detroit News: **Herschel Hart**
Detroit News: **Betty Hyde**
Detroit Times: **Andy Wilson**
Flint Journal: **Ralph Coulter**
Flint News-Advertiser: **Leon Goldman**
Grand Rapids Herald: **Sue Rogers**
Grand Rapids Press: **Florence Kasprzak**
Muskegon, Chronicle: **Luella Shafer**
Port Huron, Times Herald: **Al Haugner**
Saginaw News: **Herbert Spendlove**

MINNESOTA

Detroit Lakes, Becker County Record: **Ralph Anderson**
Detroit Lakes, Tribune: **Wesley Meyers**
Minneapolis Star: **Cedric Adams**
Minneapolis Star Tribune: **Mavis McAllister**
Minneapolis Tribune: **Will Jones**
Moorhead News: **Lloyd Sween**
Red River Scene: **Jim Peterson**
St. Cloud Daily Times: **Alta Theissen**
St. Paul Dispatch: **Bill Diehl**

MISSISSIPPI

Biloxi Daily Herald: **Cosman Eisendrath**
Hattiesburg American: **Elliot Chaze**
Vicksburg Evening Post: **Burrell Conway**

MISSOURI

Flat River, Lead Belt News: **W. L. Bouchard**
Jefferson City, Sunday News: **Chet Krause**
Kansas City Star: **Robert Hoyland**
Rolla Daily Herald: **Luther W. Martin**
Springfield Newspapers, Inc.: **Dale Freeman**
St. Joseph Morning: **Paul Price**
St. Joseph News Press: **Arthur Burrows**
St. Louis Globe Democrat: **Pete Rahn**
St. Louis Post Dispatch: **Warren Scoyen**
Union Tribune: **Bob Sturm**
Washington Citizen: **Harry Stonecipher**
Washington Missourian: **Bill Miller**

MONTANA

Billings, Yellowstone News: **Chet Shore**
Libby, Western News: **Russ Littell**
Miles City Daily Star: **Gordon Spear**

NEBRASKA

Fremont Guide & Tribune: **Russell Weber**
Lincoln Journal and Star: **Burton D. Mann**
Omaha World-Herald: **Glenn Trump**

NEW HAMPSHIRE

Concord Monitor: **W. Langley**

NEW JERSEY

Atlantic City Press: **Stan Fink**
Atlantic City Press: **Bill McMahon**
Atlantic City Reporter: **Charlie Seel**
Bridgeton Evening News: **Ralph Brandt**
Camden, Courier Post: **Jane Stretch**
Ocean City, Sentinel-Ledger: **John Stethers**
Trenton Evening Times: **Larry Hulick**
Trenton, Trentonian: **Bill Blitman**

NEW MEXICO

Albuquerque Health City Sun: **Betty Shaffer**
Truth or Consequences, Hot Springs Herald: **Paul Tooley**

NEW YORK

Albany, Knickerbocker-News: **John Hawver**
Albany, Knickerbocker News: **Ormonde Palter**
Albany, Times-Union: **Charles Archer**
Batavia Daily News: **Dan Winegar**
Binghamton Press: **Tom Cawley**
Binghamton Sun: **I. Cohn**
Binghamton Sun: **Ed Collins**
Boonville Herald: **Al O'Donnel**
Buffado, Courier-Express: **George Koenig**
Buffalo Evening News: **Sturgis Hedrick**
Cortland, Post-Standard: **Art Cameron**
Cortland, Herald-Journal, **Margaret Miner**
Garden City, Newsday: **Ben Kubasik**
Hempstead, Newsday: **Jo Coppolo**
Huntington, Long Islander: **Clarence MacLachlan**
Jamaica, Long Island Daily Press: **John Lester**
Jamaica, Long Island Press: **Walter Kaner**
Jamestown Post Journal: **Pat Boyd**
Jamestown Sun: **Burnell Lydell**
Kingston, Ulster Press: **Ira Warren**
Middletown Times Herald: **Richard Milburn**

NEW YORK CITY

New York, Age Defender: **Edward Murrain**
New York City, Associated Press: **Charles Mercer**
New York, Daily Mirror: **Nick Kenny**
New York, Daily News: **Rudy Bergman**
New York, Daily News: **Ben Gross**
New York, Daily News: **Sid Shalit**
New York, Daily News: **Kay Gardella**
New York, Daily News: **Matthew Messina**
New York, Herald Tribune: **John Crosby**
New York, Herald Tribune: **Hy Gardner**
New York, Herald Tribune: **Sid Bakal**
New York, Herald Tribune: **Ruth Gilbert**
New York, Herald Tribune: **Josephine Jablons**
New York, Herald Tribune: **Marie Torre**
New York City, International News Service: **Milton Kaplan**
New York City, International News Service: **Paul R. Allerup**
New York, Journal American: **Jack O'Brian**
New York, Journal American: **Walter Stern**
New York, Journal American: **Louis Reid**
New York, Pittsburgh Courier: **Josephine Schuyler**
New York, Post: **Al Cusick**
New York, Post: **Frank Beerman**
New York, Post: **Jay Tuck**
New York, Times: **Val Adams**
New York, Times: **Charles Crafft**
New York, Times: **George Gent**
New York, Times: **Jack Gould**
New York, Times: **Mac Lean Hughes**
New York, Times: **J. P. Shanley**
New York, Times: **Dick Shepard**
New York City, United Press: **John J. Madigan**
New York City, United Press:

William Higginbotham
New York City, United Press: **William Ewald**
New York City, United Press: **Jack Gaver**
New York, World Telegram & Sun: **Fred Biancolli**
New York, World Telegram & Sun: **Kevin Delaney**
Harriet Van Horne
Niagara Falls Gazette: **Dick Utts**
Olean Times Herald: **Connie Connors**
Olean Times Herald: **Gil Stinger**
Port Jervis Union Gazette: **Daniel Dwyer**
Poughkeepsie New Yorker: **Charles Murray**
Rochester, Democrat & Chronicle: **Harold Nichols**
Rochester Sun: **Marianne Jacobs**
Rochester Sun: **Mike Underwood**
Rochester Times Union: **Jack Hadley**
Rome Daily Sentinel: **Margaret McCarthy**
Schenectady Union Star: **Everett Finch**
Syracuse Herald Journal, **Bob Sokolsky**
Syracuse Post Standard: **Peg Simpson**
Walton Reporter: **John R. Clark**
Watertown Daily Times: **Dominic Pepe**

NORTH CAROLINA

Beaufort Leader: **Ralph Albares**
Belmont Banner: **Bill Barrette**
Brevard, Times: **John I. Anderson**
Charlotte News: **Emery Wister**
Charlotte Observer: **Dick Banks**
Chapel Hill News Leader: **Roland Giduz**
Chapel Hill Weekly: **Joe Jone**
Dunn, Benson Review: **Bud Willson**
Dunn Dispatch: **John G. Thomas**
Dunn Independent: **Lois Byrd**
Elizabeth City, Independent-Star: **Bill Haskett**
Fayetteville Observer: **Bob H. Gray**
Gastonia Gazette: **Bill Williams**
Raleigh News & Observer: **Jane Hall**
Raleigh Times: **Jean Thaxton**
Rocky Mount Evening Telegram: **Bill Johnson**
Sanford Herald: **Ernie Jennes**
Tryon Daily Bulletin: **Seth Vining**
Wilson Daily Times: **Horace Overman**

NORTH DAKOTA

Devils Lake, Daily Journal: **Russ Dushinski**
Devils Lake, World: **Gordon Stefonowicz**
Fargo Forum: **Stan Cowan**
Jamestown Sun: **William Wright**
Williston Plains Reporter: **Dan Halligan**

OHIO

Akron, Beacon-Journal: **Art Cullison**
Bellaire Times Leader: **Bob Fordyce**
Canton Economist: **Morton Frank**
Canton Repositroy: **Clayton Horn**
Canton Repositroy: **Louise Meek**
Cincinnati Enquirer: **Magee Adams**
Cincinnati Post: **Mary Wood**
Cincinnati Times-Star: **Charlton Wallace**
Cleveland News: **Maurice Van Meter**
Cleveland Plain Dealer: **George Condon**
Cleveland Plain Dealer: **Tom O'Connell**
Cleveland Press: **Stan Anderson**
Columbus Citizen: **Jo Bradley Reed**
Columbus Ditpatch: **Bob Connors**
Columbus State Journal: **Glenna Spencer**
Dayton Daily News: **Dale Stevens**
Dayton, Journal-Herald: **Brainard Platt**
Findlay, Republican Courier: **Alan Dudley**
Ironton Tribune: **Jay Brushart**
Jackson Sun Journal: **Ed Clark**
Martins Ferry, Times-Leader: **Robert Fordyce**
Massillon Independent: **Fred Becker**
Middletown Journal: **Martha Fletcher**
Newark Advocate: **Irene Cosgrove**
Niles Daily Times: **Agnes Lapotta**
Portsmouth Times: **Jim Joseph**
Sandusky Register Star News: **John Kelly**
Toledo Blade: **Ray Oviat**
Times Recorder: **Naomi Lorton**
Toledo Times: **Ruth Elgutter**
Warren Tribune Chronicle: **Stan Willis**
Youngstown Vindicator: **Adrian Slifka**
Zanesville Sunday Times Signal: **Bob Wagner**

OKLAHOMA

Frederick Leader: **Bob Cull**
Frederick Press: **Pat Perkins**
Grandfield, Big Pasture News: **Perry White**
Pauls Valley, Daily Democrat: **Jim Criswell**
Tulsa Tribune: **Nev Black**
Tulsa World: **Russell Gideon**

OREGON

Bend Bulletin: **Ila Grant**
Coos Bay Times: **Ken Johnson**
Coquille Sentinel: **Ralph Stuller**
Eugene Register Guard: **Jack Craig**
Eugene Register Guard: **Grace Leavitt**
Grants Pass, Daily Courier: **Jerry Acklen**
Medford Mail Tribune: **Eric Allen**
Oregon Statesman: **Conrad Prang**
Ponca City News: **Ivy Coffee**
Portland Journal: **Bill Moyes**
Portland, Oregonian: **Francis Murphy**
Prineville, Central Oregonian: **Ed Donnelly**
Redmond Spokesman: **Leo Davis**

PENNSYLVANIA

Allentown, Call-Chronicle: **Lester Gerhart**
Beaver Valley Times: **Ralph Young**
Bradford, Era: **F. P. Tascone**
Chester Times: **Jerry Oliver**
Harrisburg, Patriot-News: **Peggy Hartzell**
Johnstown Tribune-Democrat: **Bob Matthews**
Lancaster Suburban Times: **Glenn Abel**
Latrobe Bulletin: **Mary Lou Demagone**
McKeesport Daily Times: **Peg Wood**
Mt. Carmel, Daily Item: **Penn Kemble**
New Bethlehem, Leader-Vindicator: **Tom Andrews**
New Kensington Daily Dispatch: **Frank Ramspen**
Philadelphia, Daily News: **Mitchell Swartz**
Philadelphia, Evening Bulletin: **Elmer Coll**
Philadelphia, Evening Bulletin: **Bob Williams**
Philadelphia Inquirer: **Dan Richman**
Philadelphia Inquirer: **Sam Singer**
Pittsburgh Post Gazette: **Harold V. Cohen**
Pittsburgh Post Gazette: **Win Fanning**
Pittsburgh Press: **Fred Remington**
Pittsburgh Sun Telegraph: **Wilbur Clark**
Pittsburgh Sun Telegraph: **Karl Krug**
Pittsburgh Sun Telegraph: **Jim Pettican**
Pittston Gazette: **Bev Bennett**
St. Petersburg Times: **Ronnie Bothwell**
Scranton, Scrantonian-Tribune: **Gene Brislin**
Scranton Times: **Sid Benjamin**
Scranton Times: **Tony Martell**
Scranton Times: **Frank Stout**
Shamokin, News Dispatch: **Paul MacElwee**
Tyrone Herald: **A. Ray Flenner**
Wilkes-Barre, Independent: **Libby Brennan**
Wilkes-Barre, Independent: **Tom Heffernan**
Wilkes-Barre, Record: **Robert Johnson**
Wilkes-Barre, Times Leader: **Joseph Murphy**
Williamsport Grit: **John Willmann**
Williamsport, Sun Gazette: **Frank Ziegler**

RHODE ISLAND

Pawtucket Times: **Joseph Costello**
Providence Journal & Bulletin: **Audrey Schenck**
Woonsocket Star Weekly: **London Lloyd**

SOUTH CAROLINA

Anderson Independent-Daily Mail: **Joyce Parsons**
Beaufort Gazette: **Howard Cooper**
Greenville News: **Hurley Badders**

Greenwood, Index-Journal: **Ed Chaffin**
Greer Citizen: **Ed. A. Burch**
Greer Citizen: **Bob Marvin**
Sumter Daily Item: **John Mitchell**

SOUTH DAKOTA

Aberdeen American News: **E. J. Kerrigan**
Sioux Falls Argus Leader: **Wally Lutz**
Willison Daily Herald: **Phil Thoeny**

TENNESSEE

Athens, Daily Post-Athenian: **Elmer H. Sipe**
Chattanooga Times: **Ruth Robinson**
Elizabethon Star: **Howard Zumbro**
Gatlinburg Press: **Reed Sexton**
Humboldt Courier Chronicle: **Bob Nicholson**
Knoxville Journal: **Eddie Giffin**
Knoxville Journal: **Juanita Glenn**
Knoxville Journal: **J. Guinn**
Knoxville News Sentinel: **Marguerite Deaderick**
Maryville Free Press: **Gene Thompson**
Memphis Commercial Appeal: **Paul Malloy**
Memphis Press Scimitar: **Louise Ahrens**
Memphis Press Scimitar: **Bob Johnson**
Nashville Banner: **Eddie Jones**
Sevierville News Record: **Bill Postalwaite**

TEXAS

Abilene, Reporter News: **Ed Wishcamper**
Amarillo, Daily News & Globe-Times: **Fred Post**
Beaumont Enterprise: **Freda Halwe**
Beaumont Journal: **Gladys Quilliam**
Big Spring Herald: **Bob Whipkey**
Brownfield, News-Herald: **Jerry Stoltz**
Brownsville Herald: **Bill Smith**
Brownwood Banner: **John Flemister**
Brownwood Bulletin: **Mack Boswell**
Dallas Morning News: **Fairfax Nesbitt**
Dallas Morning News: **John Rosenfield**
Dallas Times Herald: **Walter Kempley**
Dallas, Oak Cliff Tribune: **Bill Barker**
Ft. Stockton Pioneer: **Bill Quimby**
Ft. Worth Press: **Jack Gordon**
Ft. Worth, Star Telegram: **Ira Cain**
Ft. Worth, Star Telegram: **Bill Hitch**
Freeport, Brazosport Citizen: **Glenn Heath**
Freeport, Daily Facts Review: **Sam Gerald**
Houston Chronicle: **Ann Hodges**
Houston Post: **Mary Blount**
Houston Post: **David Westheimer**
Houston Press, **Mary Norton**
Houston Press: **Irene Wilson**
Lubbock, Avalanche-Journal: **R. C. Hankins**
Lubbock, Avalanche Journal: **Jack Sheridan**
Lubbock Sun: **Joy Penrod**
Odessa American: **Brad Carlyle**
Odessa American: **Jim Scott**
Port Arthur News: **Grace Foote**
San Angelo, Standard Times: **Jack Allard**
San Antonio Express & News: **Candy Johnson**
San Antonio Light: **Paul Trench**
Wichita Falls, Times-Record News: **Glenn Shelton**

UTAH

Logan Herald Journal: **Ray Nelson**
Sale Lake City, Desert News: **Howard Pearson**

VERMONT

Burlington Daily News: **Bob Cronin**

VIRGINIA

Chase City Progress: **Cleon Crimes**
Danville Bee: **Johnny Johnson**
Danville Commercial Appeal: **Watt Miles**
Fort Lee Traveller: **Steve Keiss**
Hopewell News: **Augustus Robbins Jr.**
Martinsville Bulletin: **Pat Vint**
Newport Daily Press: **Jerry Ferguson**
Newport News, Times Herald: **Mildred Russell**
Norfolk, Ledger-Dispatch: **C. W. Walton**
Norfolk, Virginian-Pilot: **Warner Twyford**
Petersburg, Progress Index: **Edward A. Wyatt**
Richmond, News Leader: **Victor Dorr**
Richmond, News Leader: **John Stratton**
Richmond Times-Dispatch: **Norman Rowe**
Roanoke Times: **W. Atkinson**
Roanoke World News: **W. C. Stouffer**
Virginia Beach Sun-News: **Albin R. Mailhes**

WASHINGTON

Bellingham Herald: **Nellie Duff**
Bellingham, Labor News: **Charles King**
Lynden Tribune: **Bill Lewis**
Olympia, Daily Olympian: **Marshall Hunt**
Olympia News: **Tosh Lee**
Port Angeles, Evening News: **Ivy Nelson**
Seattle Post Intelligencer: **Louise Bresky**
Seattle Post Intelligencer: **Bill Jahn**
Spokane Chronicle: **Bob Emahaiser**
Spokane, Spokesman-Review: **Dorothy Powers**
Tacoma News Tribune: **Helen Rogers**

WEST VIRGINIA

Bluefield, Daily Telegraph: **Stubby Currence**
Bluefield, Sunset News: **Sid Barksdale**
Charleston Daily Mail: **Arnold Knapp**
Charleston Gazette: **Evelyn Comber**
Charleston Gazette: **Shorty Hardman**
Clarksburg News: **Bob Ebener**
Fairmont Times: **Art Pearce**
Keyser, Mineral Daily: **Tom Conlon**
Morgantown, Dominion News: **Bill Hart**
Morgantown Post: **Brooks Cottle**
Moundsville Daily Echo: **Sam Shaw**
New Martinsville, Wetzel Republican: **Howard Shurtleff**
Weirton Daily Times: **Earle Wittpen**
Wheeling, News-Register Intelligencer: **Norman Yost**

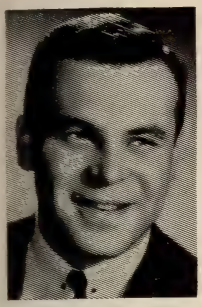
WISCONSIN

Hurley, Iron County Miner: **Armand Cirilli**
Janesville Gazette: **Ralph Schroeder**
La Crosse Tribune: **Ken Blanchard**
Madison, Capitol Times: **Bill Doudna**
Madison, Capitol Times: **William Evjue**
Marinette Eagle Star: **Walter C. Janson**
Menominee Herald Leader: **Jim Riley**
Milwaukee Journal: **Don Dornbrook**
Milwaukee Journal: **Betty Merckel**
Milwaukee Journal: **Bea Pepon**
Milwaukee Sentinel: **Buck Herzog**
Milwaukee Sentinel: **Bob Johnson**
Monroe County Journal: **Fred P. Heffling**
Plymouth Review: **Marsh Gabriel**
Sheboygan Press: **Harold R. Maier**
Tomah Journal: **Bill S. Snider**
Wausau, Record-Herald: **Frank Plano**
Wisconsin Rapids Daily Tribune: **Carl E. Otto**

WYOMING

Buffalo Bulletin: **Frank Hicks**
Cheyenne, Wyoming Eagle: **George Johnston**
Cheyenne, Wyoming State Tribune: **Lewis Bates**
Gillette, News Record: **F. Cornelius**
Newcastle, Newsletter-Journal: **Esther Lindsay**
Rawlins Daily Times: **Paul Weick**
Sheridan Press: **Dick Redburn**

U. S. Educational Radio And Television



By
MATTHEW
SEIDMAN

Staff Writer

EDUCATIONAL radio has had a fierce and fluctuating history since radio came into its own some 30 odd years ago. In a 15 year period, up to 1936, 168 different educational institutions were granted 202 broadcasting licenses, with 73 being taken out in 1922 alone. With the inception of broadcasting license grants for educational institutions, came the inception of loss or abandonment of licenses, so that by January 1, 1937, 38 institutions held licenses. Only 20 of the total 202 licenses granted from 1921 to 1936 were held for the entire period. All 38 educational stations holding licenses in 1937 were AM.

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Immediately after 1945, FM channels became available for educational stations, and by 1951, more than 100 educational stations were on the air. Most of them transmitted on FM. Institutions rushed to get FM broadcasting licenses, since FM was supposed to be the future of the broadcasting medium, until television came into being.

☆ ☆ ☆

Coverage via educational radio stations was spotty, and only Alabama, California, Florida, Illinois, Indiana, Iowa, Kansas, Louisiana, Michigan, Ohio, and Wisconsin had anything that resembled statewide coverage, with Wisconsin being the only state with a statewide network. In 1950, Seymour N. Siegel of WNYC, initiated the development of the Tape Network, in an effort to link up stations. As the development grew, it became a cooperative enterprise of the National Association of Educational Broadcasters.

With the coming of commercial television, came the rush for grants for educational TV stations. Primarily due to lack of funds, number of grants for educational TV stations greatly outnumbered the stations on the air. Radio has a history. Television is making one now.

☆ ☆ ☆

Many people have argued that educational television is useless, because commercial TV outlets can accomplish what is being done by the educational stations. Programwise, educational outlets beam not only to adults, but to school children of various ages. Aside from classroom TV being used as a supplement to the teacher, and courses taught on television, programs include cultural type shows like some seen on the BBC and CBC. Shows which some advocates of American television, as opposed to BBC type TV programs, feel would be forced down the throats of viewers if beamed on regular commercial outlets. Various discussions, like "Talk O' The Teens," in which teenagers quiz civic leaders and officials on youth problems; music shows, such as "Music For Moderns," which programs contemporary music giving a brief history about the music and composer whose music is being aired that day, and programs designed for in school listening and viewing which aid the teacher in her daily tasks, are some of the programs which educational stations transmit.

☆ ☆ ☆

Regular commercial stations also transmit "culture," but it is argued that they do not do so on such a comprehensive scale. In the five year period television has come into being for class-room and home-study use, more than 400 college-level courses have been given by TV.

As far as education itself is concerned, relating to the broadcasting medium, Franklin Dunham, chief of radio and television, U. S. Office of Education, states, "Education is slow to accept new methods until they justify themselves under trial. Today we have a healthy record of achievement with radio over 25 years experience." Amount of achievement is debatable, with many saying there has been failure if the criterion is the gap between potentiality and actuality.

LIST OF EDUCATIONAL STATIONS ON THE AIR IN THE U. S.

• 22 non-commercial AM stations operating • 10 commercial AM stations operating • 125 non-commercial FM stations operating • 3 commercial FM stations operating • 18 TV stations licensed and operating • 3 TV stations operating on a non-reserved channel • 248 TV channels have been assigned to U. S. cities, 80 on VHF • 24 cities have construction permits, or applications pending for TV stations.

Famous First Facts In U. S. Television

THE FIRST:

AUDIENCE participation telecast was charades presented on August 7, 1941, and telecast by Station WNBT, New York City.

Baseball game (collegiate) telecast was the Columbia University-Princeton University game, played May 17, 1939, at Baker Field, New York City. The game lasted ten innings and was won by Princeton 2-1. It was telecast by Station W2XBS, New York City, and was announced by Bill Stern.

Baseball game (major league) telecast was the National League game played at Ebbets Field, Brooklyn, N. Y., August 26, 1939, between the Cincinnati "Reds" and the Brooklyn "Dodgers." Two cameras were used alternately by Station W2XBS, New York City, according to the play. Leo Durocher, manager of the "Dodgers," William McKechnie, manager of the "Reds," and close-ups of several players were telecast during the intermission of the double-header game.

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Basketball game telecast was played February 28, 1940, at Madison Square Garden, and telecast by Station W2XBS, New York City. Fordham University played the University of Pittsburgh (Fordham 37-Pittsburgh 50) followed by Georgetown University versus New York University (Georgetown 27-New York University 50).

Book review telecast was Ernest Boyds review on May 3, 1938, over Station W2XBS, New York City, of Sidney Spencers **The Greatest Show on Earth.** It combined photographs and text to explain the economic problems of mankind. While Boyd was talking, the review opened with a telecast of the reviewer followed by numerous pick-ups of photographs from the book.

Circus telecast was the Ringling Brothers-Barnum and Bailey circus whose three hour show was telecast April 25, 1940 from Madison Square Garden, New York City by Station W2XBS, New York City.

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Color television (high definition electronically scanned) demonstration was given September 3, 1940, for the press over Television Station W2XAB of the Columbia Broadcasting System, New York City. The telecast was from the high-power transmitter atop the Chrysler Building, New York City. It had a 343-line quality and used a 4.5 megacycle band, the same frequency required for ordinary black and white images. The telecasts were received in black and white, but a color disc placed in front of the receiver tube enabled the audience at the station to view the picture in color. The apparatus was invented by Dr. Peter Carl Goldmark, Columbia Broadcasting Systems chief television engineer.

Construction permit for a commercial television station was granted June 17, 1941 to WNBT of the National Broadcasting Company, Inc., New York City to operate on 50,000-56,000 kilocycles. A license to cover this construction permit was also granted June 17, 1941 effective July 1, 1941.

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Electronic television system using the pick-up device known as the Iconoscope, which displaced the mechanical system by means of motordriven scanning discs, was invented by Vladimir Kosma Zworykin of Wilkinsburg, Pa., who obtained patent No. 2,141,059 on December 20, 1938. The patent covered forty claims and was assigned to the Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pa. His application was filed December 29, 1923.

Football game telecast was played at Randalls Island, New York City, September 30, 1939, between Fordham University and Waynesburg College and telecast by Station W2XBS, New York City. Fordham won 34 to 7.

Hockey game telecast was played February 25, 1940, at Madison Square Garden, New York City, between the New York "Rangers" and "Les Canadiens" of Montreal and telecast by Station W2XBS, New York City. The "Rangers" won 6 to 2.

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King and Queen to be televised were King George VI and Queen Elizabeth of England who, on June 10, 1939, visited the New York World's Fair, New York City during "British Week."

Moving picture premiere telecast was a two-reel short "Patrolling the Ether," which was telecast April 10, 1944, simultaneously by WNBT of New York City, WRGB of Schenectady, N. Y., and WPTZ of Philadelphia, Pa. It depicted the wartime activities of the radio intelligence division of the Federal Communication Commission in tracing illegal and espionage radio transmitters. It was produced by Metro-Goldwyn-Mayer and released April 22, 1944, twelve days after its premiere by television.

Opera (complete) telecast was presented December 23, 1943, by Station WRGB of the General Electric Company, Schenectady, N. Y. The presentation was Humperdinck's "Hansel and Gretel."

Reprinted with consent of "Famous First Facts" published by H. W. Wilson Company.

Famous First Facts In U. S. Television

Political campaign telecast was on October 11, 1932, when the Democratic National Committee broadcast a television show from the studios of the Columbia Broadcasting System, 485 Madison Avenue, New York City.

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Political convention telecast was the twenty-second Republican Convention, June 24-29, 1940, at Philadelphia, Pa., when Wendell Lewis Willkie of New York and Charles Linza McNary of Oregon were nominated for President and Vice President respectively. The telecast was made by W2XBS of the National Broadcasting Company, New York City, 49.75 megacycles.

Presidential address telecast from the White House was on October 5, 1947, when President Harry S. Truman's speech about food conservation and the world food crisis was telecast from Washington, D. C., and relayed to New York City, Philadelphia and Schenectady. He proposed meatless Tuesdays, and eggless and poultryless Thursdays.

Programs regularly telecast were begun May 11, 1928, on a three times a week schedule from the General Electric Station, WGY, Schenectady, N. Y. The image consisted of 24 scanning lines repeated 20 times a second.

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Puglistic telecast was the Lou Nova-Max Baer fight, June 1, 1939, at the Yankee Stadium, New York City. Sam Taub was the announcer. Referee Frank Fullam halted the bout in the eleventh round and awarded the decision to Nova.

Pugilistic telecast of a championship heavyweight fight was June 19, 1946 when Joe Louis defended his title against Billy Conn at the Yankee Stadium, New York City. Louis won by a knockout in the eighth round.

Stratovision world series telecast was made October 11, 1948, when the sixth game of the world series between the Boston "Braves" of the National League and the Cleveland "Indians" of the American League, played at Boston, Mass., was transmitted from the stratovision plane flying at 25,000 feet over the Pittsburgh area.

Television commercial license was granted to Station W2XBS of the National Broadcasting Company, New York City on July 1, 1941. It is now WNBT. Operations were required four hours a week, but approximately fifteen hours a week were presented.

Television demonstration (public, large-scale, intra-store) was staged at Gimbel Brothers, Philadelphia, Pa., from October 24 to November 14, 1945, inclusive using RCA-Victor equipment. A preview was held October 23, 1945. Approximately 25,000 people viewed the demonstrations at the auditorium and at twenty telesites scattered at strategic locations on the seven floors of the department store. Eleven daily demonstrations of about ten minutes each were given showing millinery, home furnishings, shoes, scarves, furs, nursery furniture, toys, curtains, interior decorating and hair styling.

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Television image (transoceanic) was received February 8, 1928 at Hartsdale, N. Y., by Robert M. Hart, owner of short wave station W2CVJ. The sound vision, a picture of Mrs. Mia Howe, was sent across the ocean from Station 2 KZ, Purley, England, two kilowatt power, by John Logie Baird of the Baird Television Development Company of London, England, using short radio waves.

Television network demonstration (distant) was held on February 1, 1940, when members of the Federal Communications Commission at General Electric Station W2XB, Schenectady, N. Y., witnessed a program telecast from New York City, approximately 130 miles distant. It was received at a relay station on the 44-50 megacycle band by means of a rhombic antenna, supported by four 128 foot towers, and rebroadcast to the Schenectady-Albany district.

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Track meet (intercollegiate) telecast was the 19th annual Intercollegiate A.A.A.A. track and field championship meet at Madison Square Garden, New York City, telecast March 2, 1940, by W2XBS. Twenty-three colleges participated in the various dashes, runs, relays, high hurdles, shot put, pole vault, weight throwing, broad jumps and high jumps. New York University won with twenty-seven points.

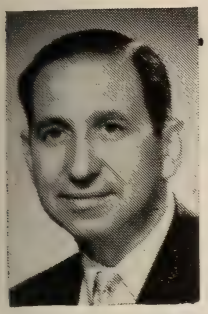
Weather map telecast from a land sending station to a land receiving station was sent August 18, 1926, from Radio Station NAA, Arlington, Va., and received at the Weather Bureau Office, Washington, D. C. The demonstration was arranged by the Jenkins Laboratory, Washington, D. C.

INDIVIDUAL TV MARKET DATA — 1954

TV Markets	No. of TV Stations in Operation (2)	No. of TV Stations Reporting $25,000 or More Time Sales[1] (3)	Sale of Station Time to: Networks (4)	National Spot Advertisers[2] (5)	Local Advertisers[2] (6)	Total TV Stations Reporting (7)	Total Revenues[3] (8)	Total Expenses (9)	Income (Before Federal Income Tax) (10)
ALBANY, SCHENECTADY, TROY	3	2	*	*	*	2	*	*	*
ALBUQUERQUE, N. M.	3	3	137,481	223,151	545,531	3	938,668	1,155,029	216,361—
ALLENTOWN, BETHLEHEM, PENNA.	3	2†	*	*	*	3	72,569	605,379	532,810—
ATLANTA, GA.	4	3†	1,176,271	1,599,867	1,226,308	4	3,813,210	2,536,230	1,276,980
BALTIMORE, MD.	3	3	2,075,288	2,355,549	2,589,974	3	6,534,490	3,989,355	2,545,135
BOSTON, MASS.	3	2	*	*	*	3	9,537,712	4,591,224	4,946,488
BUFFALO, N. Y.	3	3†	1,135,467	1,637,985	1,664,779	3	4,065,746	2,717,488	1,348,258
CHARLESTON, W. V.	3	3†	105,798	98,615	150,454	3	363,627	620,772	257,145—
CHICAGO, ILL.	4	4	4,308,979	10,957,387	7,529,390	4	24,924,357	16,696,508	8,227,849
CINCINNATI, OHIO	3	3	1,930,707	2,352,241	1,645,258	3	6,370,629	4,676,533	1,694,096
CLEVELAND, OHIO	3	3	2,667,472	4,023,571	2,353,047	3	9,498,738	5,425,822	4,072,916
COLUMBIA, S. C.	3	2	*	*	*	2	*	*	*
COLUMBUS, OHIO	3	3	1,234,780	2,153,312	1,240,911	3	4,505,151	3,745,328	759,823
DENVER, COLO.	4	4	728,292	1,373,676	1,370,017	4	3,213,681	3,594,379	380,698—
DETROIT, MICH.	3	3	2,728,943	5,878,879	4,638,423	3	12,523,110	6,812,250	5,710,860
DULUTH, MINN.; SUPERIOR, WISC.	3	3†	101,700	247,803	147,125	3	523,107	1,005,204	482,097—
FRESNO, CALIF.	3	3†	178,191	573,627	344,049	3	1,015,642	1,537,451	521,809—
HARRISBURG, PENNA.	3	3†	78,926	209,146	398,735	3	824,925	897,596	72,671
HONOLULU, HAWAII	3	3†	112,185	326,124	685,266	3	1,062,900	1,297,519	234,619—
JACKSON, MISS.	3	2	*	*	*	2	*	*	*
KANSAS CITY, MO.	4	3†	1,504,373	2,837,946	780,226	4	4,777,942	3,448,054	1,329,888
LOS ANGELES, CALIF.	7	7	3,051,222	11,268,819	11,145,267	7	23,718,677	22,106,745	1,611,932
LOUISVILLE, KY.	3	2†	*	*	*	3	3,529,909	2,141,920	1,387,989
MILWAUKEE, WISC.	4	3	1,020,039	2,974,004	1,666,407	3	5,267,122	2,984,020	2,283,102
MINNEAPOLIS-ST. PAUL, MINN.	3	3	1,769,694	2,864,656	2,135,703	3	6,679,505	5,166,159	1,513,346
NASHVILLE, TENN.	3	3†	401,125	539,520	794,331	3	1,739,561	1,725,672	13,889
NEW YORK and NEW JERSEY	7	7	7,860,203	26,321,042	8,557,788	7	42,035,793	28,165,581	13,870,212
NOROLK-PORTSMOUTH, VA.	4[4]	3†	692,875	1,192,379	549,221	4	2,284,784	1,682,807	601,977
OKLAHOMA CITY, OKLA.	4	2	*	*	*	2	*	*	*
PALM BEACH, FLA.	3	2	*	*	*	2	*	*	*
PHILADELPHIA, PENNA.	3	3	3,431,661	6,850,208	3,866,917	3	13,884,737	9,301,722	4,583,015
PHOENIX, ARIZ.	4	3	420,009	634,833	686,898	3	1,725,570	1,786,658	61,088—
PITTSBURGH, PENNA.	3	3†	1,163,348	2,787,566	2,223,596	3	6,033,008	3,403,047	2,629,961
ST. LOUIS, MO.	4	4†	1,560,122	2,551,664	2,372,399	4	5,826,193	3,117,251	2,708,942
SALT LAKE, UTAH	3	3†	664,154	816,040	914,603	3	2,260,446	2,041,244	219,202
SAN FRANCISCO-OAKLAND, CALIF.	4	4†	1,966,582	3,928,284	3,558,769	4	8,872,694	5,648,678	3,224,016
SCRANTON, PENNA.	3	3†	163,552	144,638	184,741	3	421,034	779,598	358,564—
SPOKANE, WASH.	3	3†	188,517	616,300	407,751	3	1,087,008	1,209,465	122,457—
WASHINGTON, D. C.	4	4	1,875,730	3,064,502	1,814,753	4	6,593,868	5,183,969	1,409,899
TOTAL 39 TV MARKETS	136	122	51,936,959	112,826,694	74,308,354	128	233,241,838	167,535,084	65,706,754
220 OTHER TV MARKETS	291	270	33,675,435	63,939,485	45,823,048	282	138,721,039	119,463,606	19,257,433
TOTAL 259 TV MARKETS	427	392	85,612,394	176,766,179	120,131,402	410	371,962,877	286,998,690	84,964,187

[1] Stations with less than $25,000 time sales report only total revenues and total expenses.
[2] Before commissions to agencies, representatives and others.
[3] Total revenues consist of time sales less commissions plus talent and program material sales.
[4] Includes Hampton, Virginia.
† Not all stations in this market operated a full year during 1954.
* Data not published for group of less than three stations.

Radio's Future Is Local Program Building



By
PIERRE WEIS

General Manager
World Broadcasting
System

TAKE a good look at radio's values today, and you'll see that radio is surviving the toughest competition it has faced, particularly at the local level where radio is closest to the audience and the advertisers it serves.

Radio's future, at the local level, is indeed splendid. Mature broadcasters have shaped and reshaped their program schedules until now they can point to solid successes for spot and program advertisers, and large loyal audiences.

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We at World have been part of that success, and are proud of our role. We have made tremendous changes in our service in the past year, and designed it to be of greater help than ever to the program and sales departments of our 1,000-plus subscribers. The secret is simple — more and more new ideas, and more and more talent.

For example, we are constantly exploring new avenues in bringing the finest recording talent into our service. Our 1956 talent budget, which we recently announced, will be 23% higher than last year's, and our marquee sparkles with such new stars at World as Doris Day, Victor Young, Eddie Bush, Bobbie Hackett and Mimi Martel, joining World's popular artists like David Rose, Lyn Murray, Ray Bloch, Sauter-Finnegan, Helen O'Connell, Ken Griffin, The Sportsmen, Three Suns and a host of others. Musical selections by these talented artists, presented on local radio stations at times designed to reach top audiences, thus becomes top sales vehicles.

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Radio stations are also learning that they compete best when the station has developed its own individual "personality" — a sort of corporate identity in the minds of radio listeners. This is developed through the amount of programs and airings of a "service" nature that a station carries. With this in mind, we have developed a whole series of recorded Time Signals, Weather Jingles, Tune-In Jingles, Feature Program Signatures — all designed to help stations in building themselves into a familiar, tuned-to source of entertainment and information.

The local and regional advertiser is also establishing himself as the dominant source of income to radio outlets. He now finds a wide choice of programming available to him. But his advertising must be able to match the high calibre of his program selections. World plans for 1956 a series of campaigns built around special jingles and other attention-getting devices for local beauty shops, bakers, restaurants, taxi cabs, drug stores, grocers, supermarkets, furniture stores, apparel shops, jewelers and even diaper services. With the aid of such jingles, local advertisers can build selling campaigns with the same tool used by the leading advertisers in the country.

☆ ☆ ☆

There is another phase of the radio business whereby stations are gaining radio strength. Since we service a huge list of stations and employ top people on our staff, we have at our disposal a very large promotion department. And, we are in a position not only to come up with sound new ideas and new promotions but to do a most thorough job in the preparation of exciting sales and production tools to insure success. We are able to produce these merchandising aids — which range from multicolored posters and store display materials to station promotion jingles — with tremendous impact because of our resources which would be impossible and unecomonic for an individual station to attempt to duplicate.

No doubt you have seen our nationwide radio promotion campaign, "Radio's Big Little Man," in action.

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We announced it to the radio industry at last year's NARTB Convention. Since then, nearly 500 stations have joined in the campaign to focus advertiser and audience attention on local-level radio, and have intensified their local sales campaigns. Many top broadcasters have told us that "Radio's Big Little Man" is just what was needed to give radio new status and a new surge of audience attention.

The campaign — which, with its list of prizes and top-notch merchandising drives, for World, stations and their advertisers an investment of more than $1,500,000 — is designed to bring many additional values to local radio advertisers, such as increased store traffic, larger sales volume, and the advantages of being part of a community-wide promotion.

The basic idea, of course, is good. But what is really putting it across with radio stations is the tremendous assortment of merchandising and promotion materials made available to our stations, which not only has made it easy for them to sell their sponsors but has also given them the tools to make the promotion a success with listeners.

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For more than forty years the members of the American Society of Composers, Authors and Publishers have supplied our nation's tremendous entertainment world with its basic ingredient—the music of America. An **ASCAP** license grants the commercial user of music the right to perform the Society's entire repertory in one complete package. The top tunes of television, radio and records, tomorrow's song hits, yesterday's favorites, hits from Broadway and Hollywood, as well as the best in the field of classical and religious music are always available through an **ASCAP** license.

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Jingle Writers

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MUrray Hill 2-8877

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Complete jingles written and produced

Coming Attraction:
THE NEW DODGE SONG
FOR SPRING CAMPAIGN

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1619 Broadway New York, N. Y.
Suite 510 Cl 6-7782

SONG HITS OF 1955

January 1, 1955 to January 1, 1956

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The 35 song hits with the largest radio and television audiences are listed below in order of the total ACI points received in the ACI SURVEYS during the year. Songs in stage, film or TV productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began in the fall of 1954 are noted by the date . . . (1954).

SONG TITLE, PRODUCTION AND PUBLISHER	*Total ACI Points*	*Number of Weeks on ACI Survey*
Ballad of Davey Crockett (Davey Crockett) (Wonderland)	45080	29
Tweedle Dee (Progressive)	39307	27
Melody Of Love (Shapiro-Bernstein-Presser)	37856	27
*Love Is A Many-Splendored Thing (Love Is A Many-Splendored Thing) (Miller)	32392	23
Something's Gotta Give (Daddy Long Legs) (Robbins)	31990	24
Unchained Melody (Unchained) (Frank)	31697	33
Cherry Pink And Apple Blossom White (Underwater) (Chappell)	28100	29
Mister Sandman (1954) (E. H. Morris)	27098	15
Yellow Rose Of Texas (Planetary)	25951	23
Learnin' The Blues (Barton)	24979	30
*Autumn Leaves (Ardmore)	24830	16
Young And Foolish (Plain And Fancy) (Chappell)	24071	29
Heart (Damn Yankees) (Frank)	23644	22
That's All I Want From You (1954) (Weiss & Barry)	23623	19
*Love And Marriage (Our Town) (Barton)	22427	15
Whatever Lola Wants (Damn Yankees) (Frank)	22264	21
How Important Can It Be (Aspen)	19252	24
Ko Ko Mo (Meridian)	19095	19
Sincerely (Arc-Regent)	18834	20
Dance With Me Henry (Modern)	18252	21
All Of You (Silk Stockings) (Chappell)	17932	28
Love Me Or Leave Me (Bregman-Vocco-Conn)	16674	28
Hard To Get (Hard To Get) (Witmark)	16441	26
Longest Walk (Advanced)	15681	22
Wake The Town And Tell The People (Joy)	15499	21
Play Me Hearts And Flowers (Play Me Hearts And Flowers) (Advanced)	15372	18
*Suddenly There's A Valley (Warman-Hill & Range)	15324	19
Bible Tells Me So (Paramount-Roy Rogers)	15136	24
Teach Me Tonight (1954) (Hub-Leeds)	15039	11
*Moments To Remember (Beaver)	15011	15
Rock Around The Clock (Blackboard Jungle) (Myers)	14983	22
I'll Never Stop Loving You (Love Me Or Leave Me) (Feist)	14941	26
Hearts Of Stone (Regent)	14843	16
Let Me Go Lover (Let Me Go Lover) (Hill & Range)	14393	12
Count Your Blessings (Instead Of Sheep) (1954) (White Christmas) (Berlin)	14368	17

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CUMMINGS PRODUCTIONS
39 West 53rd St.
New York, N. Y.
PLaza 7-6452
(*See TV Film Producers*)

•

GOLDSWAN PRODUCTIONS
730 Fifth Avenue
New York, N. Y.
CIrcle 7-3380

•

HARLEIGH MUSIC MERCHANDISING
c/o MITCH LEIGH
12 East 66th St.
New York 21, N. Y.
TRafalgar 9-6986

•

LANNY & GINGER GRAY: JINGLES
70 East 96th Street
New York, N. Y.
EN 9-7777

•

ANDY LOVE PRODUCTIONS
49 Park Avenue
New York, N. Y.
MUrray Hill 6-1017

•

GEORGE R. NELSON
208 State Street
Schenectady, N. Y.
Schenectady 4-4135

•

JACK ROURKE PRODUCTIONS
6331 Hollywood Blvd.
Hollywood 28, Calif.
HE 7178

SIGNATURE MUSIC, INC.
c/o HANK SYLVERN
521 Fifth Ave., New York, N. Y.
MU 7-3080

•

SONG ADS
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Hollywood, Calif.
HOllywood 5-6181

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SURPRISE JINGLES
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Revere, Mass.
RE 8-5562

•

TELEWAYS RADIO PRODUCTIONS, INC.
8949 Sunset Boulevard
HOllywood 46, Calif.
BR 2-1447, CR 6-7238

A. S. C. A. P.

By STANLEY ADAMS
President

THE clearance of music copyrights for commercial performance is a major responsibility of television and radio program builders. The large and increasing use of music in these programs would impose almost impossible tasks upon the music users were it not for the facilities developed by the American Society of Composers, Authors and Publishers (ASCAP) to meet the questions of copyright clearance. This great American performing right society, and similar societies in other countries, reflect in their operations the tremendous growth of radio and television.

Through the simple machinery of a blanket agreement between a licensee and a performing right society, the licensee obtains complete clearance of the Society's complete catalog. ASCAP spends more than three million dollars annually in its maintenance of program service to its licensees. Without the overall service obtainable through the Society, the individual operators would face a host of problems of research and other costly details of day to day operation.

ASCAP now is in its 42nd year of service to its members and its licensees. With a membership now in excess of 4,000, its repertory covering two generations of composers, authors and publishers embraces American music of every conceivable sort. In addition, foreign societies grant to ASCAP the right to license their repertories, so that the ASCAP license opens to its holder vast stores of music the world over.

ASCAP maintains headquarters at 575 Madison Ave., New York City, with 25 branches throughout the country. Officers as of Jan. 1, 1956, are:

Stanley Adams ..... *President*
Otto A. Harbach ..... *Vice President*
Louis Bernstein ..... *Vice President*
John Tasker Howard ..... *Secretary*
Saul H. Bourne ..... *Treasurer*
George W. Meyer ..... *Asst. Secretary*
Frank H. Connor ..... *Asst. Treasurer*

The Board of Directors comprises 12 writers and 12 publisher-members, elected biennially, the writers by writer-members, the publishers by publisher-members, for two year terms. The directors are: Writers: Stanley Adams, Gene Buck, Paul Cunningham, L. Wolfe Gilbert, Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard, Alex C. Kramer, A. Walter Kramer, George W. Meyer, Deems Taylor, Jack Yellen; publishers: Louis Bernstein, Saul H. Bourne, Irving Caesar, Frank H. Connor, Max Dreyfus, Bernard Goodwin, Donald Gray, Jack Mills, Abe Olman, J. J. Robbins, Gustave Schirmer, Herman Starr.

A B C Music Corporation
A-H Music Corp.
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By CHARLES A. WALL
President and Treasurer

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Celestial Music Pub. Co., Inc.
Century Songs, Inc.
Cerabino, L. G.
Challenge Music Co.
Chambers Music Co.
Charill Music Pub. Co.
Chase Music Co.
Chaz-Mar Music Pub. Co.
Chelsea Music Corporation
Cherio Music Publishers, Inc.
Children's Record Guild
Chips Music Corp.
Chords Music Publishers
Christian Music Publishing Co.
Cille and Dail Publications
Cireco Music

Claremont Music Company
Clow, O. B. (Estate of)
Coast to Coast Music Corp.
Cobal Music, Inc.
Coblin Music Co.
Cole Corporation, M. M.
Coliseum Music Co., Inc.
Collwill Corporation
Colonial Music Publishing Co.
Colortunes Publishers
Columbia Music Publishing Co.
Command Music Co., Inc.
Commercial Music, Inc.
Commodore Music Corporation
Contemporary Music
Continental Record Co.
Cool Music Co.
Copar Music, Inc.
Cordial Music
Country Music
Crestline Music Pub.
Crestwood Publications
Cross Music Company
Crossroads Music Co.
Cundy-Bettony Co.

D. R. & P. Co.
Dallas Music Co., Inc.
Dana Pub. Co.
Danby Music Co.
Dance Music Corp.
Dare Music Co.
Davis & Ostergard
D. Dreyer Co., Inc.
D'Eberle Music Pub. Co.
Debra Music
Delaware Music Co.
Deseret Book Co.
DeSoto Songs
Debut Publications
Dennis Music Co.
Destiny Music Pub.
Devere, Robert Music Co.
Dexter, Al, Music Publishing
Dickinson, Harold H.
Dinehart Music Company, The
Diva Records, Inc.
Dixie Music Publishing Co.
Dolan, Ann
Domino Music Corporation
Don Carlos Music
Doraine Music Publishing Co.
Doraine, Peter, Inc.
Dorchester Music Co.
Dornix Music, Inc.
D'oro Music Pub.
Drexall Music Pub. Co.
Driftwood Pub. Co., Inc.
Duchess Music Corporation
Dunbar Music Co.
Dunhill Music Corp.

E.M.C. Music Pub. Co.
Eagle Music Publishing Corp.
Eastern Music Pub. Co., Inc.

Eastwick Music Co.
Eccma Music Company
Edizioni Kramer (Milano)
Edizioni Mascheroni (Milano)
Edizioni Musicali Di Lazzaro
Edizioni Musicali Italiane
Edizioni Suvini Zerboni
Edlee Music Corp.
Egap Music, Inc.
Elkane Music Company
Embassy Music Corp.
Emblem Music Co.
Emco Music Company
Emerson Music Publications, Inc.
Emperor Music Inc.
Encore Music Publications, Inc.
Englewood Pub.
Eskelin, Neil, Pub. Co.
Esquire Music Co.
Essay Music Company
Everybody's Music
Excellorec Music Co.
Excelsior Music Publishing Co.
Executive Music Corporation

Fairfax Music Company
Fairway Music Corp.
Fanwood Music Publications
Ferrer, Jose, Music Inc.
Fi-Del Music Publishing Co.
Filmusic Co.
Fine Songs
Flair Pub. Co.
Flex Songs
Florida Music Company
Folk Songs
Folkways Music Publishers Inc.
Ford Music, Inc.
Four-Star Music Company
Fowler, Wallace Publications
France Music Company
Francis & Wilmore Music Pub.
Franklin Pub. Co.
Freed & Hall Music Publishers
Frederick Music Publ. Co.
Freeman, Albert Edward
Freeman, Porky, Pub. Co.
Fremart Music Company
Fulton Music Pub.

G-Note Record Corp.
G. M. S. Music Publishing Co.
Gabriel Records
Gainsborough Music, Inc.
Gala Music Publishing Corp.
Gale & Gayles, Inc.
Garlock-Scherer Music, Inc.
Gallatin Music Corp.
Gaviota Music Inc.
Gay, Evelyn Pub. Co.
Gaylord Music Co.
Gilbert Music Publishers
Gil Music Corp.
Glenwood Music Corp.
Globe Music Corp.
Gloria Music Co.
Goday Music Inc.
Gold Coast Pub. Co.
Golden Gate Quartet Music Co.
Golden Songs
Golden State Songs
Golden Tune Publishers
Golden West Melodies, Inc.
Golden West Music Publications
Gold Star Music Pub. Co.
Gordon Music Company
Gospel Quartet Music Co.
Gralow Music Pub. Co.
Granson, Jose, Music Co.
Granite Music Co.
Great Oaks Music
Green Music Publications
Greta Music Co.

H. M. Banner Publications
Halama, Frank J., Publications
Halgra Songs
Halliburton Music
Hamblen, Stuart, Music Co.
Hanna & Co.
Har-Bock Music Co.
Harmonia Publishing Co.
Harmony Music Publishers
Harpeth Hills Music
Harris & Vavrin
Hartmann & Van Horn
Harvard Music, Inc.
Harvey Music
Hawaii Conservatory Pub. Co.
Hayloft Publications
Heartline Music Co.
Heart Songs
Helport Music
Heim, Marty Music Co.
Hesch Music Corp.
Highland Music Co.
Hill and Range Songs, Inc.
Hill Music Publishing Company
Hillbilly Music Publishing Co.
Hilltown Music Inc.
Hinds, Hayden & Eldredge, Inc.
Hoffman Songs
Hollenden Music Co.
Hollis Music, Inc.
Hollywood House Music Publishing Co.
Holmes Publications
Horn Publications
Hoosier Music Publications
House of Carols
House of Irish Songs
Howard, Jack, Publications, Inc.
Hudson-Dart Music Co.

Inco Music Company
Independent Music Publishers
Indigo Music, Inc.
Inman, Autry, Music Pub. Co.
Inspirational Music Corp.
Instrumental Music Inc.
Inter-American Music Pub. Co
Inwood Music Co.
Iris Music Pub.
Iris-Trojan Music Corp.

Jaga Music Pub. Co., Inc.
Jaglea Music Corp.
Jamboree Music
Jan Music
Jari Music Co.
Jayco Music
Jean Music Company
Jeannette Music Pub.
Jet Music Pub.
Jiffy Pub. Co.
Jill Music Co.
Johnstone-Montei, Inc.
Johnstone Music, Inc.
Joni Music Inc.
Jopz Records
Joshua Corp.
Judson Music Co.
Juke Box Alley, Inc.

Kahl Music Co.
Kampas, William T.
Kanawha Music Pub.
Kaolene Corp.
Karen Publications
Karr, Jerome J.
Kaymusic Publishers
Keith Music Pub.
Keenote Music
Kelly Music Publications
Kelly-Stool
Kelton-Romm Music Company
Kendis, Sonny, Music Pub.
Kenneth Publishing Company
Kerr, Bob, Prod.
Kerr, Edward
Keyes, Baron, Pub.
Keystone Music Co.
Kingsbury Music, Inc.
Kinkade's Songs
Klive Music Pub. Co.
Knight Publishing Co.
Knobloch, M. H.
Knotty Pine Music Pub.
Kord Music Company
Koss Music Co.

L. A. Songs
Lake Erie Music
Lake Front Music
Lakeland Music Co.
Lamp Music Pub.
Lance Music Pub.
Lana Music
Langley Music Co.
Langlois Filmusic, Inc.
Lang-Worth Publications, Inc.
Latin American Publishing Corp
Laura-Lea Music
Lawn Music
LaVinrac Music Co.

.awrence, Johnny, Music
.eal, Felipe Valdes
.eCoq Music
.ee, Robert, Music Publishers, Inc.
.egato Music Corp.
.eora Music
.in Pub. Co.
.ittle Jazz Music Pub., Inc.
.ois Music Publishing Co.
.ondon Music Corp.
.one Star Music Co.
.ong, J. Baxter
.os Feliz Music Co.
.owell Music Corp.
.owery Music Co.
.ucky Music Publishers
.udlow Music, Inc.
.upal Music Co.
.uther Music, Inc.
.utz Brothers Music Co., Inc.
.ynbrook Music Inc.
.ynn Music Corp.

M-E Melodies
M & M Music Co.
Mac Heather Music House
Mack-Nell Publications
Mackley Music Publishing Co.
Maestro Music Company
Maggie Music Co.
Magnolia Music Corp.
Main Music Publishing Company, The
Main Street Songs, Inc.
Mallory Music Pub.
Majestic Music Company
Major Melodies
Major Minor Music
Malabar Music, Inc.
Manhattan Melodies Music Pub.
Mardan Music
Marmor Music Inc.
Marvin Music Corp.
Manning House Music
Marchant, J. C., Publications
Marcy, Victor
Mardi Gras Music Company
Marigold Music Co., Inc.
Marino Music Company
Mark-Lee Music Company
Marks, E. B. Music Corp.
Marlyn Music Pub.
Marsales, Frank
Martel Music Co.
Martens, W. F., Music Co.
Master Music Publishers
Maxted Music Co.
Maxwell, Ray, Pub. Co.
Maytime Music, Inc.
Maywood Music Co.
Maze Publications
McClellan Music Company
Medallion Music Co.
Mellin Music, Inc.
Mellow Music Publishing Co.
Mellostone Music Co.
Melodies of the Americas
Melody Lane, Inc. (Peer)
Melody Trails, Inc.
Memphis Music Publishers, The
Mercer Music
Merge Music
Merian Music Inc.
Meridian Music Corp.
Merit Music, Inc.
Merrick Music Co.
Merrymount Music Inc.
Meteor Music
Metro Music
Metropolitan Music Company
Michele Pub. Co.
Micor Publishing Company
Mid Music
Miller-Steinberg-Katz Music
Mipa Productions, Inc.
Miracle Music Company
Mission Hills Publications
Mission Pub. Co.
Missud, Jean M. (B.M.I.)
Modern Melo Melody Publ.
Modern Melodies Publishing Co.
Modern Music Publishing Co.
Mohawk Music Publishing Co.
Monahan Music Publications
Monarch Music Company
Money Music
Monmouth Publishing Company
Mono-Music
Monroe Music Company
Monroe, Bill, Music Inc.
Montauk Music
Montclare Music Corp.
Monument Music, Inc.
Moonlight Music
Morris Music Publications
Morrison Music Company
Morrissey Music Company
Morro Music Corp.
Morton Music Corp.
Motion Music Co.
Motor City Music Publishers
Mr. Music Co.
Munson Music Co.
Murob Music Publishers
Musi-cal Pub. Co.
Music Art Publications
Music City Copyrights
Music for Frets
Music For Young America Co.
Music of Today, Inc.
Music Products, Inc.
Music Row Publications
Mutel Corp.
Muzik Masters Company

Nash Murray Assoc., Inc.
National Broadcasting Co., Inc.
Navajo Music, Inc.
Nelson, Overson Publications
New Era Music Corporation
Newton, Al
Niksch, Donald E.
Nimisilla Music Company
Normandy Music, Inc.
Northeastern Music Company
Noteworthy Music, Inc.
Nu-Tune Music Corporation
Nutter, Carl, Music Pub. Co.
Nu-Way Music Pub. Co.

Oakhurst Music Pub. Co.
Ohio Music Co.
Old Charter Pub. Co., Inc.
Old Town Records Corp.
Omnibus Music Co.
Oliver-Jacobs Music
Opal Music Inc.
Optimist Songs Co.
Oree Music
Orlando Music Co.
Otis, Johnny, Music Co.

Pace Music Co.
Palladium Music Publishing Co.
Palomar Music Corp.
Pan-American Publications
Panda Records
Panhandle Music
Parade Music
Paris, James B.
Parliament Music, Inc.
Pastor Music Co.
Patmar Music Company, Inc.
Patricia Music Pub. Corp.
Paul Music Co., Inc.
Peer International Corporation
Pemora Music Company, Inc.
Pennant Music Pub. Co.
Perco Music Co.
Phoenix Music Corp.
Phono-Tunes Music Company
Philharmonic Pub. Co.
Piccadilly Music Corp.
Pico Music Pub. Co.
Pitchpipe Music Co.
Pinelawn Music Pub. Co., Inc.
Pleasant Valley Music
Pollard Music
Porgie Music Corporation
Powell, Wayne
Pop Songs, Inc.
Pre-View Publications
Pritchett Publications
Professional Music, Inc.
Progressive Music Publishing
Prosser Music Publishing Co.
Pulse Publishing Corp.
Pure Music
Putman Publications

Quartet Music Co.
Quaker Music Company
Quality Music Company, Inc.
Quincy Music Publishers
Quintet Music Co.

Radio Music Publishers
Radon Music Co.
Rainbow Melodies Music Co.
Rainbow Music Publishers
Raleigh Music Publishing Co.
Ranchero Songs
Rancho Music
Rand Music Co.
Randolph, Al, Publications
Rayven Music Co., Inc.
Real American Pub. Co.
Red, White & Blue Publications
Red River Songs
Redwood Music Co., Inc.
Regent Music Corp.
Reiner, Paul, Music Pub. Co.
Reis, Herb, Music Corp.
Release Music, Inc.
Remarque Music Publishing Co.
Republic Music Corporation
Rex Music Publishers
Rhythm Enterprises, Inc.
Rhythms Of The West
Ridgeway Music
Rinker, Charles, Music Pub.
River Music Co.
Rockland Music Corp.
Romance Music Publications
Rondo Music
Roosevelt Music Co.
Rork, Ernest A., & Son
Rosarch Pub. Co.
Rosemart Music Co.
Rosyln Music Company
Ross Music Co.
Roxy Music Corp.
Royal Crown Music Company
Royal Music Corporation
Ruby Music Co.
Rudy Vallee Music Publications
Rumbalero Music, Inc.
Rush Music Corp.
Russell Music Co.

Sagebrush Music Pub. Co.
S and W Music Pub. Co.
San Juan Music Publishing Corp.
Sapphire Music Publisher
Savoy Music Company
Sawaya Publications, Inc., The
Schaeffer's, Peter, Music Corp.
Scholl Publishing Company
Seabreeze Music, Inc.
Scott-Mart Music Pub. Co.
Seidel, Emil, Music Plb'g Co.
Selroy Music Pub. Co.
Sensational Music Pub. Co.
Seven Seas Music Pubs.
Seven-Eleven Music Pub.
Shealy Music Pub. Co., Inc.
Shelby Music Publishing Co.
Sheldon-Mitchell Pub Corp.
Sheldon Music, Inc.
Sheridan Music Corp.
Sheraton Music Corp.
Shermack Music Co.
Sherman Music Co.
Sherwood Music Pub. Co.
Shopa Music Publications
Shutt, Albert Music Publisher
Signet Music Co.
Simon House, Inc.
Singer, Murray, Music Pub.
Skrivanek Music
Skyway Records & Music Pub.
Slate Enterprises, Inc.
Smith Publications
Snyder, Fenton Publications
Society of Jewish Composers, Publishers and Songwriters
Song Ads Inc.
Songs of the Hills Music Pub. Co.
Song-Ranch Publications
Sonorous Music Co., Inc.
Sophisticate Music, Inc.
Sound Music Pub. Co.
Spanish Music Center
Speed Pub. Co.
Spin Music, Inc.
Spitzer Songs, Inc.
Stampede Pub. Co.
Starrite Pub. Co.
Stella Music Co., Inc.
Stenton Music Inc.
Stern Music Publishing Co.
Steven, Arthur Publications
Stevens Music Corporation
Strand Press Music Publishers
Stratton Music, Inc.
Stuart Music, Inc.
Studio Music Co.
Sunbeam Music Corp.
Sundial Songs
Sunrise Music Company
Surf Music Corp.
Susquehanna Prod., Inc.
Swansongs Publications
Swing & Tempo Music Co.

T-C Publishing Corp.
Tamasa Music Co.
Tannen Music, Inc.
Taps Agency
Tarry-Town Music Co.
Tawny Publishing Co.
Temerity Music Inc.
Tennessee Music Corp.
Terrace Music
Terrific Tunes
Thomas Cole Publishing Co.
Thornwood Music Pub. Co.
Tiffany Music Company
Timberland Publishing Co.
Time Music Company
Tollie Music, Inc.
Tono Record Co.
Topik Tunes
Trans Music Corp.
Travis Music, Inc.
Trend Music
Triad Music Company
Trianon Publications
Trinity Music Co., Inc.
Trio Music Company
Triumph Publications, Inc.
Tropical Song Counter
Tubb, Ernest, Music Inc.
Tune Towne Tunes

U. S. Music, Inc.
Ultra Music Company
Una Publishing Co.
Unger Music
Unique Music Publishers
Universal Music Sales
Uranus Music Company

Val Music Corporation
Valiant Music Company, Inc.
Valley-Hill Music Co.
Valley Publishers, Inc.
Valley View Music, Inc.
Van Brunt Publishing Company
Van Russ Music
Vanguard Songs
Variety Music Company
Versailles Music Co., Inc.
Vesta Music Corp.
Vetter, Jack, Music Corp.
Vicca's Music Co.
Village Music Co.
Villanova Music Co.
Vincent Music Co., Inc.
Vogue Music Corporation
Volunteer Music Sales Co.

W. F. A. Enterprises
Wade Franklin, Publications
Ward, Clara, Publications
Ward & Sears Music, Inc.
Warman Music
Warner Studio
Warren Publications
Webster Music Company
Weddington Music, Inc.
Weiss & Barry, Inc.
Wemar Music Corporation
Westbrook Publications
Westbury Music Co.
Whimsy, Ltd.
White, Elmore, Music
Wilcox Music Publishing Co.
Willet, Slim, Songs
Winchester Music Inc.
Winneton Music Corp.
Winthrop, G. & Company
Wise Music Publications
Wonder Music Pub. Co.
Wonderland Music Co., Inc.
Woodland Music Company
Wortham Music Co.
Wyner Music Publishers

Yahres Publications

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A REPERTORY OF [illegible]

SESAC, INC.

By PAUL HEINECKE
President

IN February, 1956, SESAC celebrates its 25th year of service to the entire entertainment industry, and so I'd like this to be a salute to all SESAC's business associates: radio and television stations, affiliated publishers, phonograph record and transcription companies, the producers of transcribed programs, film companies, opera houses, orchestral societies, ballrooms and hotels.

I'm aware that our mutual growth and success could not have been possible without the complete faith we have in each other, and a bright burning hope that each succeeding day and year would bring about ever greater achievement to music publisher and music user alike.

I have always been an unflinching advocate of the performance licensing organization, and along with all SESAC's employees, I am dedicated to our purposes and proud of our accomplishments. It is gratifying, indeed, to realize that the contents of SESAC's 284 different publishers' catalogs are found on hundreds of thousands of phonograph records, transcription libraries, transcribed programs, live talent, radio and television shows, filmed commercials, feature films; also in the legitimate theatre, motion pictures, symphony orchestras, ballet theatre, choral societies, and throughout the schools and churches of America.

It is also exciting to share in the enthusiasm of our affiliated publishers in their drive to develop and promote their catalogs, and for me to realize conclusively that SESAC music performances on over 3,500 AM and TV stations due to increased use in all programs media are on a greater upswing than ever before.

Here then, on our 25th anniversary, it is heartwarming to see the fruits of our combined efforts—essential, in-demand publishers whose catalogs make satisfied music users of our licensees. As to the future, we shall continue to use as our buckler and our shield the eternal qualities of faith and hope, knowing full well that these, coupled with diligent and honest effort, shall inure to the benefit of all music producers and users everywhere.

Abernathy Pub. Co.
Accord, Edition
Accordion Music Publishing Co.
Adamus, A.
Adamus, Zenobiusz
Albright Music Company
Alford, Harry L.
Alkire, Eddie, Publications
Amsco Music Publishing Co.
Andrea Music Co., Inc.
Arct, M.
Arct Wydawnictwo Muzyczne
Ashmall, Wm. E., Company
Augsburg Publishing House
Avalon Music Publishing Co.
Aztec Music Company

Babwin Publications
Barnes, A. S., & Company, Inc.
Barnhouse, C. L., Company
Bartlett, E. M.
Barwicki, K. T.
Bass Co., The
Bava's, John, Music
Beazley, Samuel W., & Son
Beirly, Alfred, Co.
Bendix Publishing Corp.
Benson, John T., Publishing Co.
Berge Music Co.
Blake, Whitney, Music Publishers
Braun, Hubert J.
Braun Music Co.
Braun Organization, The
Breuer, Harry
Broadcast Music Publishers
Broadman Press, The
Brumley, Albert E., and Sons
Bryant Music Company

Calbo, N.
Capitol Music Co.
Cardilli, M. V.
Carlton Music Pub.
Catholic Music Co.
Central Music Co.
Century Music Publishing Co.
Cerruti, John M.
Chandler-Ebel Music Co.
Chantry Music Press, Ltd.
Chart Music Publishing House, Inc.
Choral Press
Church Music Co.
Clayton, Norman J.
Clef Music Corp.
Coanacher, B.
Coleman, Robert H.
Coleman, Robert H., Publishing Co.
Colin, Charles
Composers Press, Inc., The
Concord Music Publishing Co., Inc.
Concordia Pub. House
Cooper, W. Oliver
Craig, Ivy E.
Crawford, Percy B.
Cummings, M. Homer
Czytelnik

Daniel, John, Quartet Song Pub.
Darom, Edition
Davis, Marion, Company, The
Dawson, William L.
Dean, Emmet S.
Dean & Edmiaston
Dean & Evridge
Dean & Franklin
Dean & Hensley
Dean & Morgan
Dean & Sebren
Deiro, Pietro, Publications
Denison, T. S., & Company
Denson Trio Music Co.
Denson-Parris Music Co.
Di Bella, O., Music Co.

Edel, Yizchak
Edition Accord
Edition Darom
Edition Gil-Ron
Edition Hazemer
Edition Jastrzab
Edition Olympia
Edition Pizmon
Edition Pro Arte
Ellis, V. B. (Vep)
Eulenburg, Ernst, Ltd.
Europa Music Co.
Evangel Music Co., Inc.

Fairbank, H. W., Company
Ferrill, J. W.
Firm Foundation Publishing House
FitzSimons, H. T., Co., Inc.
Forberg, Rob.
Fouts, S. G.
Fouts-Payne Music Co.
Future Music
Gebethner & Wolff
Georgi & Vitak Music Co.
Gilbert Music Company
Gil-Ron, Edition
Goddard Publishing Co.
Gornston, David
Gospel Music Publications
Gospel Songs, Inc.
Grabczewski, F.
Grammer, Frank
Gregorian Institute of America

Hall Music Co., The
Hall & McCreary Co., Div. of Schmitt Pub., Inc.
Hanson, Eddy
Harper & Brothers
Hartford Music Co., The
Hart's Music Company
Hathaway, Franklin Earl, Mus. Pub.
Hazemer, Edition
Heinrichshofen's Verlag
Henson, J. M., Music Co.
Heritage Music Publications, Inc.
Hoffman, Raymond A., Co.
Holbrooke, Josef
Huffer, Fred K.
Humphries, Bruce, Inc.
Hymntime Publishers

Idzikowski, Leon
Idzikowski, M.
"IPA," Israel Publishers Agency
"Iscam," Israel Society of Composers, Authors & Music Publishers

Jastrzab, Edition
Jeffress Music Company
Jewell, Fred, Music Co.

Kanner Music Publishing Co.
Keene, Hank, Inc.
Kelman Music Corp.
Keyboard Publishing Co.
King, K. L., Music House
King Music Publishing Corp.
Kjos, Neil A., Music Co.
Krachtus, John, Co.
Krone, Max and Beatrice
Kuthan, E.

Lillenas Publishing Co.
Lister, Mosie, Publications
Littig, Frank, Music Publishing Co.

Liturgical Music Company
Liturgical Music Press, Inc.
Ludwig Music Publishing Co.

Maciejowski, ZB.
Markiewicz, Adam
Master Music Press, Inc.
McKinley Publishers, Inc.
McLaughlin & Reilly Co.
Mercury Music Corp.
Modern Music Library
Moniuszko Publishing Co.
Moore, David
Morris-Henson Music Co.
Music Press
Music Press, Inc.
Music Products Corp.
Musical Melody Publishers

National Music Company
National Music Company, Inc.
Nattrass-Schenck, Inc.
Nazarene Publishing House
Network Music Publishers
Northwestern Press, The
Nowa Scena
Nowacki, Henryk X.

Olympia, Edition

Pace, Adger M.
Pagani, O., & Bro., Inc.
Pallma, Frank, Music Publisher
Pallma Music Products Corp.
Panella, Frank A.
Panella Music Co.
Paragon Music Publishers
Parks, J. A., Company, The
Parris Music Co.
Parris, O. A.
Perry, F. Clark, Co.
Perry's Sons, A. W., Inc.
Pioneer Music Press
Pizmon, Edition
Podgorski, I.
Polonia Publishing Co.
Polskie Towarzystwo Muzyki Wspolczesnej
Polskie Wydawnictwo Muzyki Wspolczesnej
Poltawski, Aleksander
Pomaranski, Zygmunt
Popular Music Publications
Princess Publications
Pro Art Publications
Pro Arte, Edition
"PWM," Polskie Wydawnictwo Muzyczne
"PWP," Przedstawicielstwo Wydawnictwo Polskich (Association of Polish Publishers)
Puritan Publishing Co.

Quartet Music Company
Quincke, Walter A.

Radio City Guitar Studio
Rainbow Music Co.
Ramola Music
Ramsey, Will M.
Ramsey & Parker
Revival Music Company
Ricart & Cia, Luis, S. L.
Roat, Chas. E., Music Co.
Rolseth Pub. Co.
Rozan Publishing Co.
Rudnicki, Walery
Rynczak, J.
Rzepecki, J.

Sacred Music Foundation, The
Sajewski, W. H., Music and Publishing Co., Inc.
Schmidt, Arthur P., Co., Inc., The
Schmitt, Paul A., Music Company
Schmitt Pubs., Inc.
Scholin, C. Albert, & Sons, Inc.
Schuberth, Edward, & Co., Inc.
Sebren, George W., Music Co.
Select Music Company
Selmer, H. & A., Inc.
Seyfarth, G.
Sherwood Music Co.
Showalter, A. J., Company, The
Showalter, G. H. P.
Simon, Frank
Singenberger, John
Singenberger, Otto
Singspiration
Singtime Publishing Co.
Sisk Music Company, The
Slaski, H.
Slater, Will W.
Smith, Alfred B.
Southern Music Plate Co.
Stamps-Baxter Music & Printing Co.
Stamps Quartet Music Company, Inc.
Stamps, V. O., Music Company
Standard Music Company
Standard Songs
Stanphill, Ira
Stirling Music Publishing Co.
Sunday School Board of the South Baptist Convention, The

Target Music Co.
Tav-Rina, Edition
Teddlie, Tillit S.
Tennessee Music & Printing Co.
Thomas, Alvis O.
Thomas, J. E.
Thompson Music Company
Top Music Publishers, Inc.
Tovey, Herbert G.
Towarzystwo Wydawnicze Muzyki Polskiej
Treasure Chest Publications, Inc.
Triangle Music Co.
Trio Music Co.

Universum

Varner, Wallace B.
Vaughan, James D., Music Publishers
Vitak-Elsnic Co.
Volpe Music Co.

Walls, W. M.
Warde, Harry
Warner, F. Eugene
Weaner-Levant Publications
Weaner, Maxwell
Wells, Kenneth H.
Western Accordion Music Company
Wheelwright, Lorin F.
Whitney Blake Music Publishers
Wiehler, Zygmunt
Wilensky, Moshe
Windsor Music Company
Winsett, R. E., Music Co.
Witczyk, Stanislaw
"WJR"
Wohl, Jehuda
Wydawnictwo Muzyczne Arcta

"Zaiks," Zwiazek Autorow, Kompozytorow i Wydawcow
Zak, Czeslaw
Zalewski, B. J.
Zaremba, Alojzy

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BEST SPECIAL EVENT OR NEWS PROGRAM
A-Bomb Coverage (CBS)

BEST DOCUMENTARY (RELIGIOUS, EDUCATIONAL OR INTERVIEW PROGRAM)
"Omnibus" (CBS)

BEST AUDIENCE PARTICIPATION SERIES
"$64,000 Question" (CBS)

BEST ACTION OR ADVENTURE SERIES
"Disneyland" (ABC)

BEST SPECIALTY ACT
Marcel Marceau

BEST ACTOR IN A SUPPORTING ROLE
Art Carney in "The Honeymooners" (CBS)

BEST ACTRESS IN A SUPPORTING ROLE
Nanette Fabray in "Caesar's Hour" (NBC)

BEST MALE SINGER
Perry Como (NBC)

BEST FEMALE SINGER
Dinah Shore (NBC)

BEST EMCEE OR PROGRAM HOST
Perry Como (NBC)

BEST COMEDIAN
Phil Silvers (CBS)

BEST COMEDIENNE
Nanette Fabray (NBC)

BEST COMEDY SERIES
Phil Silvers' "You'll Never Get Rich" (CBS)

BEST ACTOR IN A SINGLE PERFORMANCE
Lloyd Nolan in "The Caine Mutiny Court Martial" (CBS)

BEST ACTRESS IN A SINGLE PERFORMANCE
Mary Martin in "Peter Pan" (NBC)

BEST ACTOR IN A CONTINUING PERFORMANCE
Phil Silvers in "You'll Never Get Rich" (CBS)

BEST ACTRESS IN A CONTINUING PERFORMANCE
Lucille Ball in "I Love Lucy" (CBS)

BEST VARIETY SERIES
"The Ed Sullivan Show" (CBS)

BEST MUSIC SERIES
"Hit Parade" (NBC)

BEST DRAMATIC SERIES
"Producers' Showcase" (NBC)

BEST SINGLE PROGRAM OF THE YEAR 1955
"Peter Pan" on "Producers' Showcase" (NBC)

Ed Herlihy

Behind the Mike

Before the Camera

VIRGINIA GRAHAM

• • •

Hostess on

NBC's

"WEEKDAY"

"FOOD FOR THOUGHT"

"THE FALCON"

"CELEBRITY CORNER"

RADIO-TV ARTISTS

their work during 1955

☆ ☆ ☆

—A—

AAKER, LEE
Adventures of Rin Tin Tin
ABC-TV

ABEL, WALTER
Your Better Tomorrow
ABC

ADAMS, BILL
My True Story, Whispering Streets
WABC

ADAMS, INGE
Whispering Streets
WABC

ADAMS, JOEY
Spend a Million
NBC

ADAMS, JOYCE
Modern Romances
ABC

ADAMS, MARY
One Man's Family
NBC-TV

ADAMS, MASON
Pepper Young's Family, My True Story
NBC, WABC

ALAMPI, PHIL
Farm News
NBC

ALBA, ALNEY
Whispering Streets
WABC

ALEXANDER, BEN
Dragnet
NBC-TV

ALEXANDER, JOAN
Paging the New
WABC

ALFORD, BOBBY
My Son Jeep
CBS

ALLEN, CHARME
My True Story
WABC

ALLEN, GRACIE
CBS-TV

ALLEN, STEVE
B. Dec. 26, 1921, New York City.
Tonight, NBC

ALLEN, VERA
My True Story, Companion, Whispering Streets
WABC

ALLENBY, PEGGY
My True Story, Whispering Streets, Paging the New, Modern Romances
WABC, ABC

ALLISON, FRAN
Kukla, Fran & Ollie
ABC-TV

AMSTERDAM, MOREY
Your Better Tomorrow, Offbeat
ABC

ANDERS, MERRY
CBS-TV

ANDERSON, DAVID
My True Story, Whispering Streets
WABC

ANDERSON, EDDIE "ROCHESTER"
B. Sept. 18, 1905, Oakland, Calif.
The Jack Benny Show, CBS-TV

ANDERSON, WARNER
CBS-TV

ARDEN, EVE
CBS-TV

ARNEZ, DESI
CBS-TV

ARNESS, JAMES
CBS-TV

ARQUETTE, CLIFF
Do It Yourself
NBC-TV

ARTHUR, JACK
Modern Romances
ABC

ASTIN, JOHN
Whispering Streets
WABC

AUTRY, GENE
CBS-TV

PRODUCER — DIRECTOR — ACTOR

LEW DANIS

HOST
"ITALIAN FEATURE FILM THEATRE"

M.C.
"WIN A MILLION"

DIRECTOR
"FOOD FOR THOUGHT"

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WITH

ERNIE KOVACS – EDITH ADAMS

MATT DENNIS

NBC-TV

JAC HEIN
Producer-Director

ARCHY KOTY
Musical Conductor

— B —

BABCOCK, PHIL
My True Story, Companion
WABC
BAILEY, BARBARA
My True Story
WABC
BAILEY, CHARITY
Sing A Song
NBC-TV
BAILEY, JACK
Truth or Consequences
NBC-TV
BAKER, ART
You Asked For It
ABC-TV
BAKER, GRETTA
Your Better Tomorrow
ABC

BAKER, RICHARD EVANS "TWO TON"
B. May 2, 1916, Chicago, Ill.; Tip Top Lunch Hour, WBKB, ABC; Two Ton Baker Show, Transcribed; Movie Quick Quiz, WGN-TV
BALL, LUCILLE
CBS-TV
BANNON, JIM
Hawkins Falls
NBC-TV, CBS-TV
BARROS, ESTA
Modern Romances
ABC
BARRY, GENE
CBS-TV
BARRY, JACK
Big Surprise, Juvenile Jury
NBC-TV
BARRY, PATRICIA
First Love
NBC-TV
BARAGREY, JOHN
The Doctor's Wife
NBC
BARLOW, HOWARD
Voice of Firestone
ABC-TV
BARNARD, HENRY
Whispering Streets,
Greatest Gift
WABC, NBC-TV
BARNEY, MARION
Pepper Young's Family
NBC
BARTLETT, BONNIE
CBS-TV
BAUER, CHARITA
Modern Romances
ABC, CBS-TV
BAVIER, FRANCES
It's A Great Life
NBC-TV

BECK, JACKSON
B. July 23, 1912, N. Y. C.; FBI In Peace & War, CBS; Brady Kaye MBS
BECKER, SANDY
Young Dr. Malone
CBS
BEHRENS, FRANK
Whispering Streets,
It's Time, Modern Romances
WABC, ABC
BELL, JOSEPH
My True Story, Whispering Streets, Modern Romances
WABC, ABC
BELL, RALPH
My True Story
WABC
BELLER, MARY LINN
CBS-TV
BENNETT, CONSTANCE
Your Better Tomorrow
ABC

BENNY, JACK
B. Feb. 14, 1894, Chicago, Ill The Jack Benny Show CBS, CBS-TV.
BENDIX, WILLIAM
Life of Riley
NBC-TV
BENOIT, PAT
Mr. Peppers
NBC-TV
BENSON, COURT
My True Story, Whispering Streets It's Time, Modern Romances
WABC, ABC

BENZELL, MIMI
B. Bridgeport, Conn.; Ed Sullivan CBS; Voice of Firestone, ABC
BERG, NANCY
Count Sheep
NBC-TV

BERGEN, EDGAR
Do You Trust Your Wife? CBS-TV
BERGEN, JERRY
Super Circus
ABC-TV
BERGMAN, ALAN
Whispering Streets
WABC

BERLE, MILTON
Milton Berle Show, NBC-TV
BERLINGER, WARREN
CBS-TV
BERWIN, BERNICE
One Man's Family
NBC-TV
BETZ, CARL
My True Story
WABC, CBS-TV
BISHOP, WILLIAM
It's A Great Life
NBC-TV

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MARGARET
McBRIDE

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— o —

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BLACKBURN, DOROTHY
Robert Montgomery's Summer Theatre
NBC-TV

BLAKE, AMANDA
CBS-TV

BLANC, MEL
Musical Chairs
NBC-TV

BLOCK, MARTIN
WABC

BOLAND, JOSEPH
My True Story, Whispering Streets, Paging the New
WABC

BOLES, JIM
Whispering Streets, Companion, Paging the New, It's Time
WABC

BONTEMPI, PINO & FEDORA
Continental Cookery With the Bontempis, WABC TV; Italian Cookery With the Bontempis, WNHC TV; Night at Tufaro's, WMCA

BOONE, RICHARD
B. June 18, Los Angeles, Calif.
Medic, NBC-TV

BOULTON, MILO
My True Story
WABC

BOVA, JOE
Time For Fun
WABC-TV

BRACKEN, EDDIE
Make the Connection
NBC-TV

BRADY, PAT
Roy Rogers Show
NBC-TV

BRASFIELD, ROD
Grand Ole Opry
NBC

BRAZIER, BURT
Whispering Streets
WABC

BRESLIN, PATRICIA
People's Choice
NBC-TV

BRIGHT, PATRICIA
CBS-TV

BRIGGS, DON
Adventure of the Abbots
NBC

BROMFIELD, LOUIS
Offbeat
ABC

BROWN, JAMES
Adventures of Rin Tin Tin
ABC-TV

BROWN, JIMMY
Pinky Lee Circus Show
NBC-TV

BROWN, TED
Phrase That Pays
NBC

BRUCE, EDWIN
My True Story
WABC

BRYAN, ARTHUR Q.
B. May 8, 1899, Brooklyn, N. Y.
Fibber McGee & Molly, NBC

BUFFANO, JULES
Texaco Star Theatre
NBC-TV

BUKA, DONALD
My True Story, Whispering Streets
WABC

BUNCE, ALAN
Ethel & Albert
ABC-TV

BURBIG, HENRY
Tinker
WABC-TV

BURLEN, MARGARET
My True Story
WABC

BURNS, GEORGE
CBS-TV

BURTON, SARAH
Paging the New
WABC

BURR, ANNE
Greatest Gift
NBC-TV

BUTLER, FRANK
Companion
WABC

BUTTONS, RED
NBC-TV

BYINGTON, SPRING
CBS-TV

— C —

CAESAR, SID
Caesar's Hour, NBC-TV

CALDWELL, SAM
Garden Gate
CBS

CALRON, FRANCES
When A Girl Marries
ABC

CAMARGO, RALPH
Robert Montgomery Show, Goodyear Playhouse, ALCOA Playhouse, The Big Story, Perry Como Show, NBC-TV; Our Miss Brooks, CBS-TV

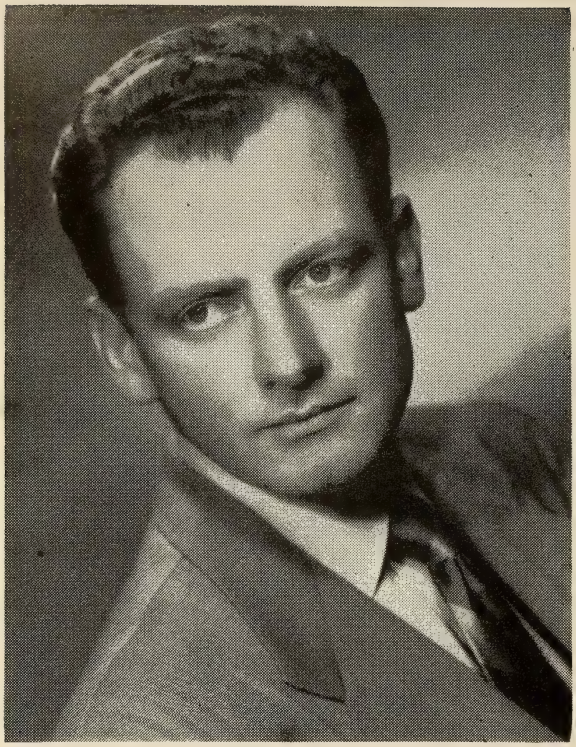
CAMPBELL, FLORA
CBS-TV

CAMPBELL, JAMES
My True Story
WABC

JERRY COLONNA

Personal Management:

RED DOFF



ART CARNEY

Jackie Gleason Show

CBS-TV

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CAMPBELL, PATSY
My True Story, Whispering Streets, Companion, Paging the New
WABC

CANTOR, EDDIE
B. Jan. 31, 1893, N.Y.C.; Colgate Comedy Hour, NBC-TV; The Eddie Cantor Show, ZIV-TV

CARNEY, ART
B. Nov. 4, 1918, Mt. Vernon, N. Y.; Jackie Gleason Show, Studio One, Climax, Arthur Godfrey & Friends, I've Got A Secret, CBS

CARSON, JOHNNY
B. Oct. 23, 1925, Corning, Iowa. The Johnny Carson Show, CBS-TV

CARPENTER, CLIFF
My True Story
WABC

CARSON, JACK
B. Oct. 11. 1911, Manitoba, Canada; The Jack Carson Show, CBS; U. S. Steel Hour, Climax, Screen Directors Playhouse, CBS-TV; The Jack Carson Show, NBC-TV

CARSON, JEAN
My True Story, Whispering Streets, Color Spectaculars
WABC, NBC-TV

CARSON, KEN
CBS-TV

CARR, MARION
My True Story, Whispering Streets, Companion
WABC

CARROLL, LEO G.
Topper
ABC-TV

CARROLL, PAT
Color Spectaculars
NBC-TV

CASSELL, ARTHUR
My True Story, Companion, Whispering Streets
WABC

CASSINI, IGOR
NBC-TV

CAUBET, SUSAN
My True Story, Whispering Streets
WABC

CERF, BENNETT
CBS-TV

CHALMERS, THOMAS
Pepper Young's Family
NBC

CHANDLER, FREDI
My True Story, Whispering Streets
WABC

CHAPIN, LAUREN
Father Knows Best
NBC-TV

CHASE, ILKA
Masquerade Party
ABC-TV

CHASE, STEPHEN
When A Girl Marries
ABC

CHOAT, HELEN
When A Girl Marries
ABC

CHILDRESS, ALVIN
CBS-TV

CLAIRE, HELEN
My True Story, Whispering Streets, Paging the New
WABC

CLARK, LOU
My True Story, Whispering Streets
WABC

CLAUSEN, CONNIE

CLINTON, MILDRED
My True Story
WABC

COCA, IMOGENE
NBC-TV

COLONNA, JERRY
Super Circus
ABC-TV

COLLINGWOOD, CHARLES
CBS-TV

COLLINS, TOM
My True Story, Whispering Streets
WABC

COLLYER, BUD
CBS-TV

COMBS, GEORGE HAMILTON
WABC-TV

COMO, PERRY
Perry Como Show, NBC-TV

CONWAY, BERT
My True Story
WABC

CONNOR, WHITFIELD
My True Story
WABC

COPELAND, JOAN
Companion
WABC

COPELAND, MAURICE
Hawkins Falls
NBC-TV

CORDELL, CATHLEEN
Paging the New, Modern Romances
WABC, ABC

CORE, NATALIE
My True Story
WABC

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"Here's Looking At You"

NBC-TV

RICHARD WILLIS

COOGAN, RICHARD
CBS-TV
COOK, LINN
My True Story, Page the New, When A Girl Marries
WABC, ABC
COOKE, ALISTAIR
CBS-TV
COOPER, JACKIE
People's Choice
NBC-TV
COTSWORTH, STAATS
My True Story, Whispering Streets, When A Girl Marries
WABC, ABC
COUGHLIN, FRANCIS
Down You Go
ABC-TV
COX, WALLY
Mr. Peepers
NBC-TV

COY, JIM
B. Oct. 5, 1916, Kansas City, Mo. Douglas Fairbanks Theatre, Henry Fonda Theatre, Guy Lombardo's New Year's Eve, NBC-TV; Coy's Corner, Guy Lombardo's Serenade, NBC; Aunt Jenny's Stories, CBS

COY, WALTER
Frontier
NBC-TV
CRABBE, BUSTER
Capt. Gallant
NBC-TV
CRAWLEY, MATT
Companion
WABC
CRONKITE, WALTER
CBS-TV

CROSBY, BOB
B. Aug. 23, 1913, Spokane, Wash. The Bob Crosby Show, Climax, CBS-TV

CUMMINGS, ROBERT
NBC-TV, CBS-TV
CURTIN, JOSEPH
Whispering Streets
WABC
CURTIS, BARRY
CBS-TV
CURY, IVAN
My True Story
WABC
CUTTS, PATRICIA
Down You Go
ABC-TV

— D —

DABNEY, AUGUSTA
Robert Montgomery's Summer Theatre, Whispering Streets, Companion
NBC-TV, WABC
DALTON, DORIS
My True Story, Whispering Streets, When A Girl Marries
WABC, ABC
DALY, JOHN
ABC, CBS-TV
D'ANDREA, TOM
Life of Riley, Soldiers
NBC-TV

DANIS, LEW
Italian Feature Film Theatre, Win A Million, Food For Thought, The Music Corner

DARNAY, TONI
Whispering Streets, Modern Romances
WABC, ABC
DAVIES, BLAIR
Brighter Day
CBS-TV
DAVIS, GAIL
CBS-TV

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THE ELGIN HOUR
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THE SEARCH THAT NEVER ENDS

ACTOR
THE FBI IN PEACE AND WAR

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DAVIS, JOAN
NBC-TV
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Nutrilite Radio Show
NBC
DeCAMP, ROSEMARY
Bob Cummings Show
NBC-TV, CBS-TV
DEFORE, DON
Adventures of Ozzie & Harriet
ABC-TV
DEE, RUBY
Whispering Streets
WABC
DEEL, SANDRA
Caesar's Hour
NBC-TV
DeKOVEN, ROGER
My True Story, Paging the Romances, When A Girl New, It's Time, Modern Marries
WABC, ABC
DELMAR, KENNY
It's Time
WABC
DeSANTIS, JOSEPH
Paging the New, Modern Romances
WABC, ABC
DEVINE, ANDY
Wild Bill Hickox
NBC-TV
DeWITT, GEORGE
CBS-TV
DeWOLFE, MARIE
When A Girl Marries
ABC
DOBBS, BETTY
Whispering Streets
WABC
DOIG, BARRY
Whispering Streets
WABC

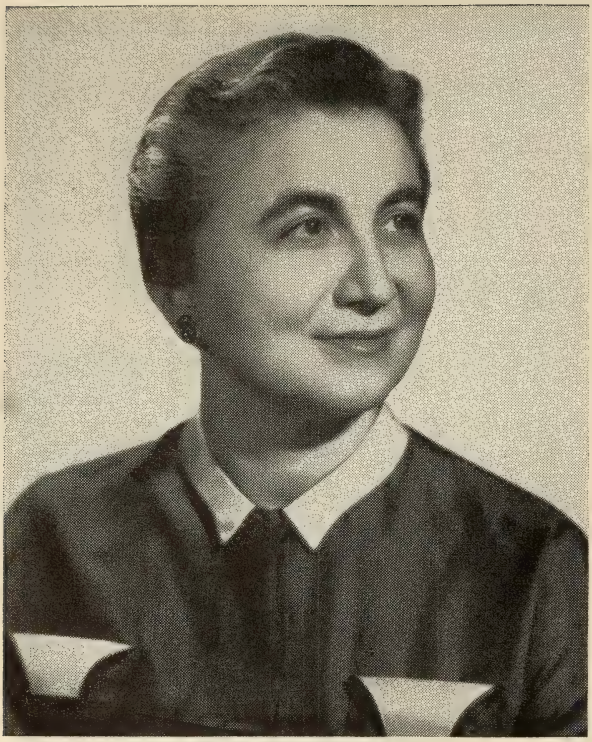
DOLLAR, LYNN
B. Aug. 14, 1924, North Dakota. $64,000 Question, CBS-TV

DONALD, PETER
B. June 6, 1918, Bristol, England. Masquerade Party, Pantomime Quiz, Don Mc Neill's Breakfast, ABC-TV; Robert Q. Lewis Show, Arthur Godfrey Talent Scouts, CBS-TV

DONAHUE, ELINOR
Father Knows Best
NBC-TV
DONNELLY, ANDY
My True Story, Whispering Streets, When A Girl Marries
WABC, ABC
DORSEY, JIMMY
CBS-TV
DORSEY, TOMMY
CBS-TV
DOUGLAS, SUSAN
My True Story, Whispering Streets, Paging the New, When A Girl Marries
WABC, ABC
DOWNS, HUGH
Home
NBC-TV
DRAKE, CHARLES
Robert Montgomery's Summer Theatre
NBC-TV
DRAKE, DIANA
My True Story
WABC
DRAKE, GALEN
Housewives Protective League, Starlight Salute
WCBS, CBS

"ETHEL and ALBERT"

STARRING
PEG LYNCH
and
ALAN BUNCE
ABC-TV
FRIDAY — 10 P.M.
Written by
PEG LYNCH
WALTER HART
Producer-Director



MISS FRANCES

DING DONG SCHOOL

NBC-TV

TENNESSEE ERNIE FORD

DRAPER, MARGARET
My True Story, Whispering Streets, Paging the New, Modern Romances
WABC, ABC
DRESS, JACK
Wednesday Night Fights
ABC-TV
DRESSLER, ERIC
Whispering Streets
WABC
DREW, WENDY
My True Story, Whispering Streets, Companion, Paging the New
WABC
DRYDEN, ROBERT
My True Story, Companion, It's Time, When A Girl Marries
WABC, ABC

DUANE, DICK
ABC Paramount Records
DuFOUR, VAL
First Love
NBC-TV
DUKAS, JIM
Whispering Streets
WABC
DUMAS, HELEN
My True Story, Whispering Streets, It's Time
WABC
DUNN, JAMES
It's A Great Life
NBC-TV
DUNNINGER, THE GREAT
NBC-TV

DURANTE, JIMMY
Texaco Star Theatre
NBC-TV

DUTRA, JOHN
First Love
NBC-TV
DWYER, VIRGINIA
CBS-TV

— E —

EBSEN, BUDDY
Disneyland
ABC-TV
EDWARDS, ALLYN
NBC
EDWARDS, DOUGLAS
Wendy Warren & the News
CBS

EDWARDS, RALPH
B. June 13, 1913, Merino, Colo.
This Is Your Life, NBC-TV
EGGLESTON, SHIRLEY
My True Story, Whispering Streets, Companion
WABC
ELSTNER, ANNE
Stella Dallas
NBC
ELSPETH, ERIC
When A Girl Marries, Companion, It's Time
ABC, WABC
ELLEN, MINETTA
One Man's Family
NBC
ELLIOTT, BOB & GOULDING, RAY
Monitor
NBC, WINS
ELLYN, JEAN
My True Story, Paging the New
WABC
EMORY, CARL
Paging the New
WABC

ERICKSON, CORYDON
B. Dec. 26, 1944, N. Y. C.
Robert Montgomery Presents, Goodyear, Hit Parade, Lux Video Theatre, Omnibus, U. S. Steel Hour, I Remember Mama

ERICKSON, LAUNCELOT
B. N. Y. C.
EVANS, DALE
Roy Rogers Show
NBC-TV, NBC
EVANS, BERGEN
Down You Go.
ABC-TV
EVANS, MAURICE
Hallmark Hall of Fame
NBC-TV
EVERETT, ETHEL
My True Story, Companion, Time, Whispering Streets When A Girl Marries
WABC, ABC

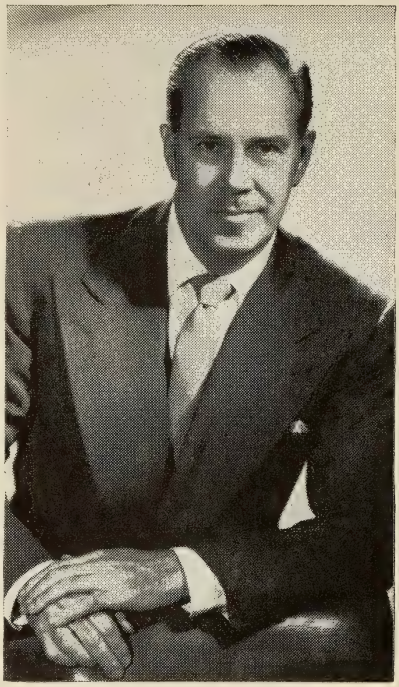
— F —

FABIAN, OLGA
Whispering Streets
WABC
FABRAY, NANETTE
Caesar's Hour
NBC-TV
FADIMAN, CLIFTON
Conversation
NBC
FAIRBANKS, DOUGLAS
NBC-TV
FALKENBURG, JINX
NBC-TV
FARRELL, CHARLES
My Little Margie
NBC-TV

BRYNA RAEBURN

•

RADIO REGISTRY



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FARRELL, FRANK
Luncheon at the Sheraton
ABC
FARRELL, JIM
My True Story
WABC
FAULK, JOHN HENRY
WCBS
FELTON, HAPPY
NBC-TV
FELTON, VERNA
CBS-TV
FERNANDEZ, PETER
My True Story, Companion
WABC
FIELD, LOGAN
Date With Life
NBC-TV

FISHER, EDDIE
Eddie Fisher Coke Time, NBC-TV
FISHER, JANE
Romper Room
WABC-TV
FISKE, PERRY
When A Girl Marries
ABC

FITZGERALD, ED
B. Feb. 8, Troy, N. Y. The Fitzgeralds, WABC

FITZGERALD, PEGEEN
B. Nov. 24, Kansas; Strictly Pegeen, WRCA; The Fitzgeralds, WABC

FITZMAURICE, MICHAEL
Radio Registry
FITZMAURICE, PAMELA
My True Story
WABC

FLANAGAN, BRIAN PUD
CBS-TV
FLYNN, BERNADINE
Hawkins Falls
NBC-TV
FORD, CONSTANCE
CBS-TV

FORD, TENNESSEE ERNIE
B. Feb. 13, 1919, Bristol, Tenn. Tennessee Ernie Ford Show, NBC-TV, CBS; Capitol Records

FORREST, RAYMOND E.
Children's Theatre WRCA
FOSTER, MARY LOU
My True Story
WABC
FOSTER, PHIL
Caesar Presents
NBC-TV
FOX, SONNY
CBS-TV
FOX, VIVIAN
Whispering Streets
WABC
FRANCIS, ARLENE
CBS-TV
FRANCIS, EUGENE
Whispering Streets
WABC
FRANCIS, IVOR
My True Story, It's Time, Whispering Streets, Modern Romances
WABC

FRANDSEN, TOM
B. July 20, Los Angeles, Calif. See-Hear, Late Date At the Movies, Frandsen's Features, KRCA

FRANK, CARL
It's Time
WABC

FRANKLIN, JOE
B. Mar. 9, 1926. Joe Franklin's, WABC; Memory Lane, WABC-TV
FRAWLEY, WILLIAM
CBS-TV
FREEMAN, FLORENCE
Wendy Warren & the News, Young Widder Brown
CBS, NBC
FROST, ALICE
My True Story, Whispering Streets
WABC
FULLER, ED
My True Story, Whispering Streets
WABC
FUSSELL, SARAH
My True Story, Companion, It's Time, Whispering Streets, When A Girl Marries
WABC

— G —

GALEN, HETTIE
My True Story
WABC
GARDE, BETTY
It's Time
WABC
GARDINER, DON
WABC
GARGAN, WILLIAM
Barrie Craig, Confidential Investigator
NBC
GARROWAY, DAVE
Today, Wide Wide World, Monitor
NBC-TV, NBC

DANNY THOMAS

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ABC-TV

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HOST-NARRATOR

ON

CISCO KID — GENE AUTRY

SERIES

WABC-TV

ATESON, MARJORIE
CBS-TV
AYER, ANNE MARIE
Whispering Street, Companion, My True Story
WABC
ELLMAN, GLORIA GOULD
Whispering Streets
WABC
ENTNER, DIANE
CBS-TV
EORGE, EARL
When A Girl Marries
ABC
ERALD, ARA
When A Girl Marries
ABC
ERALD, HELEN
My True Story, Paging the New
WABC
ETHERS, STEVEN
CBS-TV
IBSON, VIRGINIA
So This Is Hollywood
NBC-TV
IELGUD, SIR JOHN
Adventures of Sherlock Holmes
NBC
ILBERT, RUTHIE
Buick-Berle Show
NBC-TV
ILLESPIE, JEAN
Whispering Streets
WABC
ILMAN, PAGE
One Man's Family
NBC-TV

LEASON, JACKIE
Jackie Gleason Show, CBS-TV

GOBEL, GEORGE
B. May 20, 1920, Chicago, Ill.
The George Gobel Show, NBC-TV
GOETZ, THEO
CBS-TV
GODFREY, KATHY
CBS
GODDARD, DON
Medical Horizons
ABC-TV
GOODKIN, ALICE
My True Story
WABC
GORDON, GALE
CBS-TV
GORDON, JOYCE
My True Story, Companion, Modern Romances
WABC, ABC

GRAHAM, LEE
Letter To Lee Graham, WABD
GRAHAM, SHEILAH
Hollywood Today
NBC-TV

GRAHAM, VIRGINIA
B. July 4, Chicago, Ill. Food For Thought, DuMont TV; The Falcon, ABC; Celebrity Corner, NBC
GRANIK, TED
American Forum of the Air, Youth Wants To Know
NBC-TV
GRANT, BERNARD
Modern Romances, When A Girl Marries, My True Story
ABC, WABC
GRAY, BILLY
Father Knows Best
NBC-TV
GRAZIANO, ROCKY
Martha Raye Show
NBC-TV

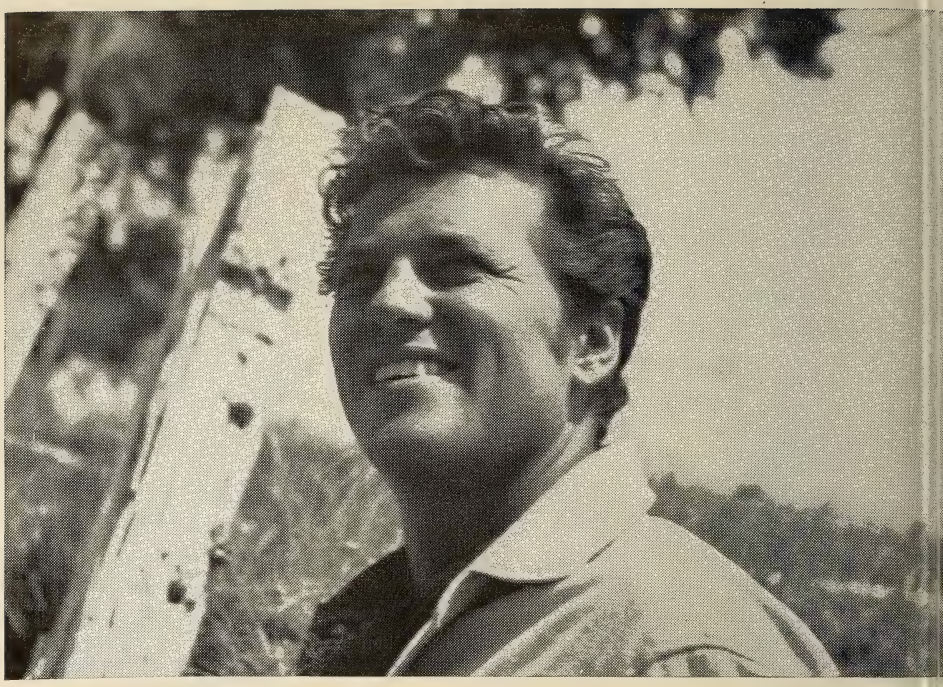
GREGSON, JACK
ABC
GREEN, HETTIE
Whispering Streets
WABC
GREEN, MITZI
So This Is Hollywood
NBC-TV
GREENHOUSE, MARTHA
Whispering Streets, Companion
WABC

GREY, ARLYNE
B. Sept. 3, 1926, N. Y. C.; What's My Line, Garry Moore Show, Douglas Edwards, CBS-TV; Sid Caesar, Great Gildersleeve, WNBT; I Led 3 Lives, ABC-TV
GREY, WILLIAM
My True Story
WABC
GRIGGS, JOHN
When A Girl Marries, Offbeat
ABC
GRIFFITH, LES
WABC
GRIFFIN, MERV
CBS-TV
GRIMES, JACKIE
Companion, It's Time, Modern Romances
WABC, ABC

GROVE, BETTY ANN
B. Sept. 9, 1921, Cambridge, Mass.; Big Payoff, CBS-TV
GRUNDY, DORIS
My True Story
WABC
GUNN, GEORGE
Whispering Streets
WABC

MARTHA WRIGHT

CBS-TV CBS-RADIO



GORDON MacRAE

JOHNNY MERCER

— H —

HAAG, ROBERT
My True Story, Whispering Streets, Modern Romances
WABC, ABC

HAGEN, JEAN
Make Room For Daddy
ABC-TV

HAGY, RUTH GERI
College Press Conference
ABC-TV

HAINES, LARRY
CBS-TV

HALE, FRANK
Companion
WABC

HALL, BOB
Music Till Dawn
WCBS

HALOP, FLORENCE
B. Jan. 23, N. Y. C.; Meet Millie, CBS-TV

HALPIN, JOSEPHINE
Your Better Tomorrow
ABC

HAMER, RUSTY
Make Room For Daddy
ABC-TV

HAMILTON, GENE
B. Feb. 22, 1910, Toledo, Ohio; Henry J. Taylor, Gen. Motors, Dr. Norman V. Peale, Monitor, NBC; Dr. Gino Morning Show, WRCA; Operas, NBC-TV

HAMILTON, RICHARD
My True Story
WABC

HAMMOND, EARL
B. June 17, 1921, N. Y. C.; Studio One, You Are There, Valiant Lady, Danger, CBS-TV; Robert Montgomery Presents; NBC-TV; Magic Cottage, DuMont

HAMPDEN, BURFORD
My True Story, Modern Romances
WABC, ABC

HARRIS, ROBERT H.
The Goldbergs, DuMont; The Elgin Hour, ABC; Philco TV Playhouse, NBC; Studio One, You Are There, Omnibus, CBS

HARRISON, NELL
Whispering Streets
WABC

HART, JOHN
Lone Ranger
ABC-TV

HARVEN, JANE
Whispering Streets
WABC

HARVEY, HELEN
My True Story, Companion
WABC

HARVEY, MARILYN
B. Mar. 19, 1929; Danger, CBS-TV; Morey Amsterdam Show, Ern Westmore Show, Joe Franklin Show, ABC-TV; Man Behind the Badge, NBC-TV

HASTINGS, BOB
My True Story, Companion, Whispering Streets, Modern Romances
WABC, ABC

HASTINGS, DON
Whispering Streets
WABC

HAZEN, ETHEL
My True Story
WABC

HAYES, GEORGE
WABC

HAYMES, BOB
Melody in the Night
WCBS

HAYNES, ROBERTA
B. Aug. 19, Wichita Falls, Tex.; Foreign Intrigue, Paris Precinct, Crusader, Syndicated; Casablanca, ABC-TV; Knight of the South Seas

HAYWORTH, VINTON
My True Story, Whispering Streets
WABC

HEALY, MARY
Masquerade Party
ABC-TV

HEATHERTON, RAY
The Merry Mailman, WOR-TV; Luncheon at Sardi's, Supper at Sardi's, WOR

HEIDT, HORACE
Swift's Show Wagon
NBC-TV

HELGESON, JOE
My True Story, Whispering Streets
WABC

HEMPEL, ELEANOR
Little Schoolhouse

HENDERSON, MARCIA
Dear Phoebe
NBC-TV

HERBERT, DON
Mr. Wizard
NBC-TV

HERLIHY, ED
NBC

HEWITT, ALAN
My True Story, Modern Romances
WABC, ABC

Jim Coy

Announcer - Actor
Narrator

Personal Management
M.C.A.

THE BONTEMPIS and their dog, LORIS, (Butch)

SOUPY SALES

WXYZ-TV
DETROIT, MICH.

ABC
NETWORK

HIGBY, MARY JANE
It's Time, When A Girl Marries
WABC, ABC
HITCHCOCK, ALFRED
CBS-TV
HOBBS, PETER
CBS-TV
HOLBROOK, HAL
CBS-TV
HOLBROOK, HARRY
Whispering Streets
WABC
HOLCOMB, HARRY
My True Story
WABC
HOLCOMBE, HARRY, JR.
When A Girl Marries
ABC
HOLMES, WENDELL
My True Story, When A Girl Marries
WABC, ABC
HOLLAND, TOM
When A Girl Marries
ABC

HOPE, BOB
B. May 29, 1903, London, England; The Bob Hope Show, NBC-TV

HORWICH, FRANCES
Ding Dong School, NBC-TV
HOSLEY, PATRICIA
My True Story, Whispering Streets
WABC
HOWE, QUINCEY
Outside USA
ABC-TV
HOYT, BRADFORD
Paging the New, Whispering Streets
WABC
HUBBARD, IRENE
Companion, Whispering Streets
WABC
HUGHES, ARTHUR
When A Girl Marries
ABC
HULL, WARREN
CBS-TV
HUSZAGH, JANE
My True Story, Whispering Streets
WABC

— I —

IRVING, HOLLIS
My True Story
WABC
IRVING, MARGARET
People's Choice
NBC-TV
IVEY, EDITH
Whispering Streets
WABC

— J —

JACKSON, EDDIE
Texaco Star Theatre
NBC-TV
JACKSON, SHERRY
Make Room For Daddy
ABC-TV

JAMES, DENNIS
Chance of a Lifetime
ABC-TV
JAMES, JERI LOU
CBS-TV
JAMESON, HOUSE
Robert Montgomery's Summer Theatre, Pepper Young's Family
NBC-TV, NBC
JANAVER, RICHARD
My True Story, Whispering Streets
WABC
JANNEY, LEON
My True Story, Companion, Paging the New, It's Time, Modern Romances
WABC, ABC
JEFFREYS, ALLAN
It's Time
WABC
JEFFREYS, ANNE
Topper
ABC-TV
JEROME, ED
My True Story
WABC
JOHNSON, ARTE
CBS-TV
JOHNSON, JASON
Whispering Streets
WABC
JOHNSON, JUDY
CBS-TV
JOHNSON, RAYMOND E.
My True Story, Whispering Streets, When A Girl Marries
WABC, ABC
JONES, GORDON
So This Is Hollywood
NBC-TV
JONES, VENZUELLA
Whispering Streets, When A Girl Marries
WABC, ABC

JORDAN, JAMES E.
B. Nov. 16, Peoria, Ill.; Fibber McGee & Mollie, NBC

JORDAN, MARIAN
B. Apr. 15, Peoria, Ill.; Fibber Mc Gee & Molly, NBC

MAGGI McNELLIS

★

MIKE WALLACE

NBC WABD

PETER DONALD

ARLYNE GREY

MU 8-6600

CLAIRE MANN

AUTHORITY

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WABC-TV

Lanny Ross

Star of Radio, Television, Motion Pictures, Concerts . . . appearing currently daily on WCBS Radio, 4-5 P.M., E.S.T.

Management
General Artists Corp.

JORDAN, OLIVER
My True Story
WABC
JOUVAIN, REGINA
My True Story, When A Girl Marries
WABC, ABC
JUSTER, EVELYN
My True Story, Whispering Streets, Companion, Paging the New, Modern Romances
WABC, ABC

— K —

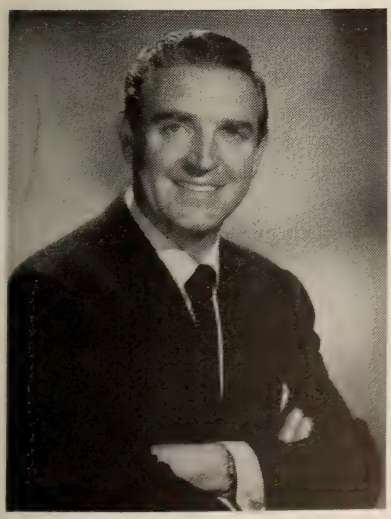
KAPLAN, MARVIN
B. Jan. 24, 1927, Brooklyn, N. Y.; Meet Millie, CBS-TV
KAREN, BARBARA
My True Story, Whispering Streets
WABC
KEAN, GERALD
When A Girl Marries
ABC
KEANE, TERESA
My True Story, Whispering Streets, Paging the New
WABC
KEDDY, GRACE
My True Story, Companion, It's Time, When A Girl Marries
WABC, ABC

KEENE, WILLIAM
B. Aug. 4, 1911, Franklin, Pa.; Ethel & Albert, ABC-TV; Doctor Six Gun, NBC; The Secret Storm, Love of Life, Valiant Lady, CBS-TV; American Inventory, NBC-TV
KEESHAN, BOB
CBS-TV
KEITH, BRIAN
CBS-TV
KELLY, JACK
Warner Brothers Presents
ABC-TV
KELLY, PAULA
CBS-TV
KENT, ELAINE
Whispering Streets, My True Story, Companion
WABC
KERMAN, DAVID
Modern Romances
ABC
KIERNAN, WALTER
Weekday, Greatest Moments In Sports
NBC-TV, NBC
KILGALLEN, DOROTHY
CBS-TV
KINNE, KIT
Home
NBC-TV
KINSELLA, WALTER
It's Time, Modern Romances
WABC, ABC
KINSKEY, LEONARD
People's Choice
NBC-TV
KIRBY, DURWARD
CBS-TV
KLEIN, CHRIS
Whispering Streets
WABC
KLUGE, GEORGE
My True Story
WABC

KOVACS, ERNIE
Ernie Kovacs TV Show, NBC-TV; Ernie Kovacs Show, ABC
KRAMER, MANDEL
Companion, Paging the New, Modern Romances
WABC, ABC

— L —

LAIRE, JUDSON
CBS-TV
LALLY, WILLIAM
My True Story, Paging the New, Modern Romances
WABC, ABC
LANG, ANDREW
Your Better Tomorrow
ABC
LANG, WILLIAM A.
Soundmirror
ABC
LARKIN, JOHN
My True Story, Modern Romances, Right to Happiness
WABC, ABC, NBC
LARSEN, KEITH
CBS-TV
LAST, RUTH
My True Story, Companion
WABC
LAUTER, HARRY
CBS-TV
LAWFORD, PETER
Dear Phoebe
NBC-TV
LAWRENCE, ELIZABETH
My True Story
WABC
LAWRENCE, TEDD
WABC
LAZAR, JOAN
Whispering Streets, Companion, My True Story
WABC
LAZAR, PETER
My True Story
WABC
LEE, PINKY
NBC-TV



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FLORENCE HALOP

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in
"MEET MILLIE"
CBS TELEVISION NETWORK
Exclusive Management
WILLIAM MORRIS AGENCY, INC.
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Est. 1898

DICK DUANE

ABC PARAMOUNT
RECORDS

Management — Cal Weiner
Publicity — Mel Braveman
MU 2-5483

JANET TYLER

"The Weather Girl"
WABC-TV

PRODUCER-WRITER-ARTIST

RAY HEATHERTON

"The Merry Mailman" — WOR-TV & MBS
"Luncheon At Sardi's" — WOR

Personal Management — SANDY HOWARD
JUdson 6-6610

MARY SHIPP

LEIGH, SYLVIA
My True Story
WABC
LEIGHTON, ISABEL
Your Better Tomorrow
ABC
LEIGHTON, LINDA
One Man's Family
NBC-TV
LEMBCKE, CONNIE
My True Story, Whispering Streets, It's Time, Companion
WABC
LEMBCKE, CONSUELO
When A Girl Marries
ABC
LEONARD, BILL
This Is New York
WCBS, CBS-TV
LESCOULIE, JACK
Today, Jackie Gleason Show
NBC-TV, CBS-TV

LEVENSON, SAM
B. Dec. 28, 1911, New York City. This Is Show Business, Toast of the Town, CBS

LEVIN, MARTIN
Eye Opener
NBC-TV
LEWBEL, BUNNY
Companion
WABC
LEWIS, ABBY
My True Story, Whispering Streets, Companion, It's Time
WABC
LEWIS, FORREST
Woman In My House
NBC

LEWIS, JERRY
B. Mar. 16, 1926, Newark, N. J.; Colgate Comedy Hour, NBC-TV

LEWIS, ROBERT Q.
CBS-TV
LEY, WILLY
Offbeat
ABC

LIBERACE
B. May 16, 1920, Milwaukee, Wis.; The Liberace Show, Syndicated TV

LINKLETTER, ART
People Are Funny
NBC-TV, NBC, CBS-TV
LIPTON, JAMES
Guiding Light
CBS-TV
LIPTON, WILLIAM, JR.
My True Story, Whispering Streets, Companion, It's Time, When A Girl Marries
WABC, ABC
LOBIN, PEGGY
Paging the New
WABC
LON, ALICE
Lawrence Welk Show
ABC-TV
LOR, DENISE
CBS-TV
LORDE, ATHENA
My True Story, Whispering Streets, It's Time
WABC
LORING, ANN
My True Story, Whispering Streets, Paging the New, Modern Romances
WABC, ABC
LORING, LYNN
My True Story, Companion, When A Girl Marries
WABC, ABC, CBS-TV
LORNE, MARION
Mr. Peepers
NBC-TV

LORRING, JOAN
Norby
NBC-TV
LOUIS, GLORIA
Way of the World
NBC-TV
LOWE, JIM
WCBS
LUNDIGAN, BILL
CBS-TV
LUKE, BARBARA
Pinky Lee Circus Show
NBC-TV
LYDON, JIMMY
So This Is Hollywod
NBC-TV
LYNCH, KEN
When A Girl Marries
ABC

LYNCH, PEG
Ethel & Albert
ABC-TV

LYNN, LORNA
Paging the New
WABC
LYNN, MARI
My True Story
WABC
LYNNE, LORNE
Pinky Lee Circus Show
NBC-TV

— Mc —

McBRIDE, JEAN
CBS-TV

McBRIDE, MARY MARGARET
Mary Margaret McBride Show, NBC Radio Network

McCAMMON, BESS
My True Story, Companion
WABC

"Miss" Sydney Smith
"BY LINE"
WRCA's
WOMAN'S EDITOR

CONNIE CLAUSEN
RE. 4-0540

MARVIN KAPLAN

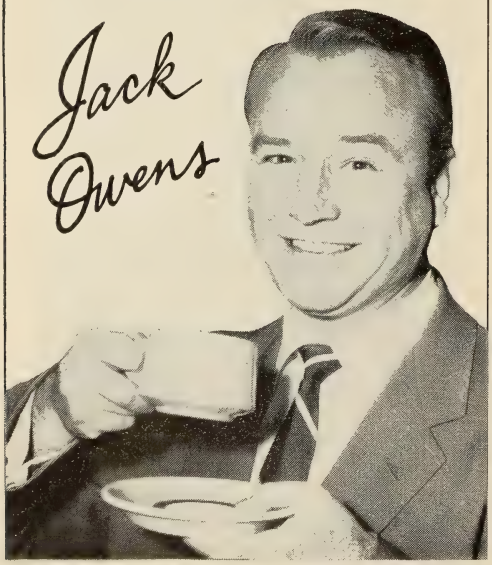
as "ALFRED"
in "MEET MILLIE" CBS
Management MEYER MISHKIN

EDDIE "ROCHESTER" ANDERSON

HERE'S LOOKING AT YOU

every morning at coffee-break time

(9:30 AM) on CHANNEL 7



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McCARTHY, CHARLES F.
WABC
McCARTHY, JOSEPHINE
Herb Sheldon Show
NBC-TV
McCAY, PEGGY
Where Have You Been
NBC
McCRARY, TEX
Weekday
NBC
McELHONE, ELOISE
Modern Romances
ABC
McGRATH, PAUL
When A Girl Marries, My Son, Jeep, My True Story
ABC, CBS, WABC
McGRAW, CHARLES
Warner Brothers Presents
ABC-TV
McGOVERN, JOHN
My True Story, Companion
WABC
McGUIRE, JAMES
Whispering Streets
WABC
McHUGH, FRANK
Hotel For Pets
NBC
McKAY, JIM
Make the Connection
NBC-TV

McNELLIS, MAGGI
B. June 1, Chicago; Maggi McNellis Show, WABD

— M —

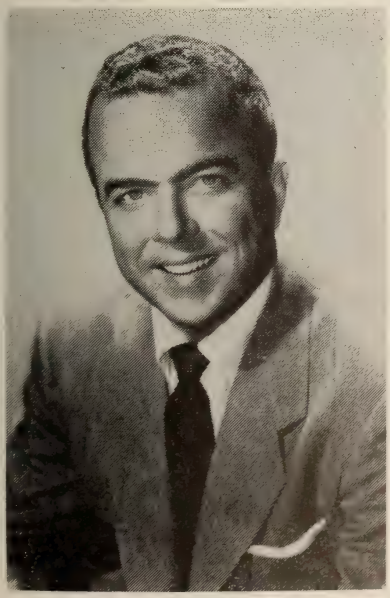
MacLAUGHLIN, DON
Road of Life
CBS
MacMANUS, GINGER
CBS-TV
MACK, DOTTIE
ABC-TV
MACK, GILBERT
It's Time
WABC
MACK, TED
NBC-TV, ABC-TV

MacRAE, GORDON
B. Mar. 12, 1921, East Orange, N. J.; The Colgate Comedy Hour, NBC-TV
MADISON, GUY
Wild Bill Hickok
NBC-TV
MALONE, TED
Offbeat
ABC

MANN, CLAIRE
B. July 1, N. Y. C.; Clair Mann Show, WABC-TV
MANN, JEAN
Whispering Streets
WABC
MANN, MICHAEL
My True Story, Whispering Streets, Companion
WABC
MANSON, CHARLOTTE
My True Story, Whispering Streets, Paging the New, When A Girl Marries
WABC, ABC
MARCH, HAL
Imogene Coca Show, Soldiers, $64,000 Question
NBC-TV, CBS-TV

MARTIN, DEAN
B. June 7, 1917, Steubenville, Ohio; Colgate Comedy Hour, NBC-TV
MARTIN, IAN
When A Girl Marries
ABC
MARTIN, LAN
My True Story, Companion, It's Time
WABC
MARTIN, LEILA
Golden Windows
NBC-TV
MARTIN, MARY
Peter Pan, Skin of Our Teeth
NBC-TV
MARTIN, ROSS
My True Story, Whispering Streets
WABC
MARVIN, MILLER
CBS-TV
MARX, GROUCHO
You Bet Your Life
NBC-TV, NBC
MASON, WILLIAM
Whispering Streets, My True Story, It's Time, When A Girl Marries
WABC, ABC
MATTEWS, GRACE
My True Story, Whispering Streets, Companion, Paging the New
WABC
MAXEY, PAUL
People's Choice
NBC-TV
MEADOWS, AUDREY
CBS-TV
MELTON, SID
CBS-TV
MELVIN, AL
It's Time, When A Girl Marries
WABC, ABC

MERCER, JOHNNY
B. Nov. 18, 1909, Savannah, Ga.; Musical Chairs, CBS-TV



JAY STEWART
"Townhall Party"
"Ranch Party"
JAY STEWART PRODUCTIONS
Hollywood

JACK STERLING
"The Jack Sterling Show" — WCBS
"The Big Top" — CBS-TV
"Make Up Your Mind" — CBS

ARTHUR Q. BRYAN

JOE SILVER

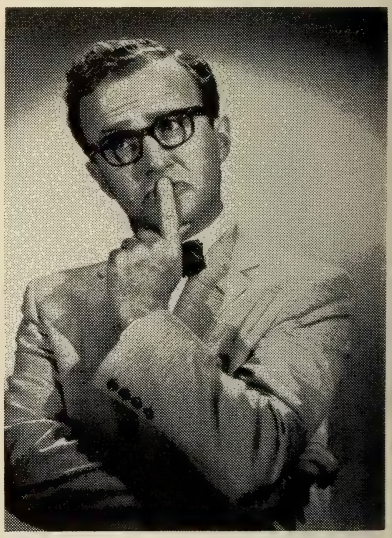
SU 7-5400

CAROL IRWIN

PRODUCER

"MAMA"

CBS-TV



BOB NICHOLSON

HOWDY DOODY - - -

MEREDITH, JOY
When A Girl Marries
ABC
MERIWETHER, LEE ANN
Today
NBC-TV
MERRILL, GARY
Justice
NBC-TV
MERRIMAN, RANDY
CBS-TV
MICHAEL, MARY
Whispering Streets, My True Story
WABC
MILANO, FRANK
My True Story
WABC
MILLER, DEAN
CBS-TV
MILLER, MITCH
CBS
MILLER, SID
Texaco Star Theatre
NBC-TV
MINER, JAN
Whispering Streets, Second Mrs. Burton
WABC, CBS
MONKS, JAMES
My True Story, Whispering Streets, When A Girl Marries, It's Time
WABC, ABC

MONTGOMERY, ROBERT
Lucky Strike Theatre, Johnson's Wax Program, Schick Television Theatre, NBC-TV

MOORE, GARY
CBS-TV

MOORE, JOHN
Whispering Streets
WABC
MOORE, TIM
CBS-TV
MORGAN, CLAUDIA
Adventures of the Abbotts
NBC
MORGAN, HARRY
CBS-TV
MORGAN, JANE
CBS-TV
MORGAN, ELIZABETH
My True Story, Whispering Streets
WABC
MORGAN, ROBIN
CBS-TV
MORGAN, WESLEY
Life of Riley
NBC-TV

MORRIS, HOWARD
Caesar's Hour
NBC-TV

MORRISON, BERT
Paging the New, Inner Circle
WABC
MOTHERSILL, MARY
Your Better Tomorrow
ABC
MOWRY, JEAN
CBS-TV
MUIR, ELLEN
Modern Romances, When A Girl Marries, My True Story, Companion
ABC, WABC
MURPHY, GEORGE
M-G-M Parade
ABC-TV
MURRAY, ARTHUR
NBC-TV

MURRAY, JAN
Dollar A Second, ABC-TV; Jan Murray Time, NBC-TV
MURRAY, KATHRYN
NBC-TV
MURROW, EDWARD R.
CBS-TV

MYERSON, BESS
B. N. Y.; Big Payoff, Do You Trust Your Wife, CBS-TV; Bess Myerson's Almanac, ABC Radio

— N —

NASH, OGDEN
Masquerade Party
ABC-TV
NEISEN, CLAIRE
Backstage Wife
NBC
NELSON, DAVID
Adventures of Ozzie & Harriet
ABC-TV

NELSON, HARRIET
B. July 18, Des Moines, Iowa; Adventures of Ozzie & Harriet, ABC-TV

NELSON, HERBERT
CBS-TV

NELSON, JIMMY
Milton Berle Show, The Jimmy Nelson Show, NBC-TV

NELSON, RICKY
Adventures of Ozzie & Harriet
ABC-TV
NELSON, OLMSTED
Whispering Streets
WABC

NELSON, OZZIE
B. Mar. 20, Jersey City, N. J.; Adventures of Ozzie & Harriet, ABC-TV

TOM FRANDSEN
KRCA-4
Los Angeles

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PL 1-2650 HENRY C. BROWN

ROBERT H. HARRIS

LE. 2-1100

SANDY HOWARD

(SANDY HOWARD PRODUCTIONS)

Producer — Writer — Director

JUdson 6-6610

JIMMY WAKELY

BOB RUSSELL

Director-M.C. Writer-Composer

"Miss Universe Pageant" Long Beach, Calif.
"Miss World Beauty Pageant" London, Eng.

• • •

"Big Top" CBS-TV—

Management—Frank Cooper Associates

NETTLETON, LOIS
CBS-TV
NEWLAND, JOHN
Robert Montgomery Presents
NBC-TV
NEWTON, ADELE
Companion
WABC
NEWTON, DICK
When A Girl Marries
ABC
NEWTON, RUTH
Whispering Streets
ABC
NICHOLSON, BOB
Howdy Doody, NBC-TV
NIDAY, KATHLEEN
Whispering Streets
WABC
NIESEN, CLAIRE
Backstage Wife
CBS
NOA, JULIAN
Whispering Streets, Companion
WABC
NOMKEENA, KEENA
CBS-TV
NORELL, HENRY
Whispering Streets
WABC
NORTON, CLIFF
Caesar Presents, Caesar's Hour
NBC-TV
NOVINS, STUART
CBS-TV

— O —

O'BRIEN, HUGH
Wyatt Earp
ABC-TV
O'BRIEN, JOAN
CBS-TV
O'CONNOR, DONALD
Texaco Star Theatre
NBC-TV
OCTO, DANNY
When A Girl Marries
ABC
O'DAY, MICHAEL
My True Story
WABC
OLMSTED, NELSON
Offbeat
ABC

OLSEN, JOHNNY
B. Windom, Minn.; Johnny Olsen Show, DuMont TV; Olsen Rumpus Room, Mutual; Second Chance, NBC; Name That Tune, CBS-TV; Break the Bank, Masquerade Party, ABC-TV

ORTEGA, SANTOS
My True Story, Whispering Streets, Paging the New
WABC
OSBORN, TED
My True Story
WABC
O'SHEA, PATSY
My True Story
WABC
O'SHEA, MICHAEL
It's A Great Life
NBC-TV
OTTENHEIMER, ALBERT
My True Story, When A Girl Marries
WABC, ABC
OWEN, CLIFF
My True Story
WABC
OWEN, ETHEL
Companion, When A Girl Marries
WABC, ABC

OWENS, JACK
B. Oct. 17, 1913, Tulsa, Okla.; The Jack Owens Show, KABC-TV

— P —

PAAR, JACK
CBS-TV
PAIGE, JANIS
CBS-TV

PAIGE, ROBERT
B. Dec. 2, Indianapolis, Ind.; Colgate Variety Hour, Hollywood's Best, NBC-TV; Schlitz Playhouse of Stars, Strike It Rich, CBS-TV; Queen For A Day, Mutual & ABC-TV; Guest MC

PARKS, BERT
Break the Bank, Stop the Music
ABC-TV
PARKER, ELLEN
Caesar's Hour
NBC-TV
PARKER, FESS
Disneyland
ABC-TV
PARKER, KAY
Whispering Streets
WABC
PARKER, WILLARD
CBS-TV
PATTEN, MARY
My True Story, Whispering Streets, Companion
WABC

PAUL, LES and MARY FORD
Perry Como Show, Omnibus, CBS; Red Skelton Show, Milton Berle Show, Nothing But the Best, NBC; Les Paul and Mary Ford Show, Mutual; Rinso Jingles; Les Paul & Mary Ford at Home, TV Film

RITZ BROTHERS

CORYDON ERICKSON
8-11 Years
Over 50 appearances in Radio and T.V., Dramas and Commercial Industrial Shows, Records, Screen and Broadway (King of Hearts).
LE 2-1100

"JOE FRANKLIN'S MEMORY LANE"

FIVE AFTERNOONS A WEEK; FOURTH YEAR OVER

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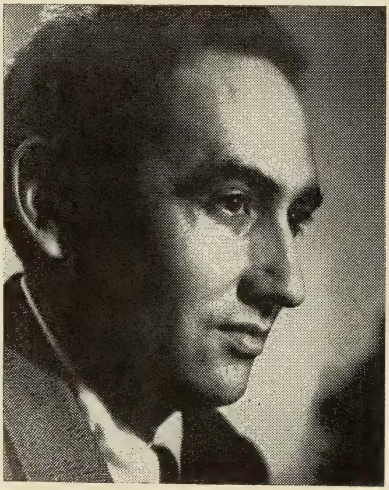
MICHAEL ROY*

KRCA — 4
Los Angeles, Calif.

** Good TV Movies Done Expensive*



RALPH CAMARGO

RADIO — TV
ACTOR — ANNOUNCER
NARRATOR
REGISTRY — MU. 8-6600

EARL HAMMOND

RADIO ——— TV

REPRESENTED
BY
HENRY C. BROWN AGCY.

PAUL, SIDNEY
Whispering Streets
WABC

PAYNE, VIRGINIA
Ma Perkins
CBS

PEALE, DR. NORMAN VINCENT
NBC

PEARL, MINNIE
Grand Ole Opry
NBC

PECK, ED
My True Story
WABC

PENMAN, CHARLES
Whispering Streets
WABC

PERKINS, MARLIN R.
Zoo Parade
NBC-TV

PETERSON, DAN
Man Around the House
WCBS

PETERSON, LENKA
My True Story, Whispering Streets, Paging the New
WABC

PETRIE, GEORGE
Whispering Streets, Companion, Paging the New, My True Story, When A Girl Marries, Modern Romances, FBI in Peace & War
WABC, ABC, CBS

PIERCE, MADELEINE
My True Story, Whispering Streets
WABC

PIKE, REV. JAMES A.
ABC-TV

LYNN DOLLAR

"$64,000 Question"
CBS-TV

ELEANOR HEMPEL'S

"LITTLE SCHOOLHOUSE"
1610 No. Argyle Street
Hollywood, California

THE JOHNNY CARSON SHOW
CBS-TV Thursday Night
Represented by:
WILLIAM MORRIS AGENCY, INC.
Est. 1898

PITONIAK, ANN
My True Story, Whispering Streets
WABC
PRESCOTT, ALAN
World & You
ABC
PRIEST, NATALIE
My True Story, Whispering Streets
WABC
PRUD'HOMME, CAMERON
My True Story, Whispering Streets
WABC
POLEM, NAT
My True Story, Whispering Streets, Companion
WABC
POOLE, LYNN
Tomorrow's Careers
ABC-TV
PORTER, LINDA
Way of the World
NBC-TV
POST, WILLIAM, JR.
My True Story, When A Girl Marries
WABC, ABC
POTTER, PAUL
CBS-TV

— Q —

QUINN, WILLIAM T.
My True Story, Whispering Streets, Companion
WABC

— R —

RABY, JOHN
When A Girl Marries, It's Time, Concerning Miss Marlowe
ABC, WABC, NBC-TV
RACKUS, JIM
I Married Joan
NBC-TV
RAE, MELBA
CBS-TV

RAEBURN, BRYNA
Counterspy, Gangbusters, Treasury Agent, Official Detective, Public Prosecutor, Mutual; It's Time, ABC; Backstage Wife, CBS

RAFFERTY, FRANCES
CBS-TV
RAFFETTO, MICHAEL
One Man's Family
NBC
RAINES, ELLA
Janet Dean, Registered Nurse
NBC-TV
RAINS, CLAUDE
NBC
RAYMOND, GENE
Fireside Theatre
NBC-TV
RAYBURN, GENE
Tonight, Sky's the Limit
NBC-TV
RAUMER, CHARITA
My True Story, Whispering Streets, Paging the New
WABC
RAYE, MARTHA
NBC-TV
RANDLE, BILL
WCBS
RANDELL, RON
Vise
ABC-TV
RANDELL, TONY
Mr. Peepers
NBC-TV
RANDOLPH, ISOBEL
CBS-TV
RANDOLPH, JOYCE
CBS-TV
RAPHAEL, GERIANNE
My True Story, Paging the New
WABC
RASH, BRYSON
White House Correspondent
ABC
RASKYN, SAM
When A Girl Marries, My True Story
ABC, WABC
READICK, ROBERT
My True Story
WABC
REAGAN, RONALD
CBS-TV
REDFIELD, WILLIAM
My True Story, Whispering Streets
WABC

REINER, CARL
Caesar's Hour
NBC-TV

REINHART, ALICE
Woman in My House
NBC
REILLY, HUGH
TV Reader's Digest
ABC-TV
REMEY, ETHEL
My True Story, Modern Romances
WABC, ABC
REPP, GUY
Whispering Streets, Paging, It's Time
WABC
REYNOLDS, MARJORIE
Life of Riley
NBC-TV
RHINE, JOSEPH B.
Offbeat
ABC
RICE, ROSEMARY
Whispering Streets
WABC, CBS-TV
RICHARDS, CAROL
CBS-TV
RICHARDS, GRANT
Whispering Streets, Companion, Pepper Young's Family
WABC, NBC
RICHARDSON, SIR RALPH
Adventures of Sherlock Holmes
NBC

RITZ BROTHERS
Colgate Comedy Hour, NBC-TV

ROBBINS, FRED
Coke Time Starring Eddie Fisher
NBC-TV
ROBERTSON, ARNOLD
My True Story, Whispering Streets, It's Time
WABC
ROBINSON, FLORENCE
Modern Romances, When A Girl Marries
ABC
ROBINSON, VIRGINA
CBS-TV
ROGERS, LYNNE
CBS-TV
ROGERS, ROCK
Whispering Streets
WABC

ROGERS, ROY
B. Nov. 5, 1905, Cincinnati, Ohio; Roy Rogers Show, NBC-TV; Roy Rogers Show, NBC

RONSON, ADELE
My True Story
WABC

ROONEY, MICKEY
Hey Mulligan, NBC-TV

ROSE, NORMAN
Big Story, It's Time
NBC-TV, NBC, WABC
ROSS, DAVID
Offbeat
ABC

ROSS, LANNY
WCBS

ROST, ELAINE
My True Story, Whispering Streets, When A Girl Marries
WABC, ABC
ROTH, JACK
Texaco Star Theatre
NBC-TV
ROWLAND, JADA
CBS-TV
ROY, CECIL
When A Girl Marries, My True Story
ABC, WABC

ROY, MICHAEL
B. July 18, 1913, Hanford, N. D.; Mike Roy's Key to the Kitchen, Mike Roy's Movie, KRCA, Los Angeles, Calif.

RUDY, MARTIN
Whispering Streets
WABC
RUGGLES, CHARLIE
World, Mr. Sweeney
NBC-TV
RUICK, MELVILLE
Whispering Streets, City Hospital
WABC, CBS

RUSSELL, BOB
Big Top, CBS-TV; Live Like A Millionaire, NBC-TV

RUSSELL, DON
The Newstonite, Pres. Eisenhower's News Conf., DuMont; Monitor, NBC

— S —

SALES, SOUPY
WXYZ-TV, Detroit, Mich.; ABC Network

SANDS, ALAN
Your Better Tomorrow
ABC
SATTERFIELD, RICHARD W.
Your Better Tomorrow
ABC
SCOTT, MARTHA
Modern Romances, Weekday
NBC-TV, NBC
SEELEN, ARTHUR
Whispering Streets
WABC
SEDELL, AMY
My True Story
WABC
SEGMAN, ANNE
Companion
WABC
SEIGEL, SAM E.
Whispering Streets
WABC
SHAW, MARTHA
My True Story
WABC
SHAWN, DICK
Color Spectaculars
NBC-TV

SHEEN, BISHOP FULTON J.
Life Is Worth Living
ABC-TV
SHEEHAN, TEXAS
Whispering Streets, Companion
WABC
SHELDON, HERB
NBC-TV
SHERIDAN, NANCY
Whispering Streets, Paging the New
WABC
SHERWOOD, BOBBY
Masquerade Party
ABC-TV
SHIELDS, HELEN
Whispering Streets, Paging the New, Concerning Miss Marlowe
WABC
SHOCKLEY, MARIAN
My True Story, Paging the New, Whispering Streets
WABC

SHRINER, HERB
Two For The Money, CBS-TV

SILVERS, PHIL
CBS-TV

SILVER, JOE
B. Sept. 28, 1922, Chicago, Ill.; Space Funnies, WCBS-TV; Red Buttons Show, NBC; Red Skelton Show, CBS

SIMMONS, RICHARD
CBS-TV
SINATRA, FRANK
NBC
SILVERHEELS, JAY
Lone Ranger
ABC-TV
SINCLAIR, ERIC
Robert Montgomery's Summer Theatre
NBC-TV

SKELTON, RED
B. July 18, Vincennes, Ind.; The Red Skelton Show, Shower of Stars, CBS-TV

SLOANE, EVERETT
It's Time
WABC
SMITH, BOB
Howdy Doody
NBC-TV
SMITH, HOWARD
CBS-TV
SMITH, JACK
CBS-TV

SMITH, SYDNEY
My True Story, Byline
WABC, NBC

SMITH, WILLIAM
My True Story
WABC
SMOLEN, VIVIAN
Our Gal Sunday
CBS
SMYTHE, ANTHONY
One Man's Family
NBC
SOMERVILLE, LEIGH
Bob Cummings Show
NBC-TV
SOMERS, JIMMY
Whispering Streets
WABC
SOREL, GUY
When A Girl Marries, It's Time
ABC, WABC
SOULE, OLAN
CBS-TV
SPIVAK, LAWRENCE
Meet the Press
NBC-TV, NBC
SPOCK, DR. BENJAMIN
NBC-TV
STANG, ARNOLD
Milton Berle Show, Perry Como Show
NBC-TV
STANLEY, JOHN
Whispering Streets
WABC
STARR, MARTIN
Here's Hollywood
MBS
STEPHENSON, JOHN
People's Choice
NBC-TV

STERLING, JACK
B. June 24, 1915, Baltimore, Md.; Jack Sterling Show, WCBS; The Big Top, CBS-TV; Make Up Your Mind, CBS

STERLING, ROBERT
Topper
ABC-TV
STEVENS, JAMES
My True Story, Whispering Streets
WABC
STEVENS, JULIE
Romance of Helen Trent
CBS

STEVENS, MARK
B. Dec. 13, Cleveland, Ohio; Big Town, NBC-TV

STEVENSON, MARGO
My True Story, Paging the New
WABC

STEWART, JAY
B. 1920, Summitville, Ind.; Town Hall Party, KTTV; Ranch Party, KCOP

STODDARD, HAILA
CBS-TV
STONE, HARVEY
Offbeat
ABC
STONE, MILBURN
CBS-TV
STORM, GALE
My Little Margie
NBC-TV
STUART, MARY
CBS-TV
STUDER, HAL
Modern Romances
ABC
SUDROW, LYLE
My True Story, Whispering Streets
WABC, CBS-TV
SULLIVAN, ED
CBS-TV
SUTTON, DOLORES
My True Story, Companion
WABC
SWEENEY, BOB
CBS-TV
SWENSON, KARL
My True Story, Paging the New, It's Time
WABC
SYLVESTER, JOHN
My True Story
WABC

— T —

TARPLIN, MAURICE
When A Girl Marries, It's Time
ABC, WABC
TAYLOR, GAY
My True Story
WABC
TAYLOR, JUNE
CBS-TV
TAYLOR, REESE
When A Girl Marries
ABC
TENNYSON, SCOTT
Whispering Streets, Modern Romances
WABC, ABC
THATCHER, LEORA
My True Story, Whispering Streets
WABC

THOMAS, DANNY
B. Jan. 6, Deerfield, Mich.; Make Room For Daddy, ABC-TV

THOMAS, FRANK, SR.
My True Story, Companion, Modern Romances
WABC, ABC
THOMAS, FRANK, Jr
My True Story, Companion, Modern Romances
WABC, ABC
THOMAS, FRANKIE
Tom Corbett, Space Cadet
NBC-TV
THOMAS, JOHN
My True Story, Whispering Streets, Companion, Modern Romances
WABC, ABC
THOMAS, SHIRLEY
Weekday
NBC
THOMSON, BARRY
My True Story
WABC

THORGERSEN, ED
Free-Lance, All Networks

THORNTON, GLADYS
My True Story, Whispering Streets, It's Time
WABC
THORSON, RUSSELL
One Man's Family
NBC-TV
THUNHURST, WILLIAM
My True Story
WABC

THURMAN, TEDI
B. June 23, 1928, Midville, Ga.; Monitor, NBC; The Mail Story, ABC-TV; Studio One, CBS-TV; Frontiers of Faith, NBC-TV

TILLSTROM, BURR
Kukla, Fran & Ollie, ABC-TV

TOOMEY, REGIS
Mickey Rooney Show
NBC-TV
TOMPKINS, JOAN
This Is Nora Drake
CBS
TOWNSEND, BARBARA
Whispering Streets, Companion
WABC
TRENT, MIKE
Easy Money
NBC
TRENT, SYBIL
My True Story, Whispering Streets
WABC
TROUP, BOBBY
Musical Chairs
NBC-TV
TRUMAN, MARGARET
Weekday, Martha Raye Show
NBC-TV
TULLY, TOM
CBS-TV

TYLER, BETTY JANE
My True Story, Companion
WABC

TYLER, JANET
B. Apr. 15, 1922; The Weather Girl, WABD & WABC-TV; Commercials, CBS; Helen Trent; Sid Caesar, NBC-TV; Hostess

— V —

VALENTY, LILLI
Whispering Streets
WABC

VANCE, VIVIAN
CBS-TV

VAN DYKE, DICK
CBS-TV

VAN HORN, ARTHUR
WABC

VAN PATTEN, DICK
CBS-TV

VAN PATTEN, JOYCE
My True Story
WABC

VAN ROOTEN, LUIS
Companion
WABC

VANTELL, TERRY
Paging the New
WABC

VERDUGO, ELENA
CBS-TV

VOLA, VICKI
Companion, My True Story, Whispering Streets, Paging the New
WABC

VOLKMAN, LOIS
My True Story, Whispering Streets
WABC

VON ELTZ, THEODOR
One Man's Family
NBC-TV

VON ZELL, HARRY
B. July 11, Indianapolis, Ind.; Burns & Allen, CBS-TV; Jimmy Durante Show, NBC-TV

— W —

WALBERG, GERRITT
Whispering Streets
WABC

WALKEN, GLENN
CBS-TV

WALKER, CLINT
Warner Brothers Presents
ABC-TV

WALL, LUCILLE
Lorenzo Jones
NBC

WALLACE, ANDREE
My True Story, Whispering Streets
WABC

WALLACE, MIKE
Weekday, NBC; The Big Surprise, NBC-TV; Bond Show, DuMont

WARNER, GERTRUDE
Whispering Streets
WABC

WATERMAN, WILLARD
Great Gildersleeve
NBC-TV

WATTS, ELIZABETH
Whispering Streets
WABC

WAYNE, DAVID
Norby
NBC-TV

WEAVER, DENNIS
CBS-TV

WEBB, JACK
Dragnet
NBC-TV

WEBB, RICHARD
CBS-TV

WEBER, KARL
My True Story, Dr. Six Gun
WABC, NBC, CBS-TV

WEBSTER, CHARLES A.
My True Story, Whispering Streets, Modern Romances
WABC, ABC

WELDON, JIMMY
Funny Boners
NBC-TV

WELDON, MARTIN
Port of New York, Let's Find Out
WCBS

WELK LAWRENCE
B. Mar. 11, Strasburg, N. D.; The Lawrence Welk Show, ABC-TV; The Lawrence Welk Show, Syndicated Radio

WELLS, MARY K.
My True Story, Whispering Streets, Paging the New
WABC

WENDY, DREW
Modern Romances
ABC

WESTMORE, ERN
Search for Beauty
NBC-TV

WEVER, EDWARD
When A Girl Marries
ABC

WEVER, NED
Young Widder Brown
NBC

WILD, EARL
Caesar's Hour
NBC-TV

WILLIAMS, FLORENCE
My True Story
ABC

WILLIAMS, HOLLY
My True Story
WABC

WILLIAMS, MERVIN
When A Girl Marries
ABC

WILLIAMS, MURIAL
CBS-TV

WILLIAMS, SPENCER
CBS-TV

WILLIS, RICHARD
B. Mar. 9, 1908, Baltimore, Md.; Richard Willis Show, NBC

WILLOCK, DAVE
Do It Yourself Show
NBC-TV

WILSON, ETHEL
When A Girl Marries, Whispering Streets
ABC, WABC

WINCHELL, PAUL
NBC-TV

WINCHELL, WALTER
MBS

WINDOM, WILLIAM
My True Story
WABC

WINONA, KIM
CBS-TV

WINSLOW, THYRA SAMTER
Your Better Tomorrow
ABC

WINTERS, JONATHAN
And Here's the Show
NBC-TV

WIRTH, SANDRA
Super Circus
ABC-TV

WHELL, PATRICIA
Paging the New, Doctor's Wife
WABC, NBC

WHEELER, BERT
CBS-TV

WHITE, BETTY
Make the Connection
NBC-TV

WHITFIELD, ANNE
One Man's Family
NBC-TV

WHITMAN, ROGER
Man Around the House
WCBS

WOOD, PEGGY
CBS-TV

WOODS, DONALD
Wind From the South, U. S. Steel Hour, Host on Damon Runyon Theatre, The Millionaire, CBS-TV The Knife Star Stage, NBC-TV; Host on Woolworth Hour, CBS; Crossroads, ABC-TV

WOODS, GLENN
Whispering Streets
WABC

WOODS, LESLEY
When A Girl Marries
ABC

WOODSON, WILLIAM
My True Story, Paging the New
WABC

WRAGGE, BETTY
Pepper Young's Family
NBC

WRIGHT, MARTHA
The Martha Wright Show, Modern Lullaby, CBS; The Jack Paar Show, CBS-TV; The Goodyear Television Playhouse, NBC-TV

WYATT, JANE
Father Knows Best
NBC-TV

WYLER, JIM
Cisco Kid, Gene Autry Series WABC-TV

— Y —

YORKE, RUTH
My True Story, Whispering Streets
WABC

YOUNG, AGNES
Aunt Jenny
CBS

YOUNG, GIG
Warner Brothers Presents
ABC-TV

YOUNG, LORETTA
NBC-TV

YOUNG, ROBERT
Father Knows Best
NBC-TV

YOURMAN, ALICE
My True Story, Whispering Streets, Companion
WABC

— Z —

ZERBE, LAWSON
My True Story, Whispering Streets, It's Time
WABC

ZUCKER, WILLIAM
Whispering Streets
WABC

VOCAL ARTISTS

RADIO AND TELEVISION
—their work during 1955

☆ ☆ ☆

—A—

ADAMS, HERB & KAY
WFBM, Indianapolis, Ind.
ALLEN, AARON
WOAI, San Antonio, Tex.
ALLEN, FRED
Songs For You
WTRP, La Grange, Ga.

AMES BROTHERS
Ed Sullivan's Toast of the Town, CBS-TV
ANDERSON, PAUL
WJTN, Jamestown, N. Y.
ANDERSON, PEGGY
WDBJ, Roanoke, Va.
ARCHER, GENE
WRC-TV, Washington, D. C.
ARMS, RUSSELL
Your Hit Parade
NBC-TV
ARTHUR, GEORGE
WHOW, Clinton, Ill.
ASHBY, ALVAN
Toast 'n Coffee
WGBF, Evansville, Ind.
ASTON, BUZZ
KDKA-TV, Pittsburgh, Pa.
AUSTIN, JO
KELO-TV, Sioux Falls, S. D.

—B—

BABBITT, HARRY
KNX, Los Angeles, Calif.
BAILEY, LIZ
KWBU, Corpus Christi, Tex.
BAIN, BUDDY
WCMA, Corinth, Miss.
BAKER, BETTY P.
Princess Make Believe
KSL-TV, Salt Lake City, Utah
BALDWIN, PATTY
KPTV, Portland, Oreg.
BARFIELD, WARREN
WPTF, Raleigh, N. C.
BARKER, RODNEY
Right Around Home
KOLN-TV, Lincoln, Neb.
BARNETT, PAUL
WJRD, Tuscaloosa, Ala.
BARTON, CLARA & JOHN
WHOW, Clinton, Ill.
BAZYN, WALLY
WJAG, Norfolk, Neb.
BECKER, JOHNNIE
KIUP, Durango, Colo.
BEE, MOLLY
Tennessee Ernie Ford Show
NBC-TV
BELLAMY, VIC
WGRC, Louisville, Ky.
BENNETT, CAROLE
WCBS-TV, N. Y. C., N. Y.
BENNETT, JAMES
WQSN, Charleston, S. C.
BENTON, LOU
KFDM-TV, Beaumont, Tex.

BENZELL, MIMI
B. Bridgeport, Conn. Ed. Sullivan Show, CBS; Voice of Firestone, ABC
BEVERLY, ELAINE
Meet Your Neighbor
KDKA-TV, Pittsburgh, Pa.
BLAND, ARTIE
KWBU, Corpus Christie, Tex.
BLAND, SAM
WCEC, Rocky Mount, N. C.
BOWERS, CHUCK
KWTO, Springfield, Mo.
BOWERS, KENNETH
WDAR, Savannah, Ga.
BRACKEN, KAYE
Talent Parade
KATV, Pine Bluff, Ark.
BRADLEY, JOYCE
WBRT, Bardstown, Ky.
BRAUN, BOB
WCPO-TV, Cincinnati, Ohio
BRAY, CURLY
Buddies of the Airlanes
WHBF, Rock Island, Ill.

JANE PICKENS

DRAMATIC SINGING STAR

NBC NETWORK

RCA VICTOR RECORDS

Personal Management

M. GALE

48 W. 48th St., N. Y.

BREHMER, LARRY
KTAC, Tacoma, Wash.
BROCKMAN, HANK
Mo. Valley Boys
KDRO-TV, Sedalia, Mo.

— C —

CAHILL, BOB
WOW, Omaha, Neb.
CAMERON, RON
Turntable
KWIZ, Santa Ana, Calif.
CAMPO, LIBBY
WWLP, Springfield, Mass.
CARAGHER, JIMMY
WMBD, Peoria, Ill.
CARROLL, COLLEEN
Big Red Jamboree
KTVX, Muskogee, Okla.
CASEY, ETHEL
WNAO-TV, Raleigh, N. C.
CECIL, BOBBY
WETZ, New Martinsville, W. Va.
CHAMBERS, SUE
Coffee Time
WSAZ-TV, Huntington, W. Va.
CLAYTON, NORMAN
WHBF, Rock Island, Ill.
COHEN, PEGGY
WTSK, Knoxville, Tenn.
COLLINS, DOROTRY
Your Hit Parade
NBC-TV
CONNOLLY, JOHN
WWJ-TV, Detroit, Mich.
CONTINO, DICK
KRCA, Los Angeles, Calif.
CORBATT, PATTY
WGL, Fort Wayne, Ind.
COX, BILLY
Hillbilly Jamboree
KDRO-TV, Sedalia, Mo.
CRAWFORD, BOB
WBAP, Fort Worth, Tex.
CRAWFORD, CLIFF
KERO-TV, Bakersfield, Cal.
CREWS, DOREE
Toby Dowdy Show
WMBR-TV, Jacksonville, Fla.
CROSBY, GARY
Edgar Bergen Hour
CBS
CROSBIE, PHIL
KHQ, Spokane, Wash.

— D —

DALE, PAT
WHDH, Boston, Mass.
DALE, VIVIEN
Time Out For Fun
KVTV, Sioux City, Iowa
DANE, JEFF
WTAR-TV, Norfolk, Va.
DAVIS, BOB
WLW, Cincinnati, Ohio
DAVIS, GENE
KTHS, Little Rock, Ark.
DAWN, MARION
WFBR, Baltimore, Md.
DAYTONES, THE
WING, Dayton, Ohio
DECAMP, ARDENE
KCBS, San Francisco, Cal.
DECKER, GRACE
Club Kimo
WVEC-TV, Norfolk, Va.
DEE, JUNIE
WEHT-TV, Evansville, Ind.
DE HAVEN, GLORIA
WTVJ, Miami, Fla.
DELOATCH, MARY
WRAP, Norfolk, Va.
DENNIS, MATT
NBC-TV
DE ROSE, BURT
WCBS, Amsterdam, N. Y.
DICK, GERALDINE
WREN, Topeka, Kans.
DODSON, JIMMY
KWHP, Cushing, Okla.
DOHERTY, LINDY
Swan Boat
WBZ-TV, Boston, Mass.
DONADIO, TONY
WSBA, York, Pa.
DONALDSON, ELAINE
KALL, Salt Lake City, Utah
DOREY, RAY
WHDH, Boston, Mass.
DRUSKEY, ROY
WEAS, Decatur, Ga.

DUANE, DICK
B. Apr. 18, 1931, Hollywood, Cal
Ed Sullivan Show, CBS-TV; Arthu
Godfrey Morning Show, CBS

DUFFY, MELVIN
WMEV, Marion, Va.
DUNIGAN, JACK & GERTRUDE
WJTN, Jamestown, N. Y.
DUNN, ARIZONA
WCUM, Cumberland, Md.
DUNN, PAT
WDAF, Kansas City, Mo.
DUVAL, DORIS
WTVT, Petersburg, Fla.

— E —

EBERLY, BOB
WCBS-TV, N. Y. C., N. Y.
ELLIS, MARY & RAYMOND
WAGR, Lumerton, N. C.
ELLIS, PEGGY ANN
Dancing Party
WABC

ERICKSON, HELENE
Lyrico-Spinto Soprano, Opera, Con
cert, Radio-TV

Personal Management:
DURGOM-KATZ Assoc.
New York • Beverly Hills

ESTES, DON
Sunrise Serenade
KPRC, Houston, Tex.
EZZELL, DOROTHY
Songs for Sunday
WGTM, Wilson, N. C.

— F —

FERNANDEZ, ROSITA
KCOR, San Antonio, Tex.
FISHER, EDDIE
Eddie Fisher, Coke Time, NBC-TV
FISHER, PHYLLIS
KIBS, Bishop, Cal.
FLEMING, HUGH
Callaway Capers
KRCG-TV, Jefferson City, Mo.
FLEMMING, NAT
KFDX-TV, Wichita Falls, Tex.
FORREST, FAITH ANN
WSLM, Salem, Ind.
FORTIER, ROSELLE
WCOU, Lewiston, Me.
FOX, CURLEY
KPRC, Houston, Tex.
FULLER, DIANNE
WDAK, Columbus, Ga.
FURTADO, THOMAS
Dancing Party
WABC

— G —

GARETT, JULIE
KFMB-TV, San Diego, Cal.
GIBSON, DON
WNOX, Knoxville, Tenn.
GIMBLE, JOHNNY
KWTX, Waco, Tex.
GINGERY, GAIL
WMUU, Greenville, S. C.
GIPSEN, JACK
WBAP, Fort Worth, Tex.
GLOVER, JEAN
WGTM, Wilson, N. C.
GONZALEZ, MARY LOU
WTVT, Petersburg, Fla.
GORDON, GINNEY
For the Ladies
WDAY, Fargo, N. D.
GORE, CHARLIE
WFBM, Indianapolis, Ind.
GORME, EYDIE
Tonight
NBC-TV
GREENE, SAM
WLOS-TV, ASHEVILLE, N. C.
GEER, DAVE
WSMT, Sparta, Tenn.
GRAY, GLORIA
KRCA, Los Angeles, Cal.
GRAYDON, JOE
KFMB-TV, San Diego, Cal.
GREEN, DIANA
KTVK, Phoenix, Ariz.
GREY, GINGER & LANNY
Yonkers Raceway, Adam Hats, Barricini Candy, Marlin Blades, Carpet Industry, Sunoco, Blatz, Chase Bank, Jingle
GRIFFITH, HOPE
KFYO, Lubbock, Tex.
GRISE, TONY
WCCO, Minneapolis-St. Paul, Minn.
GROVE, BETTY ANN
The Big Payoff, CBS-TV
GUSTAFSON, GWEN
WMUU, Greenville, S. C.

— H —

HALL, JIM
WFNS, Burlington, N. C.
HAMILTON, BILL
KABC, Hollywood, Cal.
HAMMOND, PATTI
WSYR-TV, Syracuse, N. Y.
HANSON, BURT
WCCO, Minneapolis-St. Paul, Minn.
HARBERT, MALLIC ANN
KWTX, Waco, Tex.
HARP, MARTHA LOU
WABC
HART, AL
KTBS-TV, Shreveport, La.
HARVESTERS, THE
WBT, Charlotte, N. C.
HAYES, BILL
Caesar Presents
NBC-TV
HENDERSON, JODY
KOTV, Tulsa, Okla.
HEWITT, DOLPH
WLS, Chicago, Ill.
HILL, JACKIE
KMOX, St. Louis, Mo.
HINDS, BILL
KDKA-TV, Pittsburgh, Pa.
HOEBEE, RALPH
WJWL, Georgetown, Del.
HOFER, KENNY
KCRG-TV, Cedar Rapids, Iowa
HOLBROOK, ERNEST
WPLA, Plant City, Fla.
HOUSTON, EDDIE
WNES, Central City, Ky.
HOWE, PRISCILLA
WEEI, Boston, Mass.
HUFFMAN, JULE
Coffee Time
WSAZ-TV, Huntington, W. Va.
HUGHES, JESSE
WPTS, Pittston, Pa.
HUNTER, CHARLOTTE
KAPK, Minden, La.

BETTY ANN GROVE
STARTING 4th YEAR
"THE BIG PAYOFF"
MONDAY THROUGH FRIDAY
3:00-3:30 P.M.
PERSONAL MANAGEMENT
PETER DEAN
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". . . one of those light, bright, naturally focused voices, with brilliant overtones, which project in the biggest auditorium."—J. Briggs, The N. Y. Times.
LE 2-1100

HUTCHINSON, LUCIA
WNCT, Greenville, N. C.

— I —

IDEN, JOAN
WCCO, Minneapolis-St. Paul, Minn.
IVERSON, SLIM JIM
KEYD-TV, Minneapolis, Minn.

— J —

JACOBI, AGNES
WSLM, Salem, Ind.
JACOBS, BILL
WKBV, Richmond, Ind.
JEFFERS, SLEEPY
WTIP, Charlestown, W. Va.
JEFFRIES, BILL
Ladies Choice
WIST, Charlotte, N. C.
JENSON, JIMMIE
KVOX, Moorhead, Minn.
JERICHO, JERRY
KNUZ, Houston, Tex.
JERRIS, EARLE
WRGB, Schenectady, N. Y.
JOBERT, CAVEL
WKNB-TV, New Britain, Conn.
JOHNS, RAY
KVKM, Monahans, Tex.
JOHNSON, J. C.
WGOV, Valdosta, Ga.
JOHNSON, DEE
WKAM, Goshen, Ind.
JOHNSON, JUNE
Memory Time
WNNJ, Newton, N. J.
JOHNSON, POLLY
KOTA-TV, Rapid City, S D.
JONES, FRANCES
WRAP, Norfolk, Va.
JORDAN, MARY JANE
KFDX-TV, Wichita Falls, Tex.
JUSINO, ALBA NYDIA
WAPA-TV, San Juan, Puerto Rico

— K —

KENDALL, FRED
WJR, Detroit, Mich.
KENT, GEORGE
WFAA, Dallas, Tex.
KINDER, ROD
WIST, Charlotte, N. C.
KING, ELYSE
WMMB, Melbourne, Fla.
KING, CURLY
WCYB, Bristol, Va.
KING, PEGGY
George Gobel Show
NBC-TV
KIRBY, PAT
Tonight
NBC-TV
KIRK, RED
WSKY, Asheville, N. C.
KOUPAL, RICHARD
WOI-TV, Ames, Iowa
KRALL, BARBARA
WSPD-TV, Toledo, Ohio

— L —

LABAUT, D'ARTANAAN
WAPA,-TV, San Juan, Puerto Rico
LA FONTAINE, HENRY
WICH, Norwich, Conn.
LANGLEY, WINNIE
Songs for You
WTRP, La Grange, Ga.
LANSON, SNOOKY
Your Hit Parade
NBC-TV
LA ROSA, JULIUS
Ed Sullivan Show, CBS-TV
LAYTON, DELORES
WABT, Birmingham, Ala.
LAWRENCE, STEVE
Tonight
NBC-TV
LEA, TERREA
KABC, Hollywood, Cal.
LEACH, BILLY
WBBM-TV, Chicago, Ill.
LEDBETTER, JANE
KNOE-TV, Monroe, La.
LEE, DICK
Ted Mack's Matinee
NBC-TV
LEE, EDDIE
WILD, Birmingham, Ala.
LEE, JANET
WCPO, Cincinnati, Ohio
LE MASTERS, MARY JANE
Musical Notebook
WMBD, Peoria, Ill.
LE ROY, LUCY
WSIL-TV, Harrisburg, Ill.
LERSEN, LLOYD
Sacrifice Cliff
KOOK-TV, Billings, Mont.
LEWIS, BILL
Caesar's Hour
NBC-TV
LINDSAY, GERI
KLOR, Portland, Oreg.
LITTLEJOHN, KATIE
WIRO, Ironton, Ohio
LLOYD, TOMMY
WTOD, Toledo, Ohio
LORD, BOBBY
KWTO, Springfield, Mo.
LORD, CINDY
WBZ-TV, Boston, Mass.
LOUDERMILK, JOHN
WTVD, Durham, N. C.
LOUISE, TINA
Jan Murray Time
NBC-TV
LOVELL, MARILYNN
WLW-D, Dayton, Ohio
LYONS, WANDA
KAPK, Minden, La.
LYNN, MARTHA
KNAL, Victoria, Tex.
LYNN, ROBBIE
WCMS, Norfolk, Va.

— Mc —

McBRIDE, LAURA LEE
Cook's Hoedown
KNUZ, Houston, Tex.
McCLUER, HARRIET
WLBT, Jackson, Miss.
McCOY, MARY
KMCO, Conroe, Tex.
McKAY, RENE
WJR, Detroit, Mich.
McNETT, BOB & DEAN
WLYC, Williamsport, Pa.

— M —

MACK, JIMMY
WOOD, Grand Rapids, Mich.
MacKENZIE, GISELE
Your Hit Parade
NBC-TV
MacKRILL, DONNA
WILS, Lansing, Mich.
MAGEE, FLOYD
WJWL, Georgetown, Del.
MALONEY, ANNIE
KFAB, WOW, Omaha, Neb.
MANN, JOE
Meet Your Neighbor
KDKA-TV, Pittsburgh, Pa.
MANNING, BOB
KPMC, Bakersfield, Cal.
MARSHALL, CHARLEY
KFBK, Sacramento, Cal.
MARTIN, JEAN
Jean Martin Show, NBC
MARTIN, JOHNNY
WDEB, Gulfport, Miss.
MARTIN, TONY
NBC-TV
MARVIN, KEN
WKSY, Asheville, N. C.
MASON, JULIE
Breakfast Gang
KFRC, San Francisco, Cal.
MEADOWS, CORRIE
KVOO, Tulsa, Okla.
MELLOMEN, THE
Edgar Bergen Hour
CBS
MELTON, TOM
Serenade in Song
WFUN, Huntsville, Ala.
MENNING, WALLY
KWRO, Coquille, Ore.
MERCER, WOODY
WLS, Chicago, Ill.
MILNE, NANCY
WDBJ, Roanoke, Va.
MILLER, FRANKIE
KNAL, Victoria, Tex.
MILLS, BOB
Thy Neighbor's Voice, Showtime Revue
WABC
MORGAN, JIMMY
WJAG, Norfolk, Neb.
MILLER, MIRIAM
WOSA, Wausau, Wis.
MULLIS, BUFORD
WHAB, Baxley, Ga.

— N —

NOONAN, STAN
KCBS
San Francisco, Cal.
NORTHROP, GINGER
WLAD, Danbury, Conn.

— O —

O'BRIEN, LOUISE
KNX, Los Angeles, Cal.
O'BRIEN, RICHARD
WHK, Cleveland, Ohio
O'HARA, PATTI
WLWC, Columbus, Ohio

— P —

PAGE, PATTI
NBC-TV
PALMER, COY
KPDN, Pampa, Tex.
PALMER, JANIE
WWJ-TV, Detroit, Mich.
PARKER, FREDNA
KMOX, St. Louis, Mo.
PARKINSON, BOB
KPDN, Pampa, Tex.
PARKS, BETH
NBC-TV
PATTERSON, ZILLA MAE
Dream Girl
WAOK, Atlanta, Ga.
PEARSON, BETTY JO
WLBT, Jackson Miss.
PEIPER, THELMA
WDCL, Tarpon Springs, Fla.
PENDLEY, JIM
KBTO, El Dorado, Kans.
PENNY, HANK
KHJ-TV, Los Angeles, Cal.
PERKINS, JUDY
WLW, Cincinnati, Ohio
PHILLIPS, DUD
Melody Time
WQSN, Charleston, S. C.
PHILIPS, MOZELLE
WHVH, Henderson, N. C.
PIAZZA, MARGUERITE
B. New Orleans, La.
PICKENS, JANE
NBC Network; Victor Records, RCA
PLEACHER, SMOKEY
WCUM, Cumberland, Md.
POLLARD, TAL
WCEC, Rocky Mount, N. C.

PORTER, EVERETT
WRGA, Rome, Ga.
PORTER, FRED
Barn Dance
KQTV, Fort Dodge, Iowa
POULIN, EDGAR
Melodie Francais
WTVL, Waterville, Me.
PRICHARD, PATTY
KPIX, San Francisco, Cal.

— Q —

QUARTET, NOBLEMAN
WZOB, Fort Payne, Ala.
QUARTET, SONGFELLOWS
WHO-TV, Des Moines, Iowa

— R —

RANGERS, TEXAS
KMBC-TV, Kansas City, Mo.
RASE, BILL
KCRA-TV, Sacramento, Cal.
RAYE, RUTH
WTAR-TV, Norfolk, Va.
REED, KAREN
TV Auction
KXJB-TV, Valley City, N. D.
REEVES, GLENN
WPDQ, Jacksonville, Fla.
RHODES, ELISE
Ted Mack's Matinee
NBC-TV
RICH, DAVE
Melody Hands
WNES, Central City, Ky.
RICHARDS, CAROL
Edgar Bergen Hour
CBS
RICHARDS, STAN
KRLD-TV, Dallas, Tex.
ROBBINS, ED
WKNB-TV, New Britain, Conn.
ROBBINS, GEORGIE
Listen While You Lunch
WEBR, Buffalo, N. Y.
ROBERTS, FRAN
WCSS, Amsterdam, N. Y.
ROBINSON, AL
KSYL, Alexandria, La.
ROBINSON, MIKE
WPPA, Pottsville, Pa.
RODEN, DICK
KRLD-TV, Dallas, Tex
ROEBKE, MYRNA
Songs for You
KDIX, Dickinson, N. D.
ROGERS, AL
KGNC-TV, Amarillo, Tex.
ROWELL, GLEN
Hillz-a-Poppin
KOTA-TV, Rapid City, S. D.
ROZELLE, BETTY
WDAK-TV, Columbus, Ga.
RUBY, TEXAS
KPRC, Houston, Tex.

— S —

SARGENT, MICHAEL
WBIW, Bedford, Ind.
SCOT, PATRICIA
In Town Tonight
WBBM-TV, Chicago, Ill.
SCOTT, ZELDA
WHO-TV, Des Moines, Iowa
SERENADERS, THE
WAGR, Lumerton, N. C.
SHATON, PEGGY
WSEV, Sevierville, Tenn.
SHORE, DINAH
NBC-TV, NBC
SIGMAN, EVELYN
WTOB-TV,
Winston-Salem, N. C.
SILVERTONES
WCPO, Cincinnati, Ohio
SIMMONS, CAROLYN
WPLA, Plant City, Fla.
SIMPSON, JIMMY
WKMT, Kings Mountain, N. C.
SINCLAIR, NORMA
KMBC-TV, Kansas City, Mo.
SKINNER, JIMMIE
WNOP, Newport, Ky.
SMITH, ARTHUR
Corner Store
WBT, Charlotte, N. C.
SMITH, JANET
KPRC, Houston, Tex.
SMITH, JERRY
KXIC, Iowa City, Iowa
SMITH, JOAN
This Afternoon
WMAZ-TV, Macon, Ga.
SMITH, SMOKEY
KRNT, Des Moines, Iowa
SOUTH, NANCEE
WTHI, Terre Haute, Ind.
SPEIGNT, MARIE
WHKP, Hendersonville, N. C.
SPRINGER, PENNY
Story Time
WICS, Springfield, Ill.
STACEY, JEAN
KTAT, Frederick, Okla.
STANLEY, CARTER
WCYB, Bristol, Va.
STEED, EDDY
WIRO, Ironton, Ohio
STEVENS, GARRY
WRGB, Schenectady, N. Y.
STEWART, DICK
KHJ-TV, Los Angeles, Cal.
STEWART, LEE
The Diamond Show
WDAY-TV, Fargo, N. D.
STORY, CARL
WNOX, Knoxville, Tenn.
STRINGER, TIPPY
WRC-TV, Washington, D. C.
STUCKEY, N. W.
KALT, Atlanta, Tex.
SUITS, GORDON
KGNC-TV, Amarillo, Tex.
SWERER, BOB
KCOL, Fort Collins, Colo.
SLY, HAM
WCLI, Corning, N. Y.

— T —

TANNER, JOE
WTVD, Durham, N. C.
TAYLOR, REV. DARRELL
Songs from the Country Chapel
KDUB-TV, Lubbock, Tex.
TAYLOR, DAVID
WFAA, Dallas, Tex.
TAYLOR, JOE
WGL, Fort Wayne, Ind.
TERRELL, WAYNE
Spotlight
KATV, Pine Bluff, Ark.
TERRY, AL
KVOL, Lafayette, La.
THOMAS, GURNEY
WCGC, Belmont, N. C.
THOMAS, JESS
Coon Creek Playhouse
KTVX, Muskogee, Okla.
THOMPSON, DAVE
Time Out for Fun
KVTV, Sioux City, Iowa
THOMSON, JIMMY
Alabama Jubilee
WSFA-TV, Montgomery, Ala.
TORPEY, PAT
WVET-TV, Rochester, N. Y.
TRAILER, REX
WPTZ, Philadelphia, Pa.
TRENT, TOMMY
KTHS, Little Rock, Ark.
TRUAX, BUDDY
WDEV, Waterbury, Vt.

— V —

VALENTINE, JACK
WCAU-TV, Philadelphia, Pa.
VALENTINE, JUDY
WVDA, Boston, Mass.
VALENTINO, BARRY
WABC
VAN ARSDALE, AILEEN
WEEI, Boston, Mass.

— W —

WAITS, BEA
WRGA, Rome, Ga.

WAKELY, JIMMY
B. Feb. 16, 1914, Mineola, Ark.
Radio, Television, Records

WAGNER, ANN
WFBM-TV, Indianapolis, Ind.
WEBB, HELEN
WKY-TV, Oklahoma City, Okla.
WEBER, HARRY
KMOX, St. Louis, Mo.
WEBSTER, JOE
Ladies' Fare
WKY-TV, Oklahoma City, Okla.
WELLS, CARL
WGAP, Maryville, Tenn.
WESTERN, BILLY
KBTO, El Dorado, Kans.
WESTMORELAND, OKIE PAUL
KXOC, Chico, Cal.
WHITE, ALLEN
KTBS-TV, KTBS, Shreveport, La.
WHITE, JOHNNY
KELO, Sioux Falls, S. D.
WHITING, MARGARET
Bob Hope Show
NBC
WHITTLE, JIMMIE
Ten O'clock Toast
KPHO, Phoenix, Ariz.
WILCOX, JANETTE
Song at Twilight
WNNJ, Newton, N. J.
WILLIAMS, ANDY
Tonight
NBC-TV
WILLIAMS, BEVERLY
WSFC, Somerset, Ky.
WILLIAMS, JIMMIE
WNOP, Newport, Ky.
WILLIAMS, WEE WILLIE
WCMS, Norfolk, Va.
WILLS, BILLY JACK
KFBK, Sacramento, Cal.
WILSON, CHARLIE
WSEV, Sevierville, Tenn.
WILSON, JACK
WPTZ, Philadelphia, Pa
WOLF, BOB & WANDA
KGFL, Roswell, N. Mex.
WORKMAN, DICK
WSYR-TV, WSYR, Syracuse, N. Y.
WORTH, MARION
WABT, Birmingham, Ala.
WRIGHT, HANK
WSIL-TV, Harrisburg, Ill.
WRIGHT, MARTHA
WCBS, N. Y. C., N. Y.
WRIGHT, NYLA
WFBR, Baltimore, Md.

GUY LE BOW

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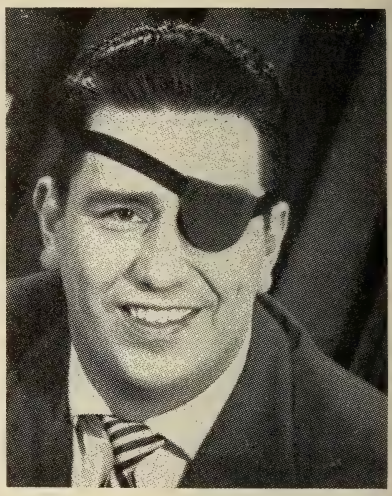
Aeroshave
Surgitube
CBS — NBC



CLEVE HERMANN

KRCA director of sports

"The Last Word In Sports"

KRCA-4

BUD PALMER

LESTER LEWIS ASSOCIATES

SPORTS COMMENTATORS

RADIO AND TELEVISION
—their work during 1955

☆ ☆ ☆

— A —

ACKERMAN, AL
WOOD-TV, Grand Rapids, Mich.

ADAMS, LARRY
WVJS, Owensboro, Ky.

ADAMS, TONY
Sports Digest
WCAX-TV, Burlington, Vt.

ADELSON, JIM
KXJB-TV, Valley City, N. D.

ALBRIGHT, NAT
WINX, Rockville, Md.

ALDEN, JERRY
WSNJ, Bridgeton, N. J.

ALEXANDER, CONNIE
Sport Call
KDEF, Albuquerque, N. M.

ALEXANDER, ED.
KXOX, Sweetwater, Tex.

ALLEN, MEL
B. Feb. 14, 1913, Birmingham, Ala.; New York Yankees Baseball, WPIX, WINS; World Series, Rose Bowl Football Game, Major League All-Star Game, NCAA College Football, NBC-TV, White Owl Sports Spot, CBS-TV; Sports Daily, NBC.

ALSTON, BOB
WKOY, Bluefield, W. Va.

ALTMAN, GARY
KORN, Mitchell, S. D.

ALLBRIGHT, NAT
WEAM, Arlington, Va.

ALLEN, TOMMY
Sports Pressbox
WHOS, Decatur, Ala.

ALLEN, TONY
WUSJ, Lockport, N. Y.

ALLEY, CLINT
WKOY, Bluefield, W. Va.

AMBROSE, JOHN V.
WTAG, Worcester, Mass.

ANASTAPOLIS, JOHN
WGGH, Marion, Ill.

ANDERSON, BILL
KBND, Bend, Ore.

ANDERSON, BOBBY
WMTA, Central City, Ky.

ANDERSON, CARL R.
KFNF, Shenandoah, Iowa

ANDERSON, ROBERT E.
KVAL-TV, Eugene, Ore.

ARMEY, JOE
KBRC, Mount Vernon, Wash.

ARTHUR, JAY
WATS, Sayre, Pa.

ASHLEY, ERNIE
WOWO, Fort Wayne, Ind.

ASSAF, WOODIE
WLBT, Jackson, Miss.

ATTEBERRY, LARRY
WNMP, Evanston, Ill.

AUSTIN, JIM
KNCO, Garden City, Kans.

— B —

BAGLEY, ORLO
KOMB, Cottage Grove, Ore.

BAGLI, GUY
WTVT, Petersburg, Fla.

BAILES, H. C.
KVLB, Cleveland, Tex.

BAKER, NELSON
WWIN, Baltimore, Md.

BAKER, PAUL
WLAD, Danbury, Conn.

BAKER, ROGER
WGR-TV, Buffalo, N. Y.

BALDING, CHUCK
WOAY, Oak Hill, W. Va.

BALLARD, CHARLES E.
WSSC, Sumter, S. C.

BALTER, SAM
KLAC, Los Angeles, Calif.

BARCLAY PAUL
WHUM, Reading Pa.

BARBER, RED
Football Roundup, Orange Bowl Game, Yankee Baseball Games
CBS, NBC-TV, WPIX

BARBOUR, DOUGLAS
WWWF, Fayette, Ala.

BARNETT, BOB
KAVE-TV, Carlsbad N. Mex.

BARTLETT, RAY
KTHV, Little Rock, Ark.

BARNEY REX
Game of the Day
MBS

BARRINGTON, JAY
Pigskin Picks
WDAF-TV, Kansas City, Mo

BARRON, STAN
Sports Extra
WKBW, Buffalo, N. Y.

BARRUS, GABBY
KODI, Cody, Wyo.

BATES, MARV
WGBF, Evansville, Ind.

BATTEN, JIM
Sports Roundup
WFAI, Fayetteville, N. C.

BASTIAN WED
KVNU, Logan, Utah

BAXTER, DAN
WAVY, Portsmouth, Va.

BEANE, RONALD L.
WNES, Central City, Ky.

BEASLEY, KENNETH
WNAU, New Albany, Miss

BECKER, BILL
WPFC, Panama City, Fla.

BEHRENDT, BERNIE
WOEB, Gulfport, Miss.

BELCHER, ROD
KOL, Seattle, Wash

BELMAN, DAVE
KNGS, Hanford, Cal.

BELSON, GORDON
KXO, El Centro, Cal.

BELL, GABBY
WILD, Birmingham, Ala.

BELL, GEORGE
WILD, Birmingham, Ala.

BELL, JACK
KDET, Center, Tex.

BELL, MONTE
KADA, Ada, Okla.

BELL, STEVE
KBOE, Oskaloosa, Iowa

BENDER, BOB
WGY, WRGB, Schenectady, N. Y.

BENEDICT, CHUCK
KOLD, Yuma, Ariz.

BENNETT, ELDEAN
KSL, Salt Lake City, Utah

BENNETT, GEORGE
WMVO, Mt. Vernon, Ohio

BENNETT, RICHARD F.
WFRM, Coudersport, Pa.

BERGESON, CHUCK
WJBK, Detroit, Mich.

BERNDT, BUD
WRAK, Williamsport, Pa

BERT, LEON
KGNC, Amarillo, Tex.

BERRYMAN, EDWARD
WTAC, Flint, Mich.

BIEDRZYCKI, TOM
KATL, Miles City, Mont.

BIGLER, CHARLIE
WYOR, Blythe, Cal.

BINGHAM, BOB
WAHR, Miami Beach, Fla.

BIRLEFFI, LARRY
KFBC, Cheyenne, Wyo.

BISHOP, KEN
KDDD, Dumas, Tex.

BISSEY, JIM
WBLY, Springfield, Ohio

BITTERMAN, JACK
WABB, Mobile, Ala.

BLACK, BUD
WMMB, Melbourne, Fla.

BLACKBURN, BOB
KEX, Portland, Ore.

BLAKE, TOMMIE
KWHI, Brenham, Tex.

BLAKEMORE, CHESTER
WPFC, Panama City, Fla.

BLANKENSHIP, B. A.
WMTS, Murfreesboro, Tenn

BLUE, IRA
Adventures in Sports
KNBC, San Francisco, Cal

BOCHMAN, BILL
WBEU, Beaufort, S. C

BOETNOER, JACK
KWIZ, Santa Ana, Cal.

BOGGESS, JOHN
WLAG, LaGrange, Ga

BOGGS, OTIS
WRUF, Gainesville, Fla.

BOHNHOFF, ED
KILO, Grand Forks, N. D

BOLAND, JOE
KWBY, Colorado Springs, Colo.

BOLAND, JOE
WSBT-TV, South Bend, Ind

BONIN, DONALD
KANE, New Iberia, La.

BOONE, JOE
WMVG, Milledgeville, Ga.

BOREN, BILL
KGFF, Shawnee, Okla.

BOSE, ERIC
WTHI, Terre Haute, Ind.

BOWER, BOB
WTIP, Charlestown, W. Va.
BOWMAN, DICK
WGTC, Greenville, N. C.
BOYD, DON
WCLO, Janesville, Wis.
BOYD, RAY
KHUZ, Borger, Tex.
BRANDT, JACK
WITZ, Jasper, Ind.
BRATTIN, RICHARD H.
WKPT, Kingsport, Tenn.
BRAUTIGAN, DICK
KMBY, Monterey, Cal.
BREMSER, LYELL
KFAB, Omaha, Neb.
BRENAN, CHARLIE
WTPS, New Orleans, La.
BRENARD, GEORGE
WISN-TV, Milwaukee, Wis.
BRICKHOUSE, JACK
WGN-TV, Chicago, Ill.
BRITTON, JACK
KTRN, Wichita Falls, Tex.
BROCK, ART
KTVK, Phoenix, Ariz.
BROCKMAN, CHARLIE
WIRE, Indianapolis, Ind.
BRODERS, SPANK
KXIC, Iowa City, Iowa
BROOKS, BOB
KCRG-TV, Cedar Rapids, Iowa
BROOKS, BUD
KRDU, Dinuba, Cal.
BROOKS, DON
KGGM-TV, Albuquerque, N. Mex.
BROUGH, CHARLES
KYOR, Blythe, Cal.
BROWN, ED
WALK, Patchogue, N. Y.
BROWN, BOB
Sportsfolio
KQTV, Fort Dodge, Iowa
BROWN, FRED
WLOS-TV, Asheville, N. C.
BROWN, GLENN
KVET, Austin, Tex.
BROWN, JERRY
WGRC, Louisville, Ky.
BROWN, JOHNNY
WCOH, Newnan, Ga.
BROWN, ROBERT
KUFD, Fort Dodge, Iowa
BRUBAKER, BILL
KRHD, Duncan, Okla.
BRUNDIGE, BILL
KHJ-TV, Los Angeles, Cal.
BRYSON, GEORGE
KYNO, Fresno, Cal.
BUCK, JACK
KTVI, St. Louis, Mo.
BUEHLER, DON
WHFB, Benton Harbor, Mich.
BUETAL, FRANK
WTCH, Minneapolis, Minn.
BUNDNER, GEORGE
WSAU-TV, Wausau, Wis.
BURCHETT, LANIER
WAIN, Columbia, Ky.
BURNES, BOB
KMOX, St. Louis, Mo.
BURNETTE, DALLAS
WMBG, Richmond, Va.
BURT, JIM
KELO, Sioux Falls, S. D.
BURT, LEON
KGNC-TV, Amarillo, Tex.
BUSH, OWEN
WDAF-TV, Kansas City, Mo.
BUTTERFIELD, RAY
WLOX, Biloxi, Miss.
BYERS, WAYNE
WATG, Ashland, Ohio

— C —

CAIN, DOYLE
KFXD, Nampa, Idaho
CALLA, JOE
KTUR, Turlock, Cal.
CALLIGHAN, BOB
WSDR, Sterling, Ill.
CAMPBELL, BUD
KARK, Little Rock, Ark.
CAMPBELL, C. P.
WMCK, McKeesport, Pa.
CAMPBELL, DAVE
WBRC, Birmingham, Ala.
CAMPBELL, JOHN T.
KXLL, Missoula, Mont.
CAMPBELL, MAL
WNAV, Annapolis, Md.
CANNON, LOWELL
KMED, Medford, Ore.
CAPPELL, BOOTSY
KVPI, Ville Platte, La.
CARAY, HARRY
KMOX, St. Louis, Mo.
CARLSON, LESTER
WRPB, Warner Robins, Ga.
CARLSON, TED G. JR.
KCOV, Corvallis, Ore.
CARLSON, WARREN
KVOC, Casper, Wyo.
CARMICHAEL, LES
KWK-TV, St. Louis, Mo.
CARNEAL, HERB
KYW, Philadelphia, Pa.
CARNEGIE, TOM
WFBM-TV, Indianapolis, Ind.
CARPENTER, JOHNNY
KOIN-TV, Portland, Ore.
CARTWRIGHT, AL
WAMS, Wilmington, Del.
CARTY, DEL
WWGP, Sanford, N. C.
CARROLL, GEORGE
Sports Final
WEEU, Reading, Pa.
CARROLL, RAE
KATE, Albert Lea, Minn.
CASE, JACK
WCNY-TV, Watertown, N. Y.
CASE, JOHN G.
WWNY, Watertown, N. Y.
CASE, KEN
KTBS, Shreveport, La.
CASEY, AL
KGEK, Sterling, Colo.
CASTANDEA, LES
KNGS, Hanford, Cal.
CATE, BILL N.
KRLW, Walnut Ridge, Ark.
CATHEY, JIM
Fisherman's Corner
WJBO, Baton Rouge, La.
CAVANAUGH, JOE
WARD, Johnstown, Pa.
CHAPMAN, HOWARD
Spotlight on Sports
KONP, Port Angeles, Wash.
CHAMBERLAIN, GUS
WAPO, Chattanooga, Tenn.
CHAMES, NICK
KSDA, Redding, Cal.
CHARLES, BERT
WVKO, Columbus, Ohio
CHARNELL, HENRY
KWIL, Albany, Ore.
CHRISTIAN, CHARLIE
KTOP, Topeka, Kans.
CIPOLLA, CHIP
WHLI, Hempstead, N. Y.
CIRALDO, AL
WGLS, Decatur, Ga.
CITTY, JIM
KWFC, Hot Springs, Ark.
CLARK, GLENN
KOCS, Ontario, Cal.
CLARK, TOM
Let's Talk Sports
WTAP, Parkersburg, W. Va.
CLAWSON, LEW
WWVA, Wheeling, W. Va.
CLAY, RANDALL
WOAI-TV, San Antonio, Tex.
CLEARY, TOM
WCLT, Newark, Ohio
CLEMENTS, JOE
KLIX-TV, Twin Falls, Idaho
CLOSE, BILL
KOY, Phoenix, Ariz.
CLUNEY, JOHN A.
WBRY, Waterbury, Conn.
COCHRAN, JACK
WRAG, Carrollton, Ala.
COFEY, VINCENT
WMRO, Aurora, Ill.
COLE, DON
KGCX, Sidney, Mont.
COLEMAN, LES
WJWL, Georgetown, Del.
COLEY, HAL
KMCO, Conroe, Tex.
COLDWELL, CLAY
KATY, San Luis Obispo, Cal.
COWAN, COLEY
Press Box
WSAZ-TV, Huntington, W. Va.
COLLIER, ART
WIOU, Kokomo, Ind.
COLLINS, DAVE
WRFD, Worthington, Ohio
COLLINS, JOE
KGNC-TV, Amarillo, Tex.
COLLINS, JOHN
WBTA, Batavia, N. Y.
COLLINS, SID
WIBC, Indianapolis, Ind.
COMPTON, LEWS
WHEE, Martinsville, Va.
CONKLIN, ROGER
WIOD, Miami, Fla.
CONNELL, BUD
KXLR, No. Little Rock, Ark.
CONNER, NOLAN
KFST, Ft. Stockton, Tex.
COOKE, BOB
WABC-TV
COOLEY, JOHN
A Cool Look at Sports
WGAY, Silver Spring, Md.
COOPER, AL
Sports Digest
WPAM, Pottsville, Pa.
COPP, EARL
WFVA, Fredericksburg, Va.
CORLEY, BILL
WBNS, Columbus, Ohio
CORKUM, GEORGE
WHVH, Henderson, N. C.
CORVO, PHILIP
WKNB-TV, New Britain, Conn.
COSELL, HOWARD W.
Sports Kaleidoscope, World & You, Soundmirror
WABC
COUPPEE, AL
KRNT-TV, Des Moines, Iowa

CRAFT, JACK
KOLS, Pryor, Okla.
CRAIG, BENNIE
KARK, Little Rock, Ark.
CRAIG, BENNY
KATV, Pine Bluff, Ark.
CRAMER, CRIS
WCHV, Charlottesville, Va.
CREAGER, MACK
KRMG, Tulsa, Okla.
CREIGHTON, HARRY
WGN-TV, Chicago, Ill.
CREWS, BILL
KHQA-TV, Hannibal, Mo.
CROSE, ROBERT
WACB, Kittanning, Pa.
CROUCH, PAUL
WVOT, Wilson, N. C.
CRUM, JIMMY
WLWC, Columbus, Ohio
CRUMBLEY, CHARLIE
WLAU, Laurel, Miss.
CULLINANE, JOE
The Locker Room
KWIK, Pocatello, Idaho
CUMMINS, JACK
WTVJ, Miami, Fla.
CUMMINS, RAY
WBMA, Beaufort, N. C.
CUMMINS, TAIT
WMT-TV, Cedar Rapids Iowa
CURTIS, BOB
KCLX, Colfax, Wash.
CURTIS, DICK
WBTO, El Dorado, Kans.
CURTIS, RAY
KPHO, Phoenix, Ariz.
CURRY, RAY
KVON, Napa, Cal.

— D —

DAGG, WILLIAM
WELL, Battle Creek, Mich.
DAHLBERG, JERRY
KROX, Crookston, Minn.
DALE, JACK
KFYO, Lubbock, Tex.
DANIELS, GLENN
KDMS, El Dorado, Ark.
DAVIES, TED
KVEC, San Luis Obispo, Cal.
DAVIS, DICK
WKNX, Saginaw, Mich.
DAVIS, ED
WRBL, Columbus, Ga.
DAVIS, LEN
WGL, Fort Wayne, Ind.
DAVIS, LES
KVTV, Sioux City, Iowa
DAVIS, LES
WNAX, Yankton, S. D.
DAVIS, NORM
WMBR-TV, Jacksonville, Fla.
DAWSON, BUD
WQUA, Moline, Ill.
DECKER, TOM
WVET, Rochester, N. Y.
DE FOREST, ED
KOOL-TV, Phoenix, Ariz.
DELANEY, BUSS
KTBS, Shreveport, La.
DELANEY, BOB
WCTV, Tallahassee, Fla.
DELANO, KEITH
KCKY, Coolidge, Ariz.
DELANY, F. H.
KTBS-TV, Shreveport, La.
DELUCA, PETE
KCRT, Trinidad, Colo.
DENISON, SPENCER
WBRN, Big Rapids, Mich.
DENMAN, BENNY
WGOV, Valdosta, Ga.
DENSFORD, EDDIE
WLRP, New Albany, Ind.
DENTON, BILL
KPQ, Wenatchee, Wash.
DERR, JOHN
CBS
DESILET, LE ROY
KIT, Yakima, Wash.
DEVRIES, SY
WDAR, Savannah, Ga.
DEWITT, DEWEY
WAGM, Presque Isle, Me.
DE WITT, JIM WAITES
KBLO, Hot Springs, Ark.
DIAB, GEORGE
Front Page Sports
WTRF-TV, Wheeling, W. Va.
DIAMOND, BILL
WIKE, Newport, Vt.
DICKENSON, ED
KDON, Salinas, Calif.
DIEHL, BILL
Dealing It Out
WVEC-TV, WLOW, Norfolk, Va.
DILLON, FRED
WCMA, Corinth, Miss.
DILLON, GENE
WCMW, Canton, Ohio
DILLON, LENNY
Today in Sports
WFAS, White Plains, N. Y.
DI NATALE, JOE
KODY, N. Platte, Neb.
DITMER, BOB
WHGR, Houghton Lake, Mich.
DITTERT, ED
KRIC, Beaumont, Tex.
DOCKENEY, EDWARD
WEPM, Martinsburg, W. Va
DODSON, EDWARD
WLAR, Athens, Tenn.
DOLAN, JAMES P.
WDJM, Marquette, Mich.
DONLEY, CHARLES T.
WSTV-TV, Steubenville, Ohio
DONLEY, RED
WSTV, Steubenville, Ohio
DONNELLY, JAMES
WCOJ, Coatesville, Pa.
DONOVAN, DICK
WVDA, Boston, Mass.
DORRELL, J. C.
KMCO, Conroe, Tex.
DOUGLAS, WAYNE
KOCA, Kilgore, Tex.
DOUTHIT, PERRY
KLMS, Lincoln, Neb.
DOVER, BILL
KWTX, Waco, Tex.
DOYLE, DICK
KSDN, Aberdeen, S. D.
DOYLE, ED
WDNE, Elkins, W. Va.
DOYLE, VINCE
WSJV, Elkhart, Ind.
DRAPER, LARRY
WCNH, Quincy, Fla.
DREES, JACK
WBKB, Chicago, Ill.
DRIFTMEIER, RUDY
WGGA, Gainesville, Ga.
DROELLE, GEORGE
WCLI, Corning, N. Y.
DUDLEY, SY
KGST, Fresno, Cal.
DUKEHART, TOMMY
WAAM-TV, Baltimore, Md.
DUFORD, DUKES
KTVI, St. Louis, Mo.
DULL, JAMES
WGBI-TV, Scranton, Pa.
DUNBAR, LEE
WKRT, Cortland, N. Y.
DUNBAR, WALT
Time for Sports
WBET, Brockton, Mass.
DUNCAN, NORMAN
Today in Sports
KFDC-TV, Wichita Falls, Tex.
DWYER, BILL
WBBF, Rochester, N. Y.

— E —

EAKER, W. C.
Sports Whirl
WBLE, Batesville, Miss.
EARLE, BOB
KSO, Des Moines, Iowa
EARLY, BOB
WALK, Patchogue, N. Y.
EASTMAN, JOHN
Five Star Final
WKRG-TV, Mobile, Ala.
EATON, JACK
Football Roundup
WDAK-TV, Columbus, Ga.
EDGAR, GEORGE
KLAN, Renton, Wash.
EDWARDS, BOB
KGKO, Dallas, Tex.
EDWARDS, LARRY
KGGM, Albuquerque, N. Mex.
EDWARDS, TOMMY
WAYX, Waycross, Ga.
EGAN, LEO
WBZ, Boston, Mass.
ELIAS, BOB
Inside Football
KUTV, Salt Lake City, Utah
ELSON, BOB
WBBM-TV, Chicago, Ill.
ELLIOTT, CHARLES
WMGY, Montgomery, Ala
ELLIOTT, DOYCE
KOSA, Odessa, Tex.
ELLIS, EARL
WJON, St. Cloud, Minn.
ELLIS, KEN
WRUM, Rumford, Me.
ELLIS, RICHARD
Sports Spotlight
WJHL-TV, Johnson City, Tenn.
ENGEBRETSON, HAL
Sports Desk
KGYW, Vallejo, Cal.
ENROTH, DICK
WCCO-TV, Minneapolis, Minn.
ERDMAN, WOODY
WENY, Elmira, N. Y.
ERHLICK, GEORGE
WNHC, New Haven, Conn
ERVIN, BILL
KARE, Atchison, Kans.
EUBANKS, GEORGE
WETZ, New Martinsville W. Va.
EVANS, BOB
WKAT, Miami Beach, Fla.
EVANS, JEFF
WTSN-TV, Charleston, S. C.

EVANS, MEL
WGAC, Augusta, Ga.
EVANS, RUSH
KRBC, Abilene, Tex.

— F —

FAHEY, JOHN
Spokane Wrestling
HKQ-TV, Spokane, Wash.
FALCONNIER, L. H.
Hook, Line & Sinker
WTAN, Clearwater, Fla.
FALKENSTIEN, MAX
WREN, Topeka, Kans.
FALLON, FRANK
KWTX, Waco, Tex.
FALLON, FRANK
WMEX, Boston, Mass.
FANTASIA, NICK
WTCS, Fairmont, W. Va.
FARSON, ROBERT
Parade of Sports
WTSA, Brattleboro, Vt.
FARKAS, CHUCK
KBKI, Alice, Tex.
FARRIER, BILL
WIAM, Williamston, N. C.
FARRINGTON, FRANK
Sport Hi-Lites
KFAM, St. Cloud, Minn.
FARRIS, CLINT
WGTM, Wilson, N. C.
FAUCHER, RALPH
WTAQ, La Grange, Ill.
FAY, HAINES
KVOS, Bellingham, Wash.
FELLERS, CHUCK
KBIZ, Ottumwa, Iowa
FENNER, LOWELL
WBLJ, Dalton, Ga.
FERGUSON, JOHN
WBRZ, Baton Rouge, La.
FINCH, HOWARD
WJIM-TV, Lansing, Mich.
FINN, GREG
WORL, Boston, Mass.
FINNEGAN, ROBERT
Sugar Bowl Football Game
WABC
FINNEGAN, TIM
Sportslight
WTVR, Richmond, Va.
FINNERTY, HUGH
KOTV, Tulsa, Okla.
FISER, JACK
KWKH, Shreveport, La.
FISHER, FRANCIS
WHJB, Greensburg, Pa.
FITZGERALD, LARRY
Sports Quiz
KRBC-TV, Abilene, Tex.
FITZPATRICK, WILLARD
WLMJ, Jackson, Ohio
FLEMMING, BILL
Motor City Fights
WWJ TV, Detroit, Mich.
FLORA, EARL
WBNS-TV, Columbus, Ohio
FLYNN, JOHN
WICY, Malone, N. Y.
FORBES, BOB
WTHI, Terre Haute, Ind.
FORD, ART
KSTL, St. Louis, Mo.
FORD, TED
KCOW, Alliance, Neb.
FOSTER, MARTY
WTVT, Petersburg, Fla.
FOUNTAIN, BILL
WKY-TV, Oklahoma City, Okla.
FOUTS, BOB
KOVR-TV, Stockton, Cal.
FOWLE, BOB
WHED, Washington, N. C.
FOX, DICK
Sports Parade
KCHS, Truth or Consequences, N. Mex.
FOX, GARRY
Sports Hi Lites
KDLM, Detroit Lakes, Minn.
FOX, WILLIAM F. JR.
WIBC, Indianapolis, Ind.
FRANKLIN, DAN
WHXY, Bogalusa, La.
FRAZZELL, HUGH
KNCM, Moberly, Mo.
FREEMAN, HARRY
KFSA-TV, Ft. Smith, Ark.
FRENCH, BOB
WVSC, Somerset, Pa.
FRENCH, JACK
KNOX, Grand Forks, N. D.
FRICKE, ROGER
WBIW, Bedford, Ind.
FRINK, BILL
WIMA-TV, Lima, Ohio
FROST, HOWARD
KIBS, Bishop, Cal.
FULTON, ROBERT
KERG, Eugene, Oreg.

— G —

GAGE, FRED
WIBA, Madison, Wis.
GAGE, FRED
WLAM, Lewiston, Me.
GALLAGHER, BOB
WNEB, Worcester, Mass.
GALLUP, STAN
KGFL, Roswell, N. Mex.
GALVIN, DAN
Sportsmike
KSRO, Santa Rosa, Cal.
GALVINN, BILL
WKOX, Framingham, Mass.
GAMMON, JIM
KOKO, Warrensburg, Mo.
GARDNER, BILL
Scoreboard
WWPA, Williamsport, Pa.
GARDNER, REED
WJHP-TV, Jacksonville, Fla.
GARNER, CARLTON
KTCB, Malden, Mo.
GARRIS, LOU
WALA-TV, Mobile, Ala.
GAUMOND, DICK
WPCT, Putnam, Conn.
GELLERS, DON
KCLS, Flagstaff, Ariz.
GENOVESE, JOE J.
WDOR, Sturgeon Bay, Wis.
GENSICHEN, HAL
KTUC, Tucson, Ariz.
GEORGE, JOHN
WDLC, Port Jervis, N. Y.
GEORGE, STEVE
Strictly Sports
KGMS, Sacramento, Cal.
GHELLER, BOB
KXOC, Chico, Cal.
GIBSON, CURT
WDBO, Orlando, Fla.
GIBBONS, JAMES L.
WMAL-TV, Washington, D. C.
GILL, DON
KAYS, Hays, Kans.
GILBERT, DON
KMUS, Muskogee, Okla.
GILLESPIE, EARL
WEMP, Milwaukee, Wis.
GILMORE, DOD
WNOP, Newport, Ky.
GLEESON, ART
Game of the Day
MBS
GLENN, JIMMY
KDRO-TV, Sedalia, Mo.
GLENN, RALPH
WMID, Atlantic City, N. J.
GLICKMAN, MARTY
Sports Extra
WMGM, WABD, N. Y. C., N. Y.
GODDARD, TRES
KATE, Alberta Lea, Minn.
GODECK, BOB
KVEN, Ventura, Cal.
GODFREY, B. L.
WSLM, Salem, Ind.
GODFREY, DICK
WGSV, Guntersville, Ala.
GODFREY, RICHARD
KCBS, San Francisco, Cal.
GODON, DICK
KGA, Spokane, Wash.
GOODE, MAL
WHOD, Pittsburgh, Pa.
GOODING, RALPH
WREW, Eau Claire, Wis.
GOODMAN, JIMMY
KIBL, Beeville, Tex.
GOODRICH, BILL
WSPA, Spartanburg, S. C.
GOLDEN, RAY
KSTN, Stockton, Cal.
GOLIEB, ERNIE
WTVB, Coldwater, Mich.
GOMM, BUCK
WHTN, Huntington, W. Va.
GORDON, MITCH
WWTV, Cadillac, Mich.
GOUGH, GLENN
WMSA, Massena, N. Y.
GOVE, DICK
WLAM, Lewiston, Maine
GOWDY, CURT
WHDH, Boston, Mass.
GRAHAM, WALTER
WRBL, Columbus, Ga.
GRANGER, JERRY
KHOL-TV, Holdrege, Neb.
GRANT, KEN
KNUZ, Houston, Tex.
GRAY, DON
WADE, Wadesboro, N. C.
GRAY, GEORGE
WHOP, Hopkinsville, Ky.
GRAY, HUGH
KRIS, Corpus Christi, Tex.
GRAY, TRAVIS
KCNY, San Marcos, Tex.
GREGG, JACK
WISR, Butler, Pa.
GREHAN, JIM
WLNA, Peekskill, N. Y.
GREEN, JOHNNY
KPHO, Phoenix, Ariz.
GREENBERGER, JOHN
WBOC, Salisbury, Md.
GREUP, ERNIE
WTVD, Durham, N. C.
GRIFFITHS, BILL
WELM, Elmira, N. Y.
GRIMSBY, ROGER
Sports Parade
WEAU-TV, Eau Claire, Wis.
GRISTIL, JACK
WELO, Tupelo, Miss.
GRISWOLD, JACK
WEJL, Scranton, Pa.

GRISWOLD, ROGER
Headlines in Sports
WCAO, Baltimore, Md.
GRIZZARD, HERMAN
WLAC, Nashville, Tenn.
GROSS, DON
KFSB, Joplin, Mo.
GROSSMAN, ROBERT
WINT, Waterloo, Ind.
GRUBB, JACK
WTNC, Thomasville, N. C.
GRUNEWALD, ART
WCPM, Cumberland, Ky.
GUERRA, EUGENIO
WAPA, San Juan, Puerto Rico
GUINAN, JACK
WARM, Scranton, Pa.
GUNTHER, COULBY
WGBB, Freeport, L. I., N. Y.
GUOKAS, MATT
WPEN, Philadelphia, Pa.
GURNY, MICKEY
WKTV, Utica, N. Y.
GUTHRIE, GEORGE
WWWF, Fayette, Ala.

— H —

HALE, BOB
KFXJ-TV, Grand Junction, Colo.
HALE, BILL
WBEJ, Elizabethton, Tenn.
HALL, CHUCK
KLAS-TV, Las Vegas, Nev.
HALL, HALSEY
Time Out for Sports
WCCO, Minneapolis-St. Paul, Minn.
HALYARD, O. C.
WEKY, Richmond, Ky.
HAMILTON, KEN
WEBQ, Harrisburg, Ill.
HAMLIN, TOM
WMAN, Mansfield, Ohio
HANAN, MARC
KXO, El Centro, Cal.
HANDLAN, JOE M.
WCOM, Parkersburg, W. Va.
HANEMAN, RALPH
WCRE, Cheraw, S. C.
HANEY, BOB
WSFC, Somerset, Ky.
HANLON, JOHN
KFGT, Fremont, Neb.
HANLON, JOHN
WEAN, Providence, R. I.
HANNA, BOB
KWBW, Hutchison, Kans.
HANNA, HENRY BUD
Coach's Corner
KHSL-TV, Chico, Cal.
HANNAHER, TOM
KVOX, Moorhead, Minn.
HANSEN, BILL
KCOL, Fort Collins, Colo.
HANSON, ED
WFHR, Wisconsin Rapids, Wis.
HANSON, HARLEY
KOTA-TV, Rapid City, S. D.
HANSSON, PETE
KBOL, Boulder, Colo.
HARBISON, SHELBY T.
WTAX, Springfield, Ill.
HARDAWAY, JOHN
KSEI, Pocatello, Idaho
HARGREAVES, LYNN
WMGY, Montgomery, Ala.
HARMON, JOHN
WGIG, Brunswick, Ga.
HARMON, PAT
WCPO-TV, Cincinnati, Ohio
HARMON, TOM
KNXT, Los Angeles, Cal.
HARRELL, BILL
KVOP, Plainview, Tex.
HARRIS, SONNY
WOOF, Dothan, Ala.
HARRISON, JOHN
KTSA, San Antonio, Tex.
HART, HAL
WOC, Davenport, Iowa
HASSE, WARREN
WPDN, Pampa, Tex.
HAWKINS, VERN
KWTO, Springfield, Mo.
HAYES, GALE
High School Spotlight
KENS-TV, San Antonio, Tex.
HAYNES, JERRY
WFAA-TV, Dallas, Tex.
HAZELWOOD, AL
KOMA, Oklahoma City, Okla.
HEALY, CHUCK
WBEN-TV, Buffalo, N. Y.
HEALY, DAN
WBRK, Pittsfield, Mass.
HEARN, CHICK
WEEK-TV, Peoria, Ill.
HEDRICK, TOM
KLWN, Lawrence, Kans.
HEILBRONER, LEW
WCPS, Tarboro, N. C.
HELLUM, LYMAN
WJTV, Jackson, Miss.
HEMPHILL, CLIFF
KVDO-TV, Corpus Christi, Tex.
HENDRICKSON, JACK
WCOR, Lebanon, Tenn.
HENRIKSON, LES
WAGA, Atlanta, Ga.
HENRY, JOHN
KOA, Denver, Colo.
HENDRYX, GENE
KVLF, Alpine, Tex.

HERMANN, CLEVE
B. Mar. 16, Peoria, Ill. Cleve Hermann Sports, 11th Hour News, Director of Sports, KRCA

HEWITT, WARREN
Sports Headlines
WICS, Springfield, Ill.
HIBDON, MILT
KBOX, Modesto, Cal.
HICKS, DAN
WCSS, Amsterdam, N. Y.
HICKERSON, EARL
WTVP, Decatur, Ill.
HICKEY, BILL
Ivy League Football, Sportcasts
WCBS-TV, N. Y. C.
HICKMAN, HERMAN
WCBS, N. Y. C.
HIGGINS, LARRY
Let's Go Fishing
WIRK-TV, West Palm Beach, Fla.
HILL, BILL
KGDM, Stockton, Cal.
HILL, DAVE
KIUP, Durango, Colo.
HILL, JOE
WNTM, Vero Beach, Fla.
HILL, JOE
WTVN, Columbus, Ohio
HILL, ROBERT
Parade of Sports
WANE, Ft. Wayne, Ind.
HILLIS, IVY
WSMT, Sparata, Tenn.
HINNERS, ROBERT
WLEC, Sandusky, Ohio
HOBAUGH, PAUL R.
WISR, Butler, Pa.
HOBELMAN, DON
KLPW, Union, Mo.
HOBGOOD, WALLACE
WTLS, Tallahassee, Ala.
HOCKSTAD, JERRY
WHRV, Ann Arbor, Mich.
HOENES, GENE
KHQA-TV, Hannibal, Mo.
HOFFMAN, RALPH W.
WULA, Eufaula, Ala.
HOGAN, BILL
WLBG, Laurens, S. C.
HOLECKO, ANDY
WICA, Ashtabula, Ohio
HOOKER, KEN
KSET, El Paso, Tex.
HOONAN, BOB
KXRO, Aberdeen, Wash.
HOOPER, JACK
Report on Sports
WHGB, Harrisburg, Pa.
HOOVER, DON
KWBB, Wichita, Kans.
HOPKINS, DON
WATN, Watertown, N. Y.
HOPNER, FRED
KXRO, Aberdeen, Wash.
HOPPE, HENRY
WUSN-TV, Charleston, S. C.
HORNER, JACK
KEYD-TV, Minneapolis, Minn.
HOUCK, JOHN
WSSO, Starkville, Miss.
HOUTCHENS, WADE
The Sportsman
KIRX, Kirksville, Mo.
HOWARD, BOB
WVKO, Columbus, Ohio
HOWARD, BILL
WDVA, Danville, Va.
HOWARD, PETE
KXXX, Colby, Kans.
HOWELL, DIXIE
KABC, Hollywood, Cal.
HOYT, WAITE
WSAI, Cincinnati, Ohio
HUDDLESTON, DEE
WIEL, Elizabethtown, Ky.
HUNDLEY, ED
KTTN, Trenton, Mo.
HUNTER, DAN
Sports in Action
WFDF, Flint, Mich.
HUNTINGTON, CLAY
KTAC, Tacoma, Wash.
HURST, JACK
WNXT, Portsmouth, Ohio
HYDE, WARREN
WJBB, Haleyville, Ala.

— I —

INGALLS, WALLIE
KGRH, Fayetteville, Ark.
ISON, S. W.
WORZ, Orlando, Fla.

— J —

JACKSON, KEITH
KOMO-TV, Seattle, Wash.

JACKSON, WAYNE
WMFD-TV, Wilmington, N. C.
JAFFE, SYD
WNHC-TV, New Haven, Conn.
JAMES, BOB
WPIT, Pittsburgh, Pa.
JAMES, TONY
WFCB, Dunkirk, N. Y.
JAMES, WES
KMHL, Marshall, Minn.
JEFFERSON, WALTER
KTBC, Austin, Tex.
JENKENS, BILL
WLIB, N. Y., N. Y.
JENKINS, BOB
KGFW, Kearney, Neb.
JENNINGS, BOB
WWSC, Glen Falls, N. Y.
JOE, DON
KMA, Shenandoah, Iowa
JOHNSON, BRYAN
KAPA, Ramond, Wash.
JOHNSON, ED
WHAV, Haverhill, Mass.
JOHNSON, JAMES
WTAW, College Station, Tex.
JOHNSON, ROBERT
KCAP, Helena, Mont.
JOHNSON, ROBERT
KIHR, Hood River, Ore.
JOHNSON, ROLLIE
WCCO-TV, Minneapolis, Minn.
JOHNSON, WARREN
WPFB, Middletown, Ohio
JOHNSON, WARREN
WTSP, St. Petersburg, Fla.
JOHNSTON, KEN
WCOG, Greensboro, N. C.
JONES, BILL TEX
KARD-TV, Wichita, Kans.
JONES, EARLE D.
WFTM, Maysville, Ky.
JONES, GORDON
WCMB, Harrisburg, Pa.
JONES, JIM
KBAM, Longview, Wash.
JONES, PAUL
WNAU, New Albany, Miss.
JONES, TED
WHLM, Bloomsburg, Pa.
JOSEPH, AL
WAIM, Anderson, S. C.
JOYNER, JACK
WTSK, Knoxville, Tenn.

— K —

KABER, RUSS
Sports Parade
KOVC, Valley City, N. D.
KAISER, RON
KBTM, Jonesboro, Ark.
KALLEY, ED
WAVE, Louisville, Ky.
KANE, BOB
WRCO, Richmond Center, Wis.
KANN, MEL
WMIE, Miami, Fla.
KAUFMAN, SAM
WOL, Washington, D. C.
KAYE, DENNIS
WSBA, Yorke, Pa.
KAZMAIER, DICK
WBOF, Virginia Beach, Va.
KEARNS, CHARLIE
WKTY, La Cross, Wis.
KEATING, BILL
WHYN, Springfield, Mass.
KEELING, JOHN
Sports Book
WTRR, Sanford, Fla.
KEENE, BILL
KUOD, Denver, Colo.
KEHL, BILL
WING, Dayton, Ohio
KEIM, ED
KSIG, Crowley, La.
KELLEY, BOB
KMPC, Los Angeles, Cal.
KELLEY, BOB
WILM, Wilmington, Del.
KELLY, GENE
WPTZ, Philadelphia, Pa.
KELLY, JACK
WGST, Atlanta, Ga.
KELLY, TOM
WMBD, Peoria, Ill.
KEMPER, WARREN
KLOG, Kelso, Wash.
KENNEDY, ED
WKRC, Cincinnati, Ohio
KENNEDY, ED
WWLP, Springfield, Mass.
KEYS, BILL
KSVP, Artesia, N. Mex.
KEYS, RICHARD
WSTV-TV, Steubenville, Ohio
KILBURN, LARRY
KFBI, Wichita, Kans.
KIMBLE, WES
WGVA, Geneva, N. Y.
KING, BILL
KOLN-TV, Lincoln, Neb.
KING, DUB
Sports Review
KCEN-TV, Temple-Waco, Tex.
KIRKPATRICK, DON
WCRT, Birmingham, Ala.
KIRWIN, DENNIS
KITO, San Bernardino, Cal.
KLEIN, DON
Pacific Coast Conf. Football
KOVR-TV, Stockton, Cal.
KLEMP, LLOYD
KUBA, Yuba City, Cal.
KLINGENSMITH, FRITZ
WKPA, New Kensington, Pa.
KNAPP, BOB
WXEX-TV, Petersburg, Va.
KNIGHT, DELOS
WIKC, Bogalusa, La.
KNISELY, DALE
WTTB, Vero Beach, Fla.
KNOX, TOM
WCIN, Cincinnati, Ohio
KRAHLING, ED
WFAH, Alliance, Ohio
KRAMER, GUS
WKNY-TV, Kingston, N. Y.
KRAUS, WILLIAM
KOOS, Coos Bay, Oreg.
KOESTER, TONY
KFBK, Sacramento, Cal.
KORZELIUS, GENE
WBNY, Buffalo, N. Y.
KOSCHMANN, MARTY
KXLY, Spokane, Wash.
KUTAN, DICK
WBUT, Butler, Pa.

— L —

LAHM, BILL
WKLJ, Sparta, Wis.
LAFLIN, JACK
WESB, Bradford, Pa.
LA FRANCHISE, CHARLES
KLOR, Portland, Oreg.
LAMB, JOE
WCNC, Elizabeth City, N. C.
LAMKIN, NORMAN
WVLN, Olney, Ill.
LANDAU, DANNY
WSRS, Cleveland, Ohio
LANE, ART
WPKO, Waverly, Ohio
LANE, ART
WLBR, Lebanon, Pa.
LANE, VAN
WDOK, Cleveland, Ohio
LANG, RAY
KXRA, Alexandria, Minn.
LANHAM, BUD
KRES, St. Joseph, Mo.
LAUX, FRANCES
KXOX, St. Louis, Mo.
LAUX, FRANCE
WEW, St. Louis, Mo.
LAWRENCE, JIMMY
KOVO, Provo, Utah
LAWRENCE, JOHNNY
WOKO, Albany, N. Y.
LAWRENCE, TOM
Sports Parade
WSIC, Statesville, N. C.
LAWS, BILL
KLX, Oakland, Cal.
LAYER, BRUCE
KPRC, Houston, Tex.
LEA, ROD
WLVA, Lynchburg, Va.
LEAMING, JIM
Sports Shots
WIP, Philadelphia, Pa.

LE BOW, GUY
CBS, NBC
LEE, BARNEY
WJLB, Detroit, Mich.
LEE, FRANK
WMMN, Fairmont, W. Va.
LEE JACK
KBNZ, Le Junta, Col.
LEE, ZEB
WKSY, Asheville, N. C.
LEFEVRE, BILL
WFBR, Baltimore, Md.
LEIGHTON, AL
KLIZ, Brainerd, Minn.
LENTZ, ART
WMTV, Madison, Wis.
LEONARD, ED
WICH, Norwich, Conn.
LEUSCHEL, JACK
WCHO, Washington, Ohio
LEWIS, BARNEY
WLDS, Jacksonville, Ill.
LEWIS, DAVE
Sports Eye View
KEEP, Twin Falls, Idaho
LIEGEOIS, BILL
WMBV-TV, WMAM, Marinette, Wis.
LIESER, GIL
KJUN, Redmond, Oreg.
LISTER, WILLIAM
WTTN, Watertown, Wis.
LITTLE, WALT
KAFY, Bakersfield, Cal.
LLOYD, BOB
WHBY, Appleton, Wis.
LLOYD, LEON
WLFA, Lafayette, Ga.
LLOYD, LONDON
WNRI, Woonsocket, R. I.
LOHMEIER, WILLIAM
WHBF, Rock Island, Ill.
LOMAX, STAN
WOR, N. Y. C., N. Y.
LOUDY, DEAN W.
WNNT, Warsaw, Va.

LOVE, DAN
KTBC-TV, Austin, Tex.
LOWE, WALT
KBOI, Boise, Idaho
LOZANO, GUILLERMO
KCOR, San Antonio, Tex.
LUNDQUIST, JIM
KDHL, Fairbault, Minn.
LUNQUIST, BOB
WICU-TV Erie, Pa.
LUNT, TOM JR.
WRNY, Rochester, N. Y.
LYLE, GEORGE
WJMJ, Philadelphia, Pa.
LYLES, OBY
WHSC, Hartsville, S. C.
LYNN, CORKY
WFIG, Sumter, S. C.
LYNCH, BUDD
WWJ-TV, Detroit, Mich.
LYNCH, JOE
WNOG, Naples, Fla.
LYONS, JOHN
WBEC, Pittsfield, Mass.

— Mc —

McALEECE, GERALD
KDTH, Dubuque, Iowa
McALLISTER, DON
WDBO-TV, Orlando, Fla.
McALLISTER, GRADY
WKKO, Cocoa, Fla.
McALLISTER, ROY
WJRD, Tuscaloosa, Cal.
McARTHUR, DOUG
KTAC, Tacoma, Wash.
McBOYLE, JOHN
KORT, Grangeville, Idaho
McCANN, BOB
KBMY, Billings, Mont.
McCARTHY, JIM
On the Sports Scene
WBRE, Wilkes-Barre, Pa.
McCLARTY, ED
KMOD, Modesto, Cal.
McCONAGHY, REED
Sports Desk
WEAT-TV, W. Palm Beach, Fla.
McCOY, JACK
Speaking of Sports
WHLN, Harland, Ky.
McCURRY, BILL
Sports Review
KVBC, Farmington, N. Mex.
McCUTCHEON, DON M.
KIHR, Hood River, Ore.
McDONALD, AL
WMTM, Moultrie, Ga.
McDONALD, RON
KWIE, Kennewick, Wash.
McDOW, WALLY
WETU, Wetumpka, Ala.
McKENANEY, JAMES
WPAW, Pawtucket, R. I.
McFARLANE, BRIAN
WRGB, Schenectady, N. Y.
McGRATH, NED
Sports Review
WJOC, Jamestown, N. Y.
McINTYRE, JIM
WLAP, Lexington, Ky.
McKAY, JIM
WCBS-TV, N. Y. C., N. Y.
McKELFRESH, AL
WJBC, Bloomington, Ill.
McKELLAR, DON
WJBC, Bloomington, Ill.
McKEOWN, GEORGE
WEKZ, Monroe, Wis.
McKINLEY, LARRY
WMRY, New Orleans, La.
McLACHLAN, DELL
WSON, Henderson, Ky.
McLEAN, JACK
WJPS, Evansville, Ind.
McMURRY, BRYAN
WMEV, Marion, Va.
McNEILL, ALEX
WNCA, Siler City, N. C.
McINTYRE, MAL
KCCC, Sacramento, Cal.
McVAY, BOB
KYOS, Merced, Cal.
McWHORTER, DON
WBLK, Clarksburg, W. Va.

— M —

MacARTHUR, DOUG
KTAC, Tacoma, Wash.
MacDONALD, JOHN
WHEC, Rochester, N. Y.
MACK, BOB
WTSV, Claremont, N. H.
MacLEAN, JOHN
Game of the Day
MBS
MacLEOD, TOM
KYJC, Medford, Ore.
MacNEILL, DAVID S.
WCRB, Boston, Mass.
MacWILLIAMS, DON
Sports Journal
WCSH-TV, Portland, Me.
MADDEN, JEAN
KOMU-TV, Columbia, Mo.
MAHAR, DICK
KSUM, Fairmont, Minn.
MALMBERG, RAY
KJFJ, Webster City, Iowa
MALONE, BILL
WMAL, Washington, D. C.
MANGOLD, FRANK
KWPC, Muscatine, Iowa
MANN, CARL
KPRC, Houston, Tex.
MANN, SEL
WCNC, Elizabeth City, N. C.
MANNING, JOE
WBNY, Buffalo, N. Y.
MANNING, TOM
WTAM, WNBK, Cleveland, Ohio
MANSFIELD, BOB
WKIC, Hazard, Ky.
MAPES, BILL
WOWL, Florence, Ala.
MARCHAND, ALEX
KALB, Alexandria, La.
MARGET, MANNY
KVOX, Moorhead, Minn.
MARIN, HERIBERTO
WAPA-TV, San Juan, Puerto Rico
MARR, GEORGE
Sports Spot
WISN-TV, Milwaukee, Wis.
MARSHALL, BILL
KCRC, Enid, Okla.
MARTIN, CHRIS
WPAQ, Mt. Airy, N. C.
MARTIN, DICK
WCMI, Ashland, Ky.
MARTIN, JAMES
WJCM, Sebring, Fla.
MARTIN, JOHN
WAGA, Atlanta, Ga.
MARTIN, MURPHY
KTRE-TV, Lufkin, Tex.
MARX, ELZER
WITY, Danville, Ill.
MASON, AL
KVOU, Uvalde, Tex.
MASON, FRANK
WSLB, Ogdensburg, N. Y.
MASON, JOE
WLEE, Richmond, Va.
MASTERS, JOHN
WDOV, Dover, Del.
MAXWELL, JOCKO
WNJR, Newark, N. J.
MAYNARD, BILL
KTTS-TV, Springfield, Mo.
MAZER, BILL
WGR-TV, Buffalo, N. Y.
MEDLEY, WARREN G.
WDKN, Dickson, Tenn.
MEEKINS, CLAIR
WFIN, Findlay, Ohio
MEHKRMAN, BOB
WTAO, New Bedford, Mass.
MELIA, KAYE
KAYS, Hays, Kans.
MERCER, BILL
KRLD-TV, Dallas, Tex.
MERCHANT, STAN
WJAG, Norfolk, Neb.
MERKER, GEORGE
WRMN, Elgin, Ill.
MERL, BOB
KLUK, Evanston, Wyo.
MENDEL, HOWARD
WWCO, Waterbury, Conn.
MNEKE, ED
WTOB-TV, Winston-Salem, N. C.
MESSER, FRANK
World of Sports
WRNL, Richmond, Va.
METZIG, BILL
KLLL, Lubbock, Tex.
METZLER, ART
WATE-TV, Knoxville, Tenn.
MICHAEL, RAY
WRC-TV, Washington, D. C.
MILBURN, BOB
KGKL, San Angelo, Tex.
MILER, PHIL
WKEI, Kewanee, Ill.
MILLER, BOB
KEYZ, Williston, N. D.
MILLER, BRUCE
WDWS, Champaign, Ill.
MILLER, ERNEST
KANV, Shreveport, La.
MILLER, GEORGE
WPTR, Albany, N. Y.
MILLER, GORDON
WHMP, Northampton, Mass.
MILLER, ROBERT H.
KSCO, Santa Cruz, Cal.
MILLER, STRETCH
WIRL, Peoria, Ill.
MILLER, TOM
KWCO, Chickasha, Okla.
MITCHELL, BO
WBSR, Pensacola, Fla.
MITCHELL, FROSTY
KWWL-TV, Waterloo, Iowa
MITCHELL, JIM
KVOE, Emporia, Kans.
MITCHELL, WALTER
WADE, Wadesboro, N. C.
MOHATT, SKIP
KROG, Sonora, Cal.
MOLEN, SAM
KMBC-TV, Kansas City, Mo.
MONROE, BOB
KCHA, Charles City, Iowa
MOONEY, JESS
WTOC, Savannah, Ga.
MOORE, MONTE
KSWO, Lawton, Okla.
MOORE, TED
Sports Page
WFRV-TV, Green Bay, Wis.

MOORE, W. W.
WHED, Washington, N. C.
MOOREHEAD, TOM
WFIL, Philadelphia, Pa.
MORAN, GUSSIE
WMGM, N. Y. C., N. Y.
MOREHOUSE, GENE
WWNR, Beckley, W. Va.
MORISOLI, MIKE
KSBW-TV, Salinas, Cal.
MORRIS, BOB
KRVN, Lexington, Neb.
MORTON, CONNIE
WRHI, Rock Hill, S. C.
MORTON, LEN
KSWO-TV, Lawton, Okla.
MORTON, LOU
WWOK, Charlotte, N. C.
MOSELEY, LIN
WISP, Kingston, N. C.
MOSHER, CLURE
WITV, Ft. Lauderdale, Fla.
MOSTELLER, JERRY
WQOK, Greenville, S. C.
MOWRY, LEE
WRGA, Rome, Ga.
MOYER, CHUCK
Time Out For Sports
WEDO, McKeesport, Pa.
MUELLER, VERN
KPOJ, Portland, Ore.
MULHERN, PAT
WBBQ, Augusta, Ga.
MULLIGAN, DICK
KVIC, Victoria, Tex.
MUNLEY, JACK
KFH, Wichita, Kans.
MUNSON, LARRY
WSIX, Nashville, Tenn.
MURDOCK, HOWARD
WIMS, Michigan City, Ind.
MURPHY, BOB
WHDH, Boston, Mass.
MURRY, J. L.
WXOK, Baton Rouge, La.
MUZZY, JIM
WHBC, Canton, Ohio

— N —

NAIMO, JACK
WJOB, Hammond, Ind.
NAVGLE, DAVE
KFJZ-TV, Ft. Worth, Tex.
NEAL, BOB
Game of the Day, World of Sports
MBS
NEAL, BOB
WERE, Cleveland, Ohio
NELSON, A. W.
WFRC, Reidsville, N. C.
NEWMAN, JACK
WIBA, Madison, Wis.
NICHOLLS, WARD
KFDR, Grand Coulee, Wash.
NICHOLSON, RICHARD
KBOX, Modesto, Cal.
NILES, CHUCK
WIRK-TV, West Palm Beach, Fla.
NOE, BOB
WBEL, Rockford, Ill.
NORWIG, GEORGE
WCSC, Charleston, S. C.

— O —

OBIE, DON
KRIB, Mason City, Iowa
O'BREIN, JOHN
KDUB, Lubbock, Tex.
OCHMANSKI, LOUIS
WFAU, Augusta, Me.
O'DELL, VIRGIL
WNEM-TV, Bay City, Mich.
ODLE, DENNIS B.
Sportscast
KTTR, Rolla, Mo.
O'DONNELL, BILL
WSYR, Syracuse, N. Y.
O'DONNELL, ODIE
WJEH, Gallipolis, Ohio
O'HALLORAN, HAL
KVOO, Tulsa, Okla.
OLES, PAUL
WCDL, Carbondale, Pa.
OLIVER, JAY
KNUZ, Houston, Tex.
OLIVER, WALLY
WLEA, Hornell, N. Y.
OLSON, LEE
WSWW, Platteville, Wis.
O'MARA, BILL
KING TV, Seattle, Wash.
O'MALLEY, CHICK
WACE, Springfield, Mass.
O'NEILL, JOHN
WMFR, High Point, N. C.
O'QUINN, FARNELL
WHAB, Baxley, Ga.
ORNEST, STAN
WGBS, Miami, Fla.
ORTIZ, AL JR.
KTRC, Santa Fe, N. Mex.
OSBORN, GENE
KOAT-TV, Albuquerque, N. Mex.
OSBORNE, D. A.
WWGS, Tifton, Ga.
OSBORNE, DEANE
WTOD, Toledo, Ohio
OVINGTON, RAY
WNDB, Daytona Beach, Fla.
OWENS, JIM
KTIB, Thibodaux, La.
OWENS, MOREY
WROK, Rockford, Ill.

— P —

PALMER, BUD
Sports From Madison Square Garden, WPIX; U. S. Open Golf Tournament, NBC; Holiday Festival, NBC-TV; Sports Final, WRCA-TV; Sports Color Telecast, CBS; Information Please, CBS
PALMER, JIM
KSIM, Sikeston, Mo.
PARKER, JOHN
KERO-TV, Bakersfield, Cal.
PARKER, LARRY
KFFA, Helena, Ark.
PARKER, VIRG
KORE, Eugene, Ore.
PARKHURST, BOB
KOAM, Pittsburg, Kans.
PARKS, DARYL
WKRC-TV, Cincinnati, Ohio
PARSONS, MARSHALL
WQAM, Miami, Fla.
PARTAIN, JAMES
WORD, Spartanburg, S. C.
PARTON, RED
WOLF, Syracuse, N. Y.
PASSE, LOEL
KTHT, Houston, Tex.
PATE, JOE H.
KNED, McAlester, Okla.
PAUL, LE ROY
WSFA-TV, Montgomery, Ala.
PAYNE, JACK
WOW, Omaha, Neb.
PAYNE, MAURAY E.
KSUB, Cedar City, Utah
PECK, CLAIR
KGAL, Lebanon, Oreg.
PELLOW, DAVE
WEOA, Evansville, Ind.
PERRIE, DON
WBRZ, Baton Rouge, La.
PERRY, DICK
Sports Roundup
WFAI, Fayetteville, N. C.
PETERSON, BOB
KOSA, Odessa, Tex.
PETERSON, PHIL
WFNS, Burlington, N. C.
PETIT, WILLIAM
WIDE, Biddeford, Me.
PETTETT, GEORGE
WTRP, La Grange, Ga.
PETTI, RALPH
KWBY, Colorado Springs, Colo.
PETTY, NORMAN
Colby, Kans.
PFEFFER, GEORGE
KORT, Grangeville, Idaho
PHEIFFER, AL
WARM-TV, Scranton, Pa.
PHEIFFER, BILL
Sports Today
WPFH, Wilmington, Del.
PHELAN, JOHN
KTSM-TV, El Paso, Tex.
PICKET, BILL
KGPH, Flagstaff, Ariz.
PIERCE, HARRY
KLRA, Little Rock, Ark.
PIERRO, LOU
WHUC, Hudson, N. Y.
PIKE, DICK
WNOP, Newport, Ky.
PINION, CLOVIS
KSST, Sulphur Springs, Tex.
PLATT, BILL
WBBZ, Ponca City, Okla.
PLOC, RUDY
KWOW, Madison, Wis.
POPE, BILL
WABY, Albany, N. Y.
PORTER, RICHARD
KRAI, Craig, Colo.
PORTON, BOB
KRSN, Los Alamos, N. Mex.
POWELL, JOHN
WPRS, Paris, Ill.
POWERS, JIMMY
WRCA, N. Y. C., N. Y.
POWERS, TED
WDEV, Waterbury, Vt.
PRATT, BUD
KSIS, Sedalia, Mo.
PRESTON, H. A.
KJAN, Atlantic, Iowa
PREVITTI, BILL
KDEF, Albuquerque, N. Mex.
PRIDDY, JOHN
KECK, Odessa, Tex.
PRIEST, DON
WSPB, Sarasota, Fla.
PRIMM, ART
KIRO, Seattle, Wash.
PRYOR, BILL
WNBF-TV, Binghamton, N. Y.
PYLE, JACK
WPTZ, Philadelphia, Pa.

— Q —

QUIGLEY, DON D.
KWEI, Weiser, Idaho
QUIGLEY, ERNIE
KLWN, Lawrence, Kans.
QUIMBY, LEE
WWSC, Glen Falls, N. Y.

— R —

RAFFENSBERGER, DON
WMRF, Lewistown, Pa.
RAHAIM, FRED
WJAX, Jacksonville, Fla.
RAHRER, EARL
WLAK, Lakeland, Fla.
RAINES, DOUG
KFDA, Amarillo, Tex.
RAINES, LEE
WHIN, Gallatin, Tenn.
RAMPTON, CLARE
KWWL-TV, Waterloo, Iowa
RANGER, JAMES H.
KCOY, Santa Maria, Calif.
RANYAN, ARMIN
WLIP, Kenosha, Wis.
RAPOZA, NORMAN
WNBH, New Bedford, Mass.
RASH, LESTER R.
WKAM, Goshen, Ind.
RAUER, MAX
KWDM, Des Moines, Iowa
RAWLINSON, CHARLES
WSAV, Savannah, Ga.
RAYMOND, STAN
WQXI, Atlanta, Ga.
READ, RAY
WMTM, Moultrie, Ga.
REDDY, JOHN
WOKY, Milwaukee, Wis.
REED, DON
KEYS, Corpus Christi, Tex.
REEVE, RAY
Sports Parade
WRAL, Raleigh, N. C.
REEVES, MARTY
WKY-TV, Oklahoma City, Okla.
REICHBLUM, CHUCK
Sports Daily Double
WJAS, Pittsburgh, Pa.
REID, DICK
WCOV-TV, Montgomery, Ala.
REID, JIM
WPTF, Raleigh, N. C.
REIHSON, BOB
WEAW, Evanston, Ill.
REITH, HARRY
WKST, New Castle, Pa.
RENFROW, CHARLES
WHKP, Hendersonville, N. C.
REYNOLDS, BOB
WJR, Detroit, Mich.
REYNOLDS, DON
KVLH, Pauls Valley, Okla.
RHODES, BOB
WFBM-TV, Indianapolis, Ind.
RHODES, LARRY
WPIN, St. Petersburg, Fla.
RHODY, RONNIE
WFKY, Frankfort, Ky.
RICE, BRUCE
Sportscope
KWFT, Wichita Falls, Tex.
RICH, AL
WLOH, Princeton, W. Va.
RICHARDS, RON
KGVO, Missoula, Mont.
RICHARDSON, BOB
KEYJ, Jamestown, N. D.
RICHARDSON, LYLE
KBON, Omaha, Neb.
RICHARDSON, WALT
KOSY, Texarkana, Ark.
RICHMOND, DICK
KLIF, Dallas, Tex.
RICHMOND, HYLE
WXRA, Buffalo, N. Y.
RIDGWAY, CHARLIE
WBHB, Fitzgerald, Ga.
RIFENBURG, DICK
WBEN-TV, Buffalo, N. Y.
RITZERT, ROBERT
WNAB, Bridgeport, Conn.
ROACH, JACK
WKBZ, Muskegon, Mich.
ROBERTS, DON
Warm-Up Time
WCOU, Lewiston, Me.
ROBERTS, G. F.
KBIM, Roswell, N. Mex.
ROBERTS, KENNETH
KLMR, Lamar, Colo.
ROBERTSON, BOB
WNDU-TV, South Bend, Ind.
ROBINSON, JERRY
KELA, Centralia Chehalis, Wash.
ROBINSON, MAX
WJTN, Jamestown, N. Y.
ROBINSON, SOL
WLAD, Danbury, Conn.
ROBSON, CLYDE
WEMR, Emporium, Pa.
RODREICK, JACK
KFKA, Greeley, Colo.
RODIMON, BILL
WJAM, Marion, Ala.
ROGERS, DAVE
WJMX, Florence, S. C.
ROLLINS, TOM
KVKM, Monahans, Tex.
ROMINE, ROD
KCJB, Minot, N. D.
ROPER, KEITH
WABJ, Adrian, Mich.
ROSELLE, JIM
WJTN, Jamestown, N. Y.
ROTZ, SID
WDZ, Decatur, Ill.
ROUTH, BILL
WNOK, Columbia, S. C.
ROWLANDSON, HUGH
WTVL, Waterville, Me.
ROY, TOM
WKLA, Ludington, Mich.
ROYSE, HANK
WKAY, Glasgow, Ky.
RUSH, RED
KFXM, San Bernardino, Cal.
RUSSELL, EARLE
KSJO, San Jose, Cal.
RUST, ARTHUR
WWRL, N. Y. C., N. Y.
RUST, BILL
KGVL, Greenville, Tex.
RYAN, KEITH
KLOU, Lake Charles, La.
RYTLEDGE, GEORGE
WHMA, Anniston, Ala.

— S —

SAIDT, BUS
WBUD, Trenton, N. J.
SALDER, JOHN
WHAP, Hopewell, Va.
SALTER, ELMER G.
WAUD, Auburn, Ala.
SALTZMANN, JIM
WKRZ, Oil City, Pa.
SAMP, PHIL
WGEZ, Beloit, Wis.
SAMS, NOLY JR.
WQSN, Charleston, S. C.
SANDLER, JACK
KOWH, Omaha, Neb.
SANDS, GEORGE
WMAS, Springfield, Mass.
SAVAGE, BOB
WMAZ, Macon, Ga.
SAVANGE, GUY
KXYZ, Houston, Tex.
SAVLINE, FRANK
WIMS, Michigan City, Ind.
SCHENKEL, CHRIS
WABD, N. Y. C., N. Y.
SCHOENDIENST, TOM
Sports Desk
WCIA, Champaign, Ill.
SCHWARTZ, GERALD
WAHR, Miami Beach, Fla.
SCOTT, DAVID
WKNB-TV, New Britain, Conn.
SCOTT, HAROLD
WJAC-TV, Johnstown, Pa.
SCOTT, MARK
KCOP, Hollywood, Cal.
SCOTT, PAUL
WFKY, Frankfort, Ky.
SCOTT, PENN
WTLS, Tallassee, Ala.
SCOTT, RAY
KDKA-TV, Pittsburgh, Pa.
SCOTT, SAM
WCAM, Camden, N. J.
SCOTT, STAN
WAKU, Latrobe, Pa.
SEARS, CHARLIE
WCNX, Middletown, Conn.
SEAVEY, CECIL
KKTV, Colorado Springs, Col.
SEBASTIAN, BILL
KLTZ, Glasgow, Mont.
SENYCZKO, EDWARD
Sports Parade
WTTH, Port Huron, Mich.
SEXTON, CARROLL
WCRS, Greenwood, S. C.
SHACKLEFORD, ROSS
WGAU, Athens, Ga.
SHAFFER, MAX
WDAM-TV, Danville, Ill.
SHANLEY, GIB
Sports Slants
WPON, Pontiac, Mich.
SHARPE, JACK
WEBR, Buffalo, N. Y.
SHEPHERD, CHARLIE
WWNC, Asheville, N. C.
SHEPPARD, CHARLES
KPUG, Bellingham, Wash.
SHERMAN, BARRY
WBRE-TV, Wilkes Barre, Pa.
SHERMAN, BARRY
WSCR, Scranton, Pa.
SHERMAN, BUD
WBAP, Fort Worth, Tex.
SHERMAN, DICK
WISC, Madison, Wis.
SHERMAN, GENE
KMNS, Sioux City, Iowa
SHILYOCK, DICK
KASL, New Castle, Wyo.
SHIVELY, DICK
WSM, Nashville, Tenn.
SHIVER, JACK
WMGA, Moultrie, Ga.
SHOOP, RON
WOI-TV, Ames, Iowa

SHUDT, ROY
WTRY, Troy, N. Y.
SHUMAN, HOWARD
KYAK, Yakima, Wash.
SIEGL, JIM
WHBL, Sheboygan, Wis.
SIMMONS, LON
KMJ, Fresno, Cal.
SIMONTON, RED
KYUM, Yuma, Ariz.
SIMPSON, JIM
WRC, Washington, D. C.
SIMPSON, JIMMY
WNAO-TV, Raleigh, N. C.
SIMPSON, SIM
WRC-TV, Washington, D. C.
SIMS, CHARLIE
KDUB-TV, Lubbock, Tex.
SISSKIND, CARL
KGMC, Englewood, Colo.
SJOLANDER, HERB
WSPB, Sarasota, Fla.
SKINNER, MERRILL L.
KGEM, Boise, Idaho
SLATER, MANNING
WICC, Bridgeport, Conn.
SLATER, SAM
WCOM, Parkersburg, W. Va.
SLATTERY, JACK
WILS, Lansing, Mich.
SMEDLEY, BOYD
WSLM, Salem, Ind.
SMITH, ART
WDQN, Du Quoin, Ill.
SMITH, BILL
KTOE, Mankato, Minn.
SMITH, BOCKY
WLOF, Orlando, Fla.
SMITH, BOB
KKTV, Colorado Springs, Colo.
SMITH, BOB
WKGN, Knoxville, Tenn.
SMITH, DALE
KFJB, Marshalltown, Iowa
SMITH, JIM
KXGI, Fort Madison, Iowa
SMITH, LESTER
WNAC, Boston, Mass.
SMITH, REA JR.
WLAF, Lafollette, Tenn.
SMITH, RUSSELL
Headlines in Sports
KLPM, Minot, N. D.
SMITH, SEIG
KFSD-TV, San Diego, Cal.
SNYDER, BILL
WPDQ, Jacksonville, Fla.
SNYDER, ED
WDAK, Columbus, Ga.
SNYDER, FRANK
KBRC, Mount Vernon, Wash.
SOBOL, JOHNNY
WILK, Wilkes-Barre, Pa.
SOMMERVILE, BOB
KNTV, San Jose, Cal.
SPRACKLIN, JIM
KWYO, Sheridan, Wyo.
SPRAGUE, ED
KTMS, Santa Barbara, Cal.
SPENCER, LESTER G.
WKBV, Richmond, Ind.
SPENCER, MARK
WPAY, Portsmouth, Ohio
SPENCER, PHIL
WENT, Gloversville, N. Y.
SPOKES, AL
WJOY, Burlington, Vt.
STADVAC, ERNIE
WADC, Akron, Ohio
STANLEY, JOHN
KHBM, Monticello, Ark.
STARK, CHUCK
KDRS, Paragould, Ark.
STAUFFACHER, C. B.
KRMW, The Dalles, Oreg.
STEDMAN, DICK
KVOR, Colorado Springs, Colo
STEEL, JIM
Sports Final
KTVX, Muskogee, Okla.
STEELE, BOB
WTIC, Hartford, Conn.
STEIN, ELLIOTT
WBIS, Bristol, Conn.
STEMMLER, NICK
WRUN, Utica, N. Y.
STENKAMP, JOHN
Sports Den
KIMA-TV, Yakima, Wash.
STEPHENSON, RON
WJAC, Johnstown, Pa.
STERN, BILL
Football Games
ABC, N. Y., N. Y.
STEVENS, BILL
WCYB, Bristol, Va.
STEVENS, LEN
WHAT, Philadelphia, Pa.
STEVENSON, WARD
KMMT, KAUS, Austin, Minn.
STEWART, BOB
WTOM-TV, Lansing, Mich.
STEWART, LARRY
WDWS, Champaign, Ill.
STIERLI, JOSEPH P.
Sports Daily
WROD, Daytona Beach, Fla.
STODDER, KEN
KHUM, Eureka, Cal.
STONE, CLAUDE C.
WLSV, Wellsville, N. Y.
STONE, RONNIE
KADA, Ada, Okla.
STOVER, JIM
WCVA, Culpeper, Va.
STRATTON, DICK
WMBR-TV, Jacksonville, Fla.
STRATTON, GIL
KNXT, Los Angeles, Cal.
STRICKLAND, WILLIAM
WIRA, Fort Pierce, Fla.
STUCKEY, BILL
WNCT, Greenville, N. C.
SULLIVAN, WADE
WOZK, Ozark, Ala.
SUMMERS, BILL
WLOU, Louisville, Ky.
SUMMERS, LOUIS
WOIC, Columbia, S. C.
SWEET, DAVE
WBSM, New Bedford, Mass.
SWEENEY, DICK
WGWR, Asheboro, N. C.
SWEENEY, FRANK
WJJD, Chicago, Ill.

— T —

TABNER, DOUG
WTOL, Toledo, Ohio
TAPLER, VINCE
WTJS, Jackson, Tenn.
TARLETON, SAM
KPLC-TV, Lake Charles, La.
TATE, VERNER
WFBC-Greenville, S. C.
TAWWATER, TUT
KVOP, Plainview, Tex.
TAYLOR, BOB
WVSC, Somerset, Pa.
TAYLOR, CRAWFORD
KTFY, Brownfield, Tex.
TAYLOR, JOHN
WONN, Lakeland, Fla.
TEMPLETON, BOB
KWBE, Beatrice, Neb.
TEMPLETON, DINK
KFRC, San Francisco, Cal.
TENNANT, JACK
WKNA, Charleston, W. Va.
THACKER, JIM
Sports Eye
WSAZ-TV, Huntington, W. Va.
THERIEN, JOE
WNRC, New Rochelle, N. Y
THILENIUS, ED
WRFC, Athens, Ga.
THOMAS, ED
WSLS, Roanoke, Va.
THOMAS, ERNIE
KISD, Sioux Falls, S. D.
THOMAS, GLENN
WBGR, Jesup, Ga.
THOMAS, GLENN
WJEJ, Hagerstown, Md.
THOMAS, JERRY
KVEN, Ventura, Cal.
THOMAS, JIM
WCPO, Cincinnati, Ohio
THOMAS, JIM
WMRB, Greenville, S. C.
THOMAS, ROLLY
KFI, Los Angeles, Cal.
THOMPSON, BEN
WION, Ionia, Mich.
THOMPSON, TOMMY
WHO, Des Moines, Iowa
TOLBERT, JERRY
WEHT-TV, Evansville, Ind
TOMERLIN, ED
Sports Roundup
KERO, Bakersfield, Cal.
TOOTHMAN, BOB
WBLK, Clarksburg, W. Va
TORGERSON, STAN
WHBQ, Memphis, Tenn.
TOSTI, PHIL
WKAL, Rome, N. Y.
TRABER, JIMMY
KNAL, Victoria, Tex.
TRAYNOR, PIE
KQV, Pittsburgh, Pa.
TRINE, PHIL
KUKI, Ukiah, Cal.
TROTTER, HUGH
WSEV, Sevierville, Tenn.
TROUT, LARRY
KERN, Bakersfield, Cal.
TURNER, AL
KTBB, Tyler, Tex.
TURNER, BOB
WHAM, Rochester, N. Y.
TUCKER, CARNELL
Sports Digest
WNLA, Indianaola, Miss.
TURNER, JIM
WJAN, Spartanburg, S. C.
TURNER, RAY
WTAR-TV, Norfolk, Va.
TWIGG, ROLAND
WBUY, Lexington, N. C.

— U —

UFER, ROBERT
WPAG-TV, Ann Arbor, Mich.
UNDERWOOD, R. T.
WCNB, Connersville, Ind.
UNGER, LES
Press Box
WCTC, New Brunswick, N. J.
URBAN, JOHN
WCNY-TV, Watertown, N. Y.

— V —

VAN, FRITZ
WSGW, Saginaw, Mich.
VAGNER, JACK C.
KRAL, Rawlins, Wyo.
VALICENTI, JOE
WBBW, Youngstown, Ohio
VAN'T HULL, FRED
KEYD, Minneapolis, Minn.
VAUGHN, WALTER
KRRV, Sherman, Tex.
VAZQUEZ, PEDRO
WAPA-TV, San Juan, Puerto Rico
VEACH, BOB
WFRX, W. Frankfort, Ill.
VEAZEY, NORMAN
WAGC, Chattanooga, Tenn.
VEIDT, BILL
WBKH, Hattiesburg, Miss.
VESTRO, AL
WATR, Waterbury, Conn.
VILLANT, JOHNNIE
WELC, Welch, W. Va.
VOLKEMA, HAL
WHTC, Holland, Mich.

— W —

WAGENVOORD, DAVID
WEEB, Southern Pines, N. C.
WAGNER, BOB
WHIZ-TV, Zanesville, Ohio
WAGNER, ROBERT
WESK, Escanaba, Mich.
WAITE, DAVE
WFOR, Hattiesburg, Miss.
WALDES, WARREN
WJAR, Providence, R. I.
WALESKIE, EDDIE
WSBA, York, Pa.
WALKER, BOB
KSEM, Moses Lake, Wash.
WALKER, DREW
KWRO, Coquille, Ore.
WALKER, HAL
WXIX, Milwaukee, Wis.
WALKER, JOE
WMBM, Miami Beach, Fla.
WALKER, LLOYD
KFTM, Ft. Morgan, Colo.
WALKER, MERRILL
WOAP, Owosso, Mich.
WALLACE, FORREST
KRCG-TV, Jefferson City, Mo.
WALLACE, JACK
KBST, Big Spring, Tex.
WALSH, FRANK J.
WBCM, Bay City, Mich.
WALSHAK, DAVID
KCTI, Gonzales, Tex.
WALTHALL, CLYDE
KGGF, Coffeyville, Kans.
WALTHALL, TUBBY
WJWS, South Hill, Va.
WALTON, BOB
WSPN, Saratoga Springs, N. Y.
WALTON, LUKE
WISH, Indianapolis, Ind.
WANZER, HAL
WLSI, Pikeville, Ky.
WARD, BILL
WBT, WBTV, Charlotte, N. C
WARD, GORDON
WTAM, Cleveland, Ohio
WARD, PETER J.
WRIC, Richlands, Va.
WARNER, DICK
WRDW, Augusta, Ga.
WARREN, JIM
KVOO-TV, Tulsa, Okla.
WARREN, MERT
WLOE, Leaksville, N. C.
WATERMAN, BERNIE
WMAY, Springfield, Ill.
WATT, JIM
KSTT, Davenport, Iowa
WATTRICK, DON
WXYZ, Detroit, Mich.
WAY, JOHN F.
KCHI, Chillicothe, Mo.
WAYNE, KEN
WTAO, Boston, Mass.
WEATHERLY, BOB
WTAN, Clearwater, Fla.
WEAVER, BILL
WDAY-TV, Fargo, N. D.
WEAVER, HANK
KABC, Hollywood, Cal.
WEAVER, RICK
KOLN-TV, Lincoln, Neb.
WEHMEIER, HAL
KRUL, Corvallis, Ore.
WEILER, BOB
KDIX, Dickinson, N. D.
WELLS, LEFTY
KVKM, Monahans, Tex.
WELLS, LINN
WGAN-TV, Portland, Me.
WELSH, BILL
KTTV, Los Angeles, Cal.
WENDLANDT, LEW
WPLY, Plymouth, Wis.
WERNER, HERB
WTRN, Tyrone, Pa.
WEST, BILL
KGBX, Springfield, Mo.
WEST, JACK
WLBT, Jackson, Miss.
WESTERGARD, ARTHUR
KFOR, Lincoln, Neb.
WEYENETH, STOOP
KBRL, McCook, Neb.
WHALEN, JOSEPH
WVPO, Stroudsburg, Pa.
WHEELER, RON
KTAT, Frederick, Okla.
WHITAKER, BOB
WMIX, Mt. Vernon, Ill.
WHITAKER, JACK
WCAU-TV, Philadelphia, Pa.
WHITE, BOB
WCSS, Amsterdam, N. Y.
WHITE, DICK
KGWA, Enid, Okla.
WHITEHEAD, AL
WHVH, Henderson, N. C.
WHITEHEAD, BOB
WBAX, Wilkes-Barre, Pa.
WHITMORE, TOM
WWCA, Gary, Ind.
WHITWORTH, RAY
KCSJ-TV, Pueblo, Cal.
WICKER, CHARLES N.
WTPS, New Orleans, La.
WIDMAN, RALPH
WFAA, Dallas, Tex.
WIGGINS, JIM
KENS, San Antonio, Tex.
WILE, OTIS
KSPI, Stillwater, Okla.
WILLLIAMS, CHUCK
Mikeside of Sports
KWNO, Winona, Minn.
WILLIAMS, DALE
WOI-TV, Ames, Iowa
WILLIAMS, GARNET
WFIW, Fairfield, Ill.
WILLIAMS, HARRY
WFTL, Lauderdale, Fla.
WILLIAMS, LEIGHTON H.
WWNH, Rochester, N. H.
WILLIAMS, OMAR
WLWD, Dayton, Ohio
WILLIAMSON, DICK
WLAY, Muscle Shoals, Ala.
WILSON, CARROLL
WIRJ, Humboldt, Tenn.
WILSON, DAVE
KANS, Wichita, Kans.
WILSON, ED
KOAM, Pittsburg, Kans.
WILSON JIM
WSBT-TV, South Bend, Ind.
WILSON, WARD
WMCM, N. Y., N. Y.
WINKENWERDER, CHARLES
KYAS, Astoria, Oreg.
WISE, WES
KFDM-TV, Beaumont, Tex.
WISEMAN, CLYDE
WOKZ, Alton, Ill.

WISMER, HARRY
Sports Director, General Sports Time, Harry Wismer Sports, Mutual; General Sports TV, WOR and Coast-To-Coast

WOODWARD, LE ROY
WVJS, Owensboro, Ky.
WOLFE, ART
WAMS, Wilmington, Del.
WOLFF, BOB
WTTG, WWDC, Washington, D. C.
WOLF, FRED
WXYZ-TV, Detroit, Mich.
WOLF, HAL
KNBC, San Francisco, Cal.
WOLLEY, PHIL
WGUY, Bangor, Me.
WRIGHT, BILL
WGLV, Easton, Pa.
WYLIE, BOB
WAKR-TV, Akron, Ohio
WYMAN, MAL
KALL, Salt Lake City, Utah
WYNN, BOB
WAYX, Wayeross, Ga.
WYNNE, JIMMY
WAIR, Winston Salem, N. C.

— Y —

YELLAND, STARK
KLZ, Denver, Colo.
YOUNG, ALLAN
WAIN, Columbia, Ky.
YOUNG, NORMAN J.
Sports Final
WCGC, Belmont, N. C

— Z —

ZABEL, JIM
WHO, Des Moines, Iowa
ZEGARSKI, ED
WHUB, Cookeville, Tenn
ZEIDMAN, IRV
Sports Beat
KENT, Shreveport, La.
ZELICK, MARK
WOSA, Wausau, Wis.
ZIMMERMAN, PAUL
WMVA, Martinsville, Va.
ZIMMERMAN, ROBERT
KOEL, Oelwein, Iowa
ZUCKHELLI, ED J.
KCOY, Santa Maria, Cal

BILL CULLEN

Exclusive Representative Martin Goodman 65 W. 54 St., N. Y. C.

ANNOUNCERS—MC'S

RADIO AND TELEVISION
—their work during 1955

☆ ☆ ☆

—A—

ABBOTT, JIM
KFJZ-TV, Ft. Worth, Tex.
ABELL, FRAN
KBOX, Modesto, Cal.
ACKERMAN, AL
WBIS, Bristol, Conn.
ADAMS, ALLAN
KDKD, Clinton, Mo.
ADAMS, BOB
WBSM, New Bedford, Mass.
ADAMS, JIM
WSTV, Steubenville, Ohio
ADDIS, DICK
WMTV, Madison, Wis.
ADKINS, BOB
Going Home Show
KLAN, Renton, Wash.
ADKINS, JOHN C.
WLSI, Pikeville, Ky.
AGA, ERCEL
KXRA, Alexandria, Minn.
AKER, DICK
KTFY, Brownfield, Tex.
ALARIE, DICK
WPCT, Putnam, Conn.
ALBERS, HARRY
KLUK, Evanston, Wyo.
ALBERTSON, BOB
Open House
KHSL-TV, Chico, Cal.
ALBRIDGE, KENNETH
KHMO, Hannibal, Mo.
ALBRIGHT, DAVE
KCRG, Cedar Rapids, Iowa
ALBRIGHT, DON
KCRS, Midland, Tex.
ALDRICH, BILL
KSO, Des Moines, Iowa
ALDRIDGE, CHARLES
WCRS, Greenwood, S. C.
ALLEN, BILL
WLAC, Nashville, Tenn.
ALLEN, BOB
KWBU, Corpus Chrisii, Tex.
ALLEN, DAVE
KWK, St. Louis, Mo.
ALLEN, ERNIE
KFST, Ft. Stockton, Tex.
ALLEN, LEE
WARM-TV, Scranton, Pa.
ALLEN, OLIVER
WRAP, Norfolk, Va.
ALLEN, PETER
WQXR, N. Y. N. Y.
ALLEN, RIC
WNRC, New Rochelle, N. Y.
ALLEN, WES
KHMO, Hannibal, Mo.
ALLEY, LeROY
WMCH, Church Hill, Tenn.
ALLINGER, RALPH
Musical Clock
WIBX, Utica, N. Y.
ALLISON, BILL
WKBZ, Muskegon, Mich.
ALLSION, JOE
WSIX, Nashville, Tenn.
AMMERMAN, MEL
KCNY, San Marcos, Tex.
AMOS, DICK
KDRO-TV, Sedalia, Mo.
AMUNDSON, GIL
KMHL, Marshall, Minn.
ANDERS, MARK
Wake Up & Smile
WCVA, Culpeper, Va.
ANDERSEN, GORDON
WKLA, Ludington, Mich.
ANDERSON, AL
WPBC, Minneapolis, Minn.
ANDERSON, DON
Breakfast Frolic
KFH, Wichita, Kans.
ANDERSON, DON
KWRO, Coquille, Oreg.
ANDERSON, GARY
WLAK, Lakeland, Fla.
ANDERSON, JOE L.
KIHN, Hugo, Okla.
ANDERSON, ROBERT E.
KVAL-TV, Eugene, Oreg.
ANDERSON, WARREN
The Plainsman
KFDA-TV, Amarillo, Tex.
ANDRICK, BILL
WPAR, Parkersburg, W. Va.
ANNO, GEORGE
WATV, Ashland, Wis.
ANSBRO, GEORGE
When A Girl Marries
WABC
ANTHONY, GEORGE
WOND, Pleasantville, N. J.
ANTHONY, GEORGE
KXLY, Spokane, Wash.
ANTNOIE, TEX
Weather by Wethbee, American Inventory
NBC-TV
ANSBRO, GEORGE
WABC, N. Y., N. Y.
APENAS, EMIL
Early Risers
WBTA, Batavia, N. Y.
ARANDA, AL
KCNY, San Marcos, Tex.
ARCHER, BILL
WIRK, W. Palm Beach, Fla.
ARGO, JOHNNY
WQOK, Greenville, S. C.
ARGUMEDO, OSCAR
KCOR, San Antonio, Tex.
ARMSTRONG, STU
KEYD-TV, Minneapolis, Minn.
ARNOLD, BILL
WTOD, Toledo, Ohio
ARRINGTON, BILL
WMRB, Greenville, S. C.
ART, BOBBY
WRFW, Eau Claire, Wis.
ASH, KEN
WKOX, Framingham, Mass.
ASHE, DICK
WIPC, Lake Wales, Fla.
ASHLEY, JAMES B.
WGVM, Greenville, Miss.
ASHTON, KEITH
KFBC, Cheyenne, Wyo.
ASKEY, ROBERT
KFOR, Lincoln, Neb.
ATKERSON, WAYNE
Man About Town
WLVA-TV, Lynchburg, Va.
ATKINS, EDDIE
WJEH, Gallipolis, Ohio
ATKINS, TOM
WATE-TV, Knoxville, Tenn.
ATKINS, WILLIAMS
WLAR, Athens, Tenn.
ATKINSON, J. C.
WAUG, Augusta, Ga.
ATKINSON, STAN
Watch the Birdie
KREM-TV, Spokane, Wash.
ATKINSON, PHIL
KASL, New Castle, Wyo.
AUSTIN, BILL
WKIN, Kingsport, Tenn.
AUSTIN, BOB
WCTT, Corbin, Ky.
ATTER, VIRGINIA
Open House
WMBR-TV, Jacksonville, Fla.
AUSTIN, STEVE
KWBY, Colorado Springs, Colo.

AVALON, AL
B. Aug. 10, 1928, Boston, Mass.
WABC-TV
AVERBACH, HY
Tony Martin Show
NBC-TV
AVERY, CHARLES
WLNA, Peekskill, N. Y.
AVERY, MARK
WTVN, Columbus, Ohio
AZAR, RICK
WHLD, Niagara Falls, N. Y.

—B—

BACKS, HENRY
Midday Musicale
WWRL, N. Y., N. Y.
BAGUEZ, SAL
KWKW, Pasadena, Cal.
BAHN, CARL
WCSS, Amsterdam, N. Y.
BAILEY, CARL
Mr. Big
KBIG, Avalon, Cal.
BAILEY, CHARLEY
WJMX, Florence, S. C.
BAILEY, JACK
Queen For A Day
MBS
BAILEY, STEVE
KMPC, Los Angeles, Cal.
BAINTER, BILL
KIT, Yakima, Wash.

BAKER, ART
B. Jan. 7, 1898, New York City; You Asked For It, ABC-TV; Dinah Shore Show, NBC-TV
BAKER, BUDDY
KEYS, Corpus Christi, Tex.
BAKER, LARRY
KNTV, San Jose, Cal.
BAKER, SAM
Teen Time
KFST, Ft. Stockton, Tex.
BAKER, WILLIAM C.
WROY, Carmi, Ill.
BAKKE, HAL
KGKO, Dallas, Tex.
BALDWIN, MEL
Music 'Till Dawn
KNX, Los Angeles, Cal.
BALL, ACE
KDAV, Lubbock, Tex.
BALL, NOEL
WSIX, Nashville, Tenn.
BALLAS, JIM
KCOW, Alliance, Neb.

HERB

SHELDON

BILL SILBERT

NBC

CI 5-4577

BARBER, DON
Little Rascals
WGBS-TV, Miami, Fla.
BARBER, RED
NBC-TV
BARKER, JIM
WEDO, McKeesport, Pa.
BARKER, ROBERT
Newscasts
KLIZ, Brainerd, Minn.
BARRICK, JOHNNY
WKAY, Glasgow, Ky.
BARRINGTON, WAYNE
KARD-TV, Wichita, Kans.
BARTELL, BOB
KTIM, San Rafael, Cal.
BARTLEY, JIM
WMMN, Fairmont, W. Va.
BARLOW, JOHN C., JR.
KSL, Salt Lake City, Utah
BARLOW, RAY
Turn-Table Time
WADP, Kane, Pa.
BARRY, DONALD J.
WIKE, Newport, Vt.
BARRY, TOM
WOL, Washington, D. C.
BARTLETT, DON
WDOT, Burlington, Vt.
BARTON, BEV
WCMI, Ashland, Ky.
BARTON, HAL
KHQA-TV, Hannibal, Mo.
BARTON, KEARNEY
KTW, Seattle, Wash.
BAUGHMAN, ELMER
WFAA, Dallas, Tex.
BAXTER, GORDON
KPAC, Port Arthur, Tex.
BEAM, BOB
WBTV, Charlotte, N. C.
BEARD, SAM
Time Out
WPTF, Raleigh, N. C.

BEASLEY, VERN
WMIX, Mt. Vernon, Ill.
BEAUCHAMP, DENNIS
Night Ride
WDMJ, Marquette, Mich.
BECK, BILL
KKTV, Colorado Springs, Colo.

BECK, JACKSON
B. July 23, 1912, New York City; United States Steel Hour, Elgin Hour, Ken Murray Show, ABC-TV, CBS-TV; Walter Winchell, ABC

BECKER, SANDY
WABD, N. Y., N. Y.
BECKSTRAND, PAUL
KELO, Sioux Falls, S. D.
BECKTEL, EARL
WMID, Atlantic City, N. J.
BEE, ALON
WLBT, Jackson, Miss.
BEERS, BOBBY
KOSI, Aurora, Colo.
BELKE, ROGER L.
WKLJ, Sparta, Wis.
BELL, ALLEN
KREW, Sunnyside, Wash.
BELL, DON
KRNT, Des Moines, Iowa
BELL, GENE
KYOS, Merced, Cal.
BELL, KENN
KALB, Alexandria, La.
BELL, MONTE
KTEN, Ada, Okla.
BENDER, AUGIE
WJWS, South Hill, Va.
BENDT, JACK
WKLO, Louisville, Ky.
BENNETT, RICK
WFRM, Coudersport, Pa.
BENSON, GORDON
KEEN, San Jose, Cal.

BERG, HERB
WWOK, Charlotte, N. C.
BERGEON, CLARKE
WION, Ionia, Mich.
BERNARD, PAUL
KTBS-TV, Shreveport, La.
BETANCOURT, MIKE
KCCT, Corpus Christi, Tex.
BEVINS, SOUTH
WBRT, Bardstown, Ky.
BIDESE, MARIO
WLOA, Pittsburgh, Pa.
BILL, CHUCK
WBKB, Chicago, Ill.
BILLINGSLEY, BILL
WADE, Wadesboro, N. C.
BINET, BILL
KGVO-TV, Missoula, Mont.
BINGE, RALPH
WJBK, Detroit, Mich.
BILDERBACK, LESTER
WINI, Murphysboro, Ill.
BIRD, AL
WJAC, Johnstown, Pa.
BIRD, BUD
KGCX, Sidney, Mont.
BIRDAS, GEORGE
WLNA, Peekskill, N. Y.
BIRDSONG, LAWRENCE
Startime
KTVE, Longview, Tex.
BIRKETT, WILLIAM
WILO, Frankfort, Ind.
BIRRELL, HARRY
WSTV, Steubenville, Ohio
BLACK, JOHN
WTNJ, Trenton, N. J.
BLACKWELL, KEN
WHKP, Henderson, N. C.
BLAINE, GENE
WDUN, Gainesville, Ga.
BLAINE, LEE
WMTS, Murfreesboro, Tenn.
BLAIR, BILL
KGEO-TV, Enid, Okla.

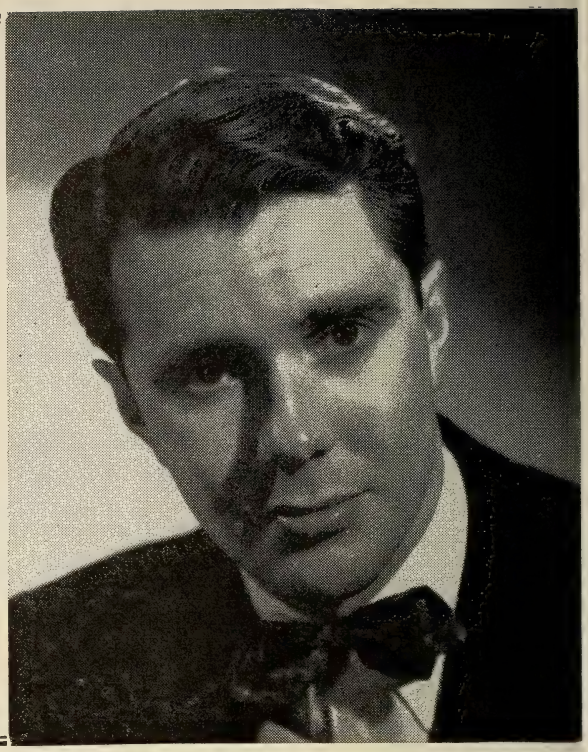
AL AVALON
Announcer-M. C.
FO. 4-4520

MARILYN HARVEY
Announcer-M. C.
FO. 4-4520

BILL LAZAR

RADIO
TELEVISION
FILMS

MUrray Hill 8-6600



BILL
SHIPLEY

MU. 8-6600

BLAIR, RICHARD
WINI, Murphysboro, Ill.
BLANCHARD, JIM
KAPK, Minden, La.
BLANCHARD, LOWELL
WNOX, Knoxville, Tenn.
BLANTON, WALLY
Million Dollar Movie
KFJZ-TV, Ft. Worth, Tex.
BLESSING, SAM
KOSI, Aurora, Colo.
BLOCK, JIM
KGDM, Stockton, Cal.
BLOOM, BENNY
KREI, Framington, Mo.
BODKIN, LARRY
WJHP, Jacksonville, Fla.
BOGDEN, HILARY
Old Timers Party
WJAS, Pittsburgh, Pa.
BOLIN, ART
Party Time
WARM-TV, Scranton, Pa.
BONDERUD, RICHARD
KRAI, Craig, Colo.
BONNEAU, ROBIN
Hit the Deck
WTSV, Claremont, N. H.
BOONE, CHARLIE
KVOR, Colorado Springs, Col.
BOONE, JACK
WCJU, Columbia, Miss.
BORRELL, J. C.
KMCO, Conroe, Tex.
BOWAN, GENE
WKYR, Keyser, W. Va.
BOWEN, AL
WADK, Newport, R. I.
BOWLES, FRAN
WOAP, Owosso, Mich.
BOWICK, WILLIAM L.
WGBA, Columbus, Ga.
BOWMAN, ROGER
NBC-TV

BOWMAN, WILLIAM M.
WOIC, Columbia, S. C.
BOWNING, ALAN
WNAO-TV, Raleigh, N. C.
BOOTH, JERRY
WTVP, Decatur, Ill.
BOUNERBA, DICK
WNLK, Norwalk, Conn.
BOYD, FORREST
Circle 52 Ranch
WSJV, Elkhart, Ind.
BRACKEN, DENNIS
WOLF, Syracuse, N. Y.
BRADFORD, JOHN
WINS, N. Y., N. Y.
BRADLEY, BOB
Musical Sketchbook & Fun Room
WRBL-TV, Columbus, Ga.
BRADLEY, BOB
Afternoon Music
WBTA, Batavia, N. Y.
BRADLEY, LYLE
WLEE, Richmond, Va.
BRADY, DICK
WCBY, Cheboygan, Mich.
BRADY, ED
KNBC, San Francisco, Cal.
BRAGG, NELSON
Swan Boat
WBZ-TV, Boston, Mass.
BRANSON, GLASCO
KMCM, McMinnville, Ore.
BRAY, BOB
Club 30
WKNB-TV, New Britain, Conn.
BRAY, ED
WKTG, Thomasville, Ga.
BREECE, CHUCK
WFBM-TV, Indianapolis, Ind.
BRELAND, ED
WAML, Laurel, Mass.

BRENNAN, DAN
WVOK, Birmingham, Ala.
BRENT, BLACKIE
WILD, Birmingham, Ala.
BRANDT, DEL
KLMS, Lincoln, Neb.
BRANNAN, BOB
KGDM, Stockton, Cal.
BRANUM, CHARLES
WEBQ, Harrisburg, Ill.
BRELAND, BILL
WBEU, Beaufort, S. C.
BRENDLER, GENE
KPTV, Portland, Ore.
BREWER, DICK
WLOB, Atlantic City, N. J.
BREWER, JIM
KWYO, Sheridan, Wyo.
BRIEHN, DONALD
WHSC, Hartsville, S. C.
BRISCOE, ROY
WSTV-TV, Steubenville, Ohio
BROADFOOT, DAN
KLAS-TV, Las Vegas, Nev.
BROOKS, DICK
KRNO, San Bernardino, Cal.
BROOKS, PHIL
KMPC, Los Angeles, Cal.
BRODE, BUDDY
WNAR, Norristown, Pa.
BROSCHE, HANK
Time Out
WKCT, Bowling Green, Ky.
BROWN, ART
WWDC, Washington, D. C.
BROWN, BOB
WLBK, DeKalb, Ill.
BROWN, BURLEIGH
WWLP, Springfield, Mass.
BROWN, DICK
Swing Shift
KBIS, Bakersfield, Cal.

BILL WENDELL

ANNOUNCER
OF

ERNIE KOVACS SHOW
NBC-TV

WIDE WIDE WORLD
NBC-TV

NBC-TV COLOR SPECTACULARS

THE SKY'S THE LIMIT
WRCA-TV

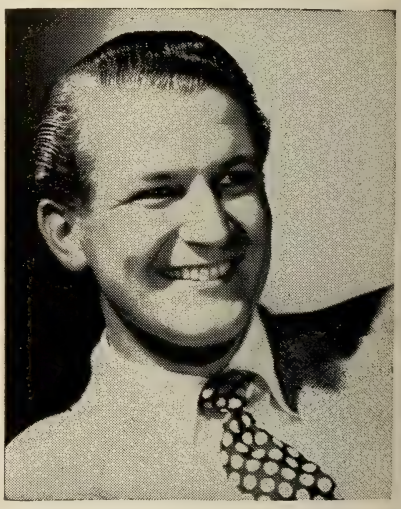
STEP THIS WAY
WRCA-TV

BROWN, DON
Rhythm Ranch
KUBA, Yuba City, Cal.
BROWN, PHIL
WCRT, Birmingham, Ala.
BROWN, SAM
WLBH, Mattoon, Ill.
BROWN, TOM
WHK, Cleveland, Ohio
BROWNELLE, BENNED
KVON, Napa, Cal.
BROWNING, DOUG
Welch Weather Forecasts,
World & You
WABC
BROWNING, REED
Beat the Record
KABC, Hollywood, Cal.
BRUCE, JACK
Musical Clock
WNAX, Yankton, S. D.
BRUNER, BOB
WKKO, Cocoa, Fla.
BRUNER, MARSHALL
WOMI, Owensboro, Ky.
BRUNES, LARRY
KTIL, Tillamook, Ore.
BRYAN, BILL
KTOK, Oklahoma City,
Okla.
BRYANT, GEORGE
Green Thumb
WKRC-TC, Cincinnati, Ohio
BYRNE, BOB
KVSM, San Mateo, Cal.
BRYNE, PAUL
WJON, St. Cloud, Minn.
BUBP, R. C.
WPTW, Piqua, Ohio
BUCHANNON, BILL
Listen Ladies
WRFS, Alexander City, Ala.
BUCHANAN, GEORGE
KDON, Salinas, Cal.
BUCKLEY, THAD
KAFY, Bakersfield, Cal.
BUDD, MILTON
Musical Clock
WMBD, Peoria, Ill.
BUFORD, PAT
WNAG, Grenada, Miss.
BUMGARDNER, LARRY
WLTC, Gastonia, N. C.
BURCH, DICK
T-D Party
WPAD, Paducah, Ky.
BURGE, HARRY
WGBS, Miami, Fla.
BURGESS, DICK
WBSM, New Bedford, Mass.
BURGESS, FRANK
Turntable Terrace
WHMA, Anniston, Ala.
BURGESS, SMOKEY
WPNX, Phenix City, Ala.
BURKE, JIM
Musical Varieties
WFPG, Atlantic City, N. J.
BURKE, SHELDON
WFRV-TV, Green Bay, Wis.
BURNEY, JOE
WETO, Gadsden, Ala.
BURRETT, WARNER
KTVK, Phoenix, Ariz.
BURROUGHS, LARRY
WDAN-TV, Danville, Ill.
BURTENSHAW, BOB
KID, Idaho Falls, Idaho
BURTON, AL
WORZ, Orlando, Fla.
BURTON, BOB
KNGS, Hanford, Cal.
BURTON, DANIEL
WRPF, Warner Robins, Ga.
BURTON, ROBERT
WGGA, Gainesville, Ga.
BURWELL, TED
WTYC, Rock Hill, S. C.
BUTLER, CLIFF
WLOU, Louisville, Ky.
BUTLER, JIM
KNLY, Spokane, Wash.
BUTLER, TONY
WSPN, Saratoga Springs,
N. Y.

— C —

CAHILL, AL
WIRI, Plattsburg, N. Y.
CAHILL, JACK
KLX, Oakland, Cal.
CADWELL, CLYDE
KPOP, Los Angeles, Cal.
CALE, FRED
WKEI, Kewanee, Ill.
CALLOWAY, JOE
WKRM, Columbus, Tenn.
CAMACHO, CESAR
KCOR, San Antonio, Tex.
CAMERON, DAVE
WRGB, Schenectady, N. Y.
CAMERON, FRANK
WHOP, Hopkinsville, Ky.
CAMERON, JOHN
KXOB, Stockton, Cal.
CAMPBELL, BOB
WNNC, Newton, N. C.
CAMPBELL, DICK
WDVA, Danville, Va.
CAMPBELL, JACK
WETO, Gadsden, Ala.
CAMPBELL, KEITH
WKVA, Lewistown, Pa.
CAMPBELL, REX L.
KSL, Salt Lake City, Utah
CANDY, LOU
KITE, San Antonio, Tex.
CANE, LEN
WEAV, Plattsburg, N. Y.

NELSON CASE
Mgt.: Carl Eastman
270 Park Ave. PLaza 8-1357



BUD COLLYER

CANTER, RUSS
WBNS, Columbus, Ohio
CAPARCO, GIL
WRIB, Providence, R. I.
CARDILLE, BILL
WICU-TV, Erie, Pa.
CARDWELL, JACK
WAIP, Prichard, Ala.
CARLSON, BOB
KIRX, Kirksville, Mo.
CARLSON, WILL
KELO, Sioux Falls, S. D.
CARNLEY, FELLIS
WULA, Eufaula, Ala.
CARPENTER, KEN
Lux Video Theatre
NBC-TV
CARR, BOB
WSAZ-TV, Huntington, W. Va.
CARRELL, RALPH
Windows of the World
KISD, Sioux Falls, S. D.

CARROLL, RAY
Free-Lance

CARRIGAN, SYD
WBRM, Marion, N. C.
CARROLL, DEANE
WXIX, Milwaukee, Wis.
CARROLL, RALPH
WNBF, Binghamton, N. Y.
CARROLL, VINCE
WBAX, Wilkes-Barre, Pa.
CARSON, TOM
WJW, Cleveland, Ohio
CARTER, BILL
WIRJ, Humboldt, Tenn.
CARTER, CAL
KAMD, Camden, Ark.
CARTER, JAMES
WLOU, Louisville, Ky.
CARTER, JANIS
Feather Your Nest
NBC-TV
CARTER, VAL
WDOT, Burlington, Vt.
CARTER, VIVIAN
WWCA, Gary, Ind.
CARTER, WINFRED
WMFR, High Point, N. C.

CARUSO, CARL A.
B. Jan. 11, 1917; Modern Romances, Star Stage, NBC-TV; Capt. Zero, WRCA-TV; Commercials—GE, Wizard Wick, Nytol; 4 Way Tablets, Rayco

CARVIN, EDDIE
WMSA, Massena, N. Y.
CARY, EDDIE S.
WKLJ, Sparta, Wis.
CARSTENS, ALLEN J.
KCHA, Charles City, Iowa

CASE, NELSON
Red Buttons Show, P & G Summer Playhouse, NBC-TV; Road of Life, CBS, CBS-TV; Omnibus, CBS-TV; NBC Symphony, Backstage Wife, NBC

CASEY, TOM
WBKB, Chicago, Ill.

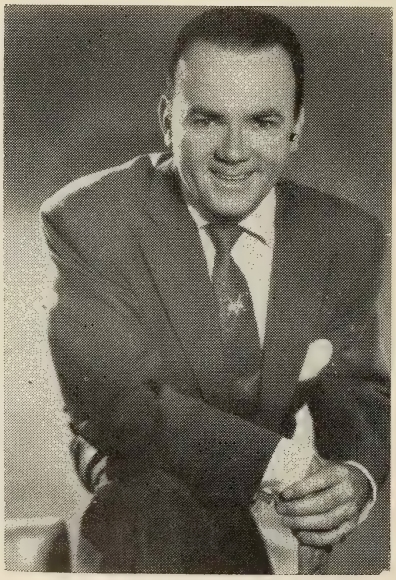
CASSINI, IGOR
Igor Cassini Show, WABD

CASTON, WILLIE
Daily Spirituals
KANV, Shreveport, La.
CAVIN, ROD
WEOA, Evansville, Ind.
CHANCELLOR, GREGG
KFXJ, Grand Junction, Colo.
CHANDLER, JOEL
WCAX, Burlington, Vt.
CHAPEAU, TED
WJHP, Jacksonville, Fla.
CHAPIN, JIM
WHBQ-TV, Memphis, Tenn.
CHARLES, AL
WAYB, Waynesboro, Va.
CHARLES, BRUCE
WHK, Cleveland, Ohio
CHASE, BUD
WCPO-TV, Cincinnati, Ohio
CHASE, EDDIE
WOOD-TV, Grand Rapids, Mich.
CHATTERTON, LARRY
Here's the Answer
KHJ, Los Angeles, Cal.
CHATTEN, SYD
KFRC, San Francisco, Cal.
CHEDWICK, PORKY
WHOD, Pittsburgh, Pa.
CHENEY, TINKER
WOWL, Florence, Ala.
CHERRY, AL
Music Parade
WMUU, Greenville, S. C.
CHERRY, HUGH
WLW, Cincinnati, Ohio
CHILDS, JACK
WFTL, Lauderdale, Fla.
CHOMEL, FRANCIS
WCNB, Connersville, Ind.
CHRISTIE, PHIL
WNHC, New Haven, Conn.
CHRISTOPHER, JERRY
WJDM-TV, Panama City, Fla.
CLACY, ROBERT
TV Dance Party
WGR-TV, Buffalo, N. Y.
CLARK, BOB
KOWB, Laramie, Wyo.
CLARK, GIL
WATK, Antigo, Wis.
CLARK, J. B.
WBT, Charlotte, N. C.
CLARK, JIMMY
WBLJ, Dalton, Ga.
CLEFTON, ROD
KHQ-TV, Spokane, Wash.
CLEMENTS, FRANCIS
KLEA, Lovington, N. Mex.

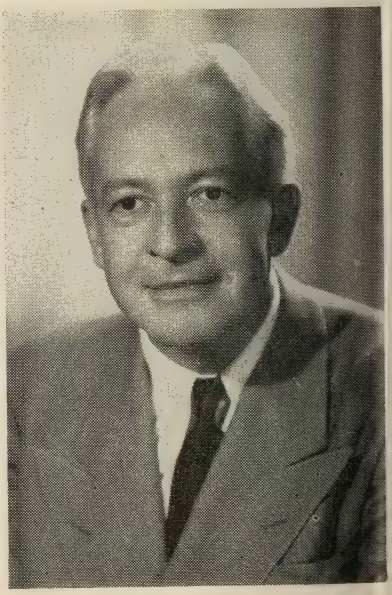
KENNETH BANGHART
NBC — WRCA-TV
RADIO
11 A.M.
6 & 11 P.M.
TELEVISION
6:50 P.M.
CI 7-8300

REX MARSHALL

CLEMENTS, JACK
WWNC, Asheville, N. C.
COCKREL, CLEM
WSAC, Radcliff, Ky.
COKE, DAL
KPMC, Bakersfield, Cal.
COKER, DUANE
Blue & Gold
KWIL, Albany, Ore.
COLE, PETER
Bandstand Matinee
WEAT-TV, W. Palm Beach, Fla.
COLEMAN, CHARLES
WKNA, Charleston, W. Va.
COLEMAN, DOUGLAS
WWGP, Sanford, N. C.
COLEMAN, VERNON
WOCB, W. Yarmouth, Mass.
COLLIER, ALLEN
Timekeeper
KMAN, Manhattan, Kans.
COLLINS, DICK
WLOH, Princeton, W. Va.
COLLINS, TOM
Metro Show
WFRV-TV, Green Bay, Wis.
COLLINS, WARREN
KARD-TV, Wichita, Kans.
COLLYER, BUD
B. New York City; Beat the Clock, CBS; Break the Bank, NBC
COLONE, ANN
WGL, Fort Wayne, Ind.
COLONNA, JERRY
Super Circus, ABC-TV
COLSON, TOM
WFAH, Alliance, Ohio
COLVIG, VANCE
KNXT, Los Angeles, Cal.
COMBS, SAM PAUL
WSSC, Sumter, S. C.
COMER, FRANK
WLAD, Danbury, Conn.
COMPTON, AL
WMFD, Wilmington, N. C.
CONEY, LARRY
WWPG, Palm Beach, Fla.
CONLEY, EDWARD
WHEB, Portsmouth, N. H.
CONTE, JOHN
Matinee Theatre
NBC-NBC-TV
COOK, J.
WMEX, Boston, Mass.
COOK, JACK
WNOK-TV, Columbia, S. C.
COOK, JOHN
WPFA, Ft. Payne, Ala.
COOK, LOU
Make Mine Romance
KABC, Hollywood, Cal.
COONTZ, EDDIE
KWTV, Oklahoma City, Okla.
COOPER, JOE
KFOR, Lincoln, Neb.
COPELAND, HUGH
KPLC-TV, Lake Charles, La.
COPPI, ERVIN
WGGH, Marion, Ill.
CORBETT, JOHN
WBEN-TV, Buffalo, N. Y.
CORBIN, LOU
WFBR, Baltimore, Md.
CORCORAN, BILL
Kings Kamera
KING-TV, Seattle, Wash.
CORDRAY, DON
Starlight Theater
KOOL-TV, Phoenix, Ariz.
CORRICK, BILL
WRCO, Richland Center, Wis.
CORWIN, BARNEY
KVVG, Tulare, Cal.
COSSITOR, DON
WFBG, Altoona, Pa.
COURTNEY, DEL
KPIX, San Francisco, Cal.
COWAN, JIM
KIDO, Boise, Idaho
COY, JOHNNY
WIRL, Peoria, Ill.
CRAIG, BILL
WHAP, Hopewell, Va.
CRAIN, MARVIN
KNET, Palestine, Tex.
CRANKE, GENE
Mister & Missus
WCAU-TV, Philadelphia, Pa.
CRAWFORD, GEORGE
WMAL-TV, Washington, D. C.
CRAWFORD, JIM
WJTV, Jackson, Miss.
CRAWFORD, JOHN
Teen Age Hit Parade
KTFS, Texarkana, Tex.
CREASY, GENE
WGH, Norfolk, Va.
CREED, JAMES
KOGA, Ogallala, Neb.
CROFFORD, GEORGE
American Masterpieces
KPOL, Los Angeles, Cal.
CRISSY, DON
WBNY, Buffalo, N. Y.
CROISANT, BOB
KHUM, Eureka, Cal.
CROMWELL, CHARLES
KGVO-TV, Missoula, Mont.
CRONKRIGHT, JAMES
WILO, Frankfort, Ind.
CROSBIE, CLIFF
WPME, Punxsutawney, Pa
CROSS, DICK
KORE, Eugene, Ore.



JOHNNY OLSEN
CI 7-7517



ART BAKER

CROSS, MILTON J.
Metropolitan Opera, Boystown Choir
WABC

CROW, TIM
Lucky Keys
WAMS, Wilmington, Del.

CUDARAC, BILL
KTBS, Shreveport, La.

CULBERTSON, WARREN
WFAA-TV, Dallas, Tex.

CULL, DEAN
KAGR, Yuba City, Cal.

CULLEN, BILL
I've Got a Secret, CBS-TV; Stop the Music, CBS; Road Show, NBC; It Happens Every Day

CULLINGS, BOB
WINR, Binghamton, N. Y.

CUNNINGHAM, C. F.
KDKD, Clinton, Mo.

CURRY, SKIP
KVEC-TV, San Luis Obispo, Cal.

CURTIS, JIM
WSBA, York, Pa.

CURTIS, LIL
WFYC, Alma, Mich.

CURTIS, RAY
WHSY, Hattiesburg, Miss.

— D —

DAILEY, TOM
KWK, St. Louis, Mo.

DANIELS, CHRIS
WKY-TV, Oklahoma City, Okla.

DANIELS, ED
House Party
WALA-TV, Mobile, Ala.

DANIEL, JIM
WHVH, Henderson, N. C.

DANIELS, CHRIS
WKY, Oklahoma City, Okla.

DANIS, LEW
B. Dec. 21, 1915, Italy; Italian Feature Film Theatre, Music Corner, WABC; Food For Thought, WABD; Where Was I Born, WATV

DARE, ALEX
Take A Dare
WCEC, Rocky Mount, N. C.

DARIEN, FRANK
KSJO, San Jose, Cal.

DARIS, JIM
WEDC, Chicago, Ill.

DAUGHERTY, DOC
Movie Quick Quiz
WNOW-TV, York, Pa.

DAURO, JOE
WBKH, Hattiesburg, Miss.

DAVIS, BILL
WCOH, Newnan, Ga.

DAVIS, GUY R.
WOTR, Corry, Pa.

DAVIS, HY
WAIP, Prichard, Ala.

DAVIS, JACK
KAGR, Yuba City, Cal.

DAVIS, JACK
WKNA, Charleston, W. Va.

DAVIS, JAMES E.
WKPT, Kingsport, Tenn.

DAVIS, LEE
WWCO, Waterbury, Conn.

DAVIS, NORM
KRAI, Craig, Colo.

DAVIDSON, BRYAN
WFIW, Fairfield, Ill.

DAY, DALE
KVFC, Cortez, Colo.

DAY, GEORGE
KERO-TV, Bakersfield, Cal.

DeAQUIRRE, JOHN W.
WHBO, Tampa, Fla.

DEAL, ARCHIE
WIRC, Hickory, N. C.

DEAL, BILL
WCAM, Camden, N. J.

DEAN, WES
Ranger Roundup
KTVE, Longview, Tex.

DEANE, JERRY
KNEL, Waterloo, Iowa

DEBECCO, HENRY
Musical Magic
WJAS, Pittsburgh, Pa.

DECKER, BEN
WWPG, Palm Beach, Fla.

DEDRICK, DICK
College Daze
KFKA, Greeley, Colo.

DEE, MARY
WHOD, Pittsburgh, Pa.

DEEGAN, MICHAEL
WJMJ, Philadelphia, Pa.

DEJULIO, AL
WBBW, Youngstown, Ohio

DeKINDER, BEN
KWCO, Chickasha, Okla.

DELAGADO, DON
KDDD, Dumas, Tex.

DELINE, JIM
WSYR-TV, Syracuse, N. Y.

DeMARSE, BILL
WBBF, Rochester, N. Y.

DeMILLE, HAROLD
KGBX, Springfield, Mo.

DEMING, BUD
Music for Ladies
WIBS, Bishop, Cal.

DeMOSS, HUGH
WCPO, Cincinnati, Ohio

DENHAM, DICK
County Calendar
WINX, Rockville, Md.

DENT, AL
KLRA, Little Rock, Ark.

DENT, GARY
WJLS, Beckley, W. Va.

GENE HAMILTON
WRCA NBC-TV

PHIL TONKEN
ACTOR-ANNOUNCER-M.C.
YOUTH WANTS TO KNOW — TV
THE GREATEST DREAM — TV
FAME — TV
THE BIG PICTURE — TV
TOMORROW'S FRONT PAGE
HEADLINES — TV
ALLAN GRANGER — RADIO PLAYHOUSE
RADIO REGISTRY MU 8-6600 TV

DeHAVEN, BOB
Good Neighbor Time
WCCO, Minneapolis-St. Paul, Minn.

DERRICK, JOE
WPLA, Plant City, Fla.

DeSOTA, DAVE
KBMI, Henderson, Nev.

DEUEL, BILL
WLYC, Williamsport, Pa.

DICK, BILL
WIAM, Williamston, N. C.

DICK, PAUL
KJSK, Columbus, Neb.

DIFALCO, DICK
WNRC, New Rochelle, N. Y.

DILLARD, JIM
WLET, Toccoa, Ga.

DIRIENZO, NICK
WMTR, Morristown, N. J.

DISNEY, WALT
Disneyland, Mickey Mouse Club
ABC-TV

DIXON, BOB
B. Apr. 8, 1911; Loretta Young Show, NBC-TV; Person-To-Person, On Your Account, CBS-TV; Edward R. Morrow News, CBS

DOAN, BOB
KWPC, Muscatine, Iowa

DOBBS, JACK
WZOB, Fort Payne, Ala.

DODDS, DAR
WGTO, Haines City, Fla.

DODEL, BILL
Melody Tour
KRLC, Lewiston, Idaho

DODSON, ROBERT F.
KURV, Edinburg, Tex.

DOOLEY, PETE
WEHT-TV, Evansville, Ind.

DONALDSON, CHRIS
WOI-TV, Ames, Iowa

DOTY, BILL
KITE, San Antonio, Tex.

DOTY, DICK
WHAM, Rochester, N. Y.

DOUGHERTY, LEO
KTSA, San Antonio, Tex.

DOUGLAS, MERLE
KMA, Shenandoah, Iowa

DOUGLAS, ROD
KSDN, Aberdeen, S. D.

DOWD, DON
WABC

DOWNING, CLYDE
WHBY, Appleton, Wis.

DOYLE, TOM
WNTM, Vero Beach, Fla.

DRENNEN, MARIE
WANE, Ft. Wayne, Ind.

DRUM, JOHN
WKNY-TV, Kingston, N. Y.

DUCEY, DAVE
WTSK, Knoxville, Tenn.

DUCOTE, SID
Musical Nightcap
KCSB, San Bernardino, Cal.

DUERK, FRED, JR.
Admiral News
WABC

DUEY, BILL
WTRN, Tyrone, Pa.

DUFFY, JON
KDYL, Salt Lake City, Utah

DUGDALE, CHARLES
KOLN-TV, Lincoln, Neb.

DUKE, JIM
Timekeeper
WKAL, Rome, N. Y.

DUNAWAY, PAUL
You Can Win
WMGY, Montgomery, Ala.

DUNDWAY, CHUCK
WRIT, Milwaukee, Wis.

DUNLEAVY, JEAMES
WGIL, Galesburg, Ill.

DUNN, EDDIE
Wonderful City
NBC

DUNNING, RED
KOIN-TV, Portland, Ore.

DURAN, TED
KBUC, Corona, Cal.

DUNPHY, DON
Cavalcade of Sports
NBC

DURAND, LARRY
WEDB, Reedsburg, Wis.

DYE, BOB
KWEI, Weiser, Idaho

DYER, BILL
WKOK, Sunbury, Pa.

DYER, JOHN
Musical Clock
KSTV, Stephenville, Tex.

DYCUS, TOM
Community Crossroads
KDUB-TV, Lubbock, Tex.

— E —

EAMES, BILL
WEOK, Poughkeepsie, N. Y.

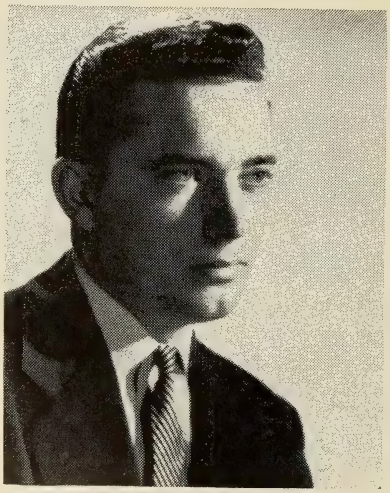
EARLE, GEORGE
Man on the Street
KWTO, Springfield, Mo.

EARLE, ROBERT
WHCU, Ithaca, N. Y.

EARLY, DURWOOD
KUFD, Fort Dodge, Iowa

EASON, DICK
KPRC, Houston, Tex.

EATON, PIERRE
WINX, Rockville, Md.



DON MORROW
Announcer — Narrator — M. C.
The Sunday News Special with Walter Cronkite
MU 8-6600

RALPH PAUL
MUrray Hill 8-6600

ECKERT, ED
The Good Word
WKNY, Kingston, N. Y.
EDLUND, DON
KVOS, Bellingham, Wash.
EDNEY, KERMIT
WHKP, Hendersonville, N. C.
EDWARDS, ALLYN
Famous Film Festival
ABC-TV
EDWARDS, CHARLIE
WOL, Washington, D. C.
EDWARDS, GLENN
KYUM, Yuma, Ariz.
EDWARDS, JIM
WBBQ, Augusta, Ga.
EDWARDS, JOHNNY
KXYZ, Houston, Tex.
EDWARDS, MACK
WAAM-TV, Baltimore, Md.
EDWARDS, PAUL
WBEC, Pittsfield, Mass.
EDWARDS, RICK
WRRR, Rockford, Ill.
EDWARDS, TOM
WERE, Cleveland, Ohio
ELLIOTT, CHUCK
WMGY, Montgomery, Ala.
ELLIOTT, SAM
Serenade
WPAD, Paducah, Ky.
ELLIOT, WIN
Cavalcade of Sports
NBC
ELLIS, BOB
KOY, Phoenix, Ariz.
ELLIOT, HANK
WORL, Boston, Mass.
ELLIS, LEN
WJOB, Hammond, Ind.
ELMAN, LEE
WNAU, New Albany, Miss.
ELMAN, SAMUEL
Phone Your Answer
WATR-TV, Waterbury, Conn.
EMMERT, LLOYD
KDRS, Paragould, Ark.
EMERY, BOB
KNCO, Garden City, Kans.
ENGEL, JOHN
WQAM, Miami, Fla.
ENO, JACK
WEBR, Buffalo, N. Y.
ESSIG, VINCE
WTAQ, La Grange, Ill.
EVANS, ED
WHNC, Henderson, N. C.
EVANS, FRANK
KRSN, Los Alamos, N. Mex.
EVANS, RUSH
KRBC-TV, Abilene, Tex.
EVANS, KANI
Your Better Tomorrow
WABC

— F —

FACEMEYR, ROY
WSNJ, Bridgeton, N. J.
FANNING, BILL
KOMO-TV, Seattle, Wash.
FARR, JIM
KSTV, Stephenville, Tex.
FARRELL, MAURY
WAPI, Birmingham, Ala.
FAULKNER, BILL
WISH, Indianapolis, Ind.
FAULK, LINK
WCKB, Dunn, N. C.
FEGAN, EARNEST
WDOD, Chattanooga, Tenn.
FEIMSTER, H. E.
Musical Coffee Pot
WCGC, Belmont, N. C.
FELDMAN, GEORGE
WIKY, Evansville, Ind.
FELLER, SHERM
WVDA, Boston, Mass.
FELLMER, FRANK
WMTR, Morristown, N. J.
FENNEMAN, GEORGE
You Bet Your Life
NBC-TV
FELLOWS, DICK
WPDQ, Jacksonville, Fla.
FERGUSON, ERNIE
KWG, Stockton, Cal.
FERLISI, GARY
KSBW-TV, Salinas, Cal.
FERRIS, DON
WPAY, Portsmouth, Ohio
FERRIS, TOM
Timekeeper
WKXL, Concord, N. H.
FESPERMAN, HOMER
Night Watch
WIS Columbia, S. C.
FIELD, TOM
WNBK, Cleveland, Ohio
FINGER, FRED
WTNJ, Trenton, N. J.
FISHER, DON
KVOL, Lafayette, La.
FISHER, ED
WHIZ-TV, Zanesville, Ohio
FISHER, JACK
KAFY, Bakersfield, Cal.
FISHER, PAUL
WOHI, E. Liverpool, Ohio
FISHER, TOM
KCJB, Minot, N. D.
FITZ, STEPHEN
WSNY, Schenectady, N. Y.
FITZGERALD, PAT
WNDU-TV, South Bend, Ind.
FLAGG, EVERETT
WDXL, Lexington, Tenn.

VINCENT A. LINDNER

ANNOUNCER — NEWSCASTER — DISC JOCKEY

BILL GRISKEY

ANNOUNCER-ACTOR

NATIONAL BROADCASTING COMPANY

WNBQ CHICAGO WMAQ

FLEET, TOM
KANN, Sinton, Tex.
FLEMING, ARNAULD
WCLT, Newark, Ohio
FLETCHER, FRED
WRAL, Raleigh, N. C.
FLINT, JULIAN
Easy Listenin'
WLAY, Muscle Shoals, Ala.
FLINT, WALTER
WGPC, Albany, Ga.
FOLTZ, BOB
WAJR, Morgantown, W. Va.
FONDA, HENRY
The Rheingold Theatre
NBC-TV
FOOTIT, JIM
WATW, Ashland, Wis.
FORBES, ALLEN
WTOM-TV, Lansing, Mich.
FORBES, JERRY
WMAS, Springfield, Mass.
FORD, LARRY
Night Watch
WHJB, Greensburg, Pa.
FORGETTE, FRED
Fearless Follies
KHJ, Los Angeles, Cal.
FORNERO, GEORGE
WDAN, Danville, Ill.
FORREST, JOHN
KOL, Seattle, Wash.

FORREST, RAYMOND E.
B. Jan. 7, 1916; Children's Theatre, WRCA-TV

FORSTER, ROBERT
WSRS, Cleveland, Ohio
FOSTER, CHUCK
WKIN, Kingsport, Tenn.
FOSTER, DON
KWHP, Cushing, Okla.
FOSTER, JOHN
WBAX, Wilkes-Barre, Pa.
FOWLER, BILL
WGPC, Albany, Ga.
FOX, JIM
Record Rack
KBOR, Brownsville, Tex.
FOX, JOHNNY
WKKO, Cocoa, Fla.
FRANCIS, JOE
WNHC-TV, New Haven, Conn.
FRANK, DEL
WTVJ, Miami, Fla.
FRANDSEN, TOM
KRCA, Los Angeles, Cal.
FRANKLIN, DON
WHBQ-TV, Memphis, Tenn.
FRANKLIN, TOM
KING-TV, Seattle, Wash.
FRASER, JOHN GORDON
When A Girl Marries,
Whispering Streets
WABC
FRAZIEAR, H. D.
KANV, Shreveport, La.
FREDLOCK, ARMISTEAD
WDNE, Elkins, W. Va.
FREEMAN, TIP
KGEK, Sterling, Colo.
FREEMAN, VERNE
Mr. Magic
WLBT, Jackson, Miss.
FREIMUTH, BOB
KVIC, Victoria, Tex.
FROST, JAMES
WPAW, Pawtucket, R. I.
FROST, STAN
KFAM, St. Cloud, Minn.
FULLER, J.
KSST, Sulphur Springs, Tex.

— G —

GAGE, FRED
WRFD, Worthington, Ohio
GAINES, JERRIE
WHAT, Philadelphia, Pa.
GALLON, STEVE
WWCO, Waterbury, Conn.
GALLUP, FRANK
Perry Como Show
NBC-TV
GANNAWAY, TOM
WRAD, Radford, Va.
GARCIA, JOSE
KTXN, Austin, Tex.
GARDINER, DON
WABC, N. Y., N. Y.
GARGANO, BILL
WHTC, Holland, Mich.
GARDNER, ARTHUR
WBZ, Boston, Mass.
GALER, BRAD
WPKE, Pikeville, Ky.
GARTON, RICHARD
KCOP, Hollywood, Cal.
GARWOOD, JOHN
WNBZ, Saranac Lake, N. Y.
GARY, ANDY
WIS-TV, Columbia, S. C.
GASTON, LYLE
KSWO, Lawton, Okla.
GASQUE, KENNETH
WJAY, Mullins, S. C.
GAVRANOVIC, JOE
American-Czech Hour
KFRD, Rosenberg, Tex.
GAY, PAT
KLZ, Denver, Colo.
GEHRETT, HARRY
KFGT, Fremont, Neb.
GERHART, VAL
KRNO, San Bernardino, Cal.
GERMAIN, BOB
WIKC, Bogalusa, La.
GENTILE, JOE
WJBK, Detroit, Mich.
GERSON, BILL
WSAC, Radcliff, Ky.
GIBBONS, JIMMIE
WLAU, Laurel, Miss.
GIBSON, DORIS
WSON, Henderson, Ky.
GIESA, JAY
Money Man
KHQ, Spokane, Wash.
GILBERT, DON
KMUS, Muskogee, Okla.
GILLIAM, DICK
KWBY, Colorado Springs, Colo.
GILLIS, BUD
Movies for Mom
GILMAN, HAL
WSLB, Ogdensburg, N. Y.
GILMORE, BOB
WLWC, Columbus, Ohio
WNOP, Newport, Ky.
GILMORE, BRUCE
WKAN, Kankakee, Ill.
GILMORE, TOM J.
KSWO, Lawton, Okla.
GISSING, EARL
WPLY, Plymouth, Wis.
GLENN, BOB
WSTV-TV, Steubenville, Ohio
GLENN, TONY
WUSN-TV, Charleston, S. C.
GODINEZ, JOHN
KEDD, Wichita, Kans.
GODMAN, CAROLYN
WMCT, Memphis, Tenn.
GOLDSMITH, BOB
House of Wax
KTCB, Malden, Mo.

GOOD, TOM
KSDA, Redding, Cal.
GOODLETTE, DICK
WNOG, Naples, Fla.
GOODMAN, EARL
Clockwatcher
WDOV, Dover, Del.
GOODMAN, JOHNNY
KTHT, Houston, Tex.
GOODWIN, GARRY
KCOP, Hollywood, Cal.
GOODMAN, MAX LEE
WABO, Waynesboro, Miss.
GOODMAN, LEE
Ethel & Albert
ABC-TV
GOODRICH, WARD
Sunshine Line
WMOP, Ocala, Fla.
GORDON, JERRY
Barn Dance
KCSJ-TV, Pueblo, Colo.
GOODWIN, BILL
It Pays To Be Married
NBC-TV
GOODWIN, GLENN
KSO, Des Moines, Iowa
GOODWIN, JIM
WEBQ, Harrisburg, Ill.
GORE, DEL
KJEO, Fresno, Cal.
GORE, DEREK
WKWK, Wheeling, W. Va.
GOTTHILF, ERNEST
WTTH, Port Huron, Mich.
GOUNDER, JACK
WEEU, Reading, Pa.
GOVE, ELLIOTT
WSYR, Syracuse, N. Y.
GRAD, HENRY
WPFB, Middletown, Ohio
GRADY, JOE
WPFH, Wilmington, Del.
GRAHAM, CARLOS
KNTV, San Jose, Cal.
GRAMMER, JOE
WKLY, Hartwell, Ga.
GRANGE, RED
NCCA Football
NBC-TV
GRANT, BRUCE
WGRD, Grand Rapids, Mich.
GRANT, JOE
Chef Lorenzo Show
WAKR-TV, Akron, Ohio
GRANT, J.
WMEX, Boston, Mass.
GRANT, PETER
WLW, Cincinnati, Ohio

GRAUER, BEN
Big Story, Weekday, Where Have You Been, Monitor, Boston Symphony
NBC-TV, NBC

GRAULICH, BERT
WVCG, Coral Gables, Fla.
GRAUSE, GUY
Time for Adventure
KOMU-TV, Columbia, Mo.
GRAY, ED
KMOD, Modesto, Cal.
GRAYSON, GLENN
WHJB, Greensburg, Pa.
GREEN, BILL
Guest Time
WFDF, Flint, Mich.
GREEN, GEORGE
KOOK-TV, Billings, Mont.
GREEN, LOU
WSAR, Fall River, Mass.
GREENE, CARL
Tot Town
WLOS-TV, Asheville, N. C.
GREATHOUSE, STAN
WVLN, Olney, Ill.
GREGORY, KERMITT
WAEB, Allentown, Pa.

GREGORY, WILLIAM D.
WERH, Hamilton, Ala.
GREY, TOM
WCPS, Tarboro, N. C.
GRIFFIN, BESSIE
WMRY, New Orleans, La.
GRIFFITH, LES
Aero-Mayflower News, Vitamin Newscasts, Seeman Newscasts
WABC
GRIFFIN, ROY
WGBG, Greensboro, N. C.

GRISKEY, BILL
B. July 24, 1916, Keating, Pa.; Man on the Go, Americana, NBC; The Bennett's, Mr. Wizard, Eddie Arnold Show, NBC-TV

GROBE, ALBERT A.
WQXR, N. Y., N. Y.
GROEBLI, BETTY
KIST, Santa Barbara, Cal.
GROFF, WILL
Around the Town
WNOW-TV, York, Pa.
GROVER, JOHN
KNBC, San Francisco, Cal.
GROVE, MAC
Platter Party
WICA, Ashtabula, Ohio
GRUBBS, JOHN
WKOX, Framingham, Mass.
GUHIN, AL
KCSB, San Bernardino, Cal.
GUNTER, HARDROCK
WWVA, Wheeling, W. Va.
GWYN, C. W.
WLFA, Lafayette, Ga.
GYNAN, EARL
WVDA, Boston, Mass.

— H —

HAAS, TED
KMMJ, Grand Island, Neb.
HACKETT, JIM
Midwest Matinee
WMT-TV, Cedar Rapids, Iowa
HADAWAY, EARL
Musical Clock
WHBB, Selma, Ala.
HADLEY, MERRITT
KFMB, San Diego, Cal.
HAGEN, HAROLD
Music Room
KTW, Seattle, Wash.
HAGEN, STAN
KVOO, Tulsa, Okla.
HAGGART, BUD
The Blues Chasers
WFDF, Flint, Mich.
HAINES, WES
KMA, Shenandoah, Iowa
HALE, BOB
WAEB, Allentown, Pa.
HALE, PHIL
What's Your Answer
WKNB-TV, New Britain, Conn.
HALE, MILT
KGEM, Boise, Idaho
HALEY, TOM
WNBK, Cleveland, Ohio
HALL, BILL
Coffee Pot Parade
WMFJ, Daytona Beach, Fla.
HALL, FRED
Sunrise Circus
KVEN, Ventura, Cal.
HALL, HOWARD
WOW, Omaha, Neb.
HALLAMAN, AL
WBVP, Beaver Falls, Pa.
HALLIGAN, JOHN
KCIM, Carroll, Iowa
HALVORSEN, CLAIR
KLIX, Twin Falls, Idaho

HAMILTON, GENE
WRCA, NBC-TV

HAMILTON, JOHN
KSRO, Santa Rosa, Cal.
HAMILTON, WARD
WWNY, Watertown, N. Y.
HAMMOND, DOC
KMBY, Monterey, Cal.
HAMMONDS, W. C.
Glory Road
WPNX, Phenix City, Ala.
HANCOCK, CHARLES
KDET, Center, Tex.
HANLEY, DON
WMAY, Springfield, Ill.
HANLON, TOM
KNX, Los Angeles, Cal.
HANNA, BILL
Search for Beauty
NBC-TV
HANNON, JACK
WNAX, Yankton, S. D.
HANTEN, JERRY
WKBZ, Muskegon, Mich.
HARBART, JIM
WIMS, Michigan City, Ind.
HARDIN, DOYLE
KRHD, Duncan, Okla.
HARDING, JIM
WAGA, Atlanta, Ga.
HAREN, HERB
Search for Talent
KATV, Pine Bluff, Ark.
HARMON, FRANK
WBAW, Barnwell, S. C.
HARRELL, SYLVIA
Party Line
WBMA, Beaufort, N. C.

HARRICE, CY
B. Mar. 1, 1915, Chicago, Ill.; Big Story, Cavalcade of America, NBC; John Daly, Lone Ranger, Silver Eagle, Danny Thomas Show, ABC; Brighter Day, CBS

HARRINGTON, HOWARD
KOGA, Ogallala, Neb.
HARRINGTON, JOHN
Showcase
KVI, Seattle, Wash.
HARNISH, BOB
WKAT, Miami Beach, Fla.
HARRIS, BUDDY
KGKO, Dallas, Tex.
HARRIS, LLOYD
WMAZ, Macon, Ga.
HARRIS, WAYNE
Coffee Club
WWIT, Canton, N. C.
HARRISON, ARCH
WFVA, Fredericksburg, Va.
HARRISON, TOM
KIST, Santa Barbara, Cal.
HARTLEY, JAMES A.
WGGA, Gainesville, Ga.

HARVEY, MARILYN
B. March 19, 1929.
CBS-TV, ABC-TV, NBC-TV

HATCHER, WILSON
WKLO, Louisville, Ky.
HATFIELD, PAUL
WULA, Eufaula, Ala.
HATTENBACH, AL
WBIW, Bedford, Ind.
HATTON, PAUL
KXLF, Butte, Mont.
HAWTHORNE, BEN
WHAY, New Britain, Conn.
HAYES, GEORGE
WABC
HAYES, PHILIP
WDIG, Dothan, Ala.

CARL CARUSO
MU 8-6600

HAYES, RAY
WTCS, Fairmont, W. Va.
HAYES, STAN
WENY, Elmira, N. Y.
HAYES, WINSTON
WGLC, Centreville, Mass.
HEADRICK, KEN
KFAB, Omaha, Neb.
HEALEY, JERRY
WWCA, Gary, Ind.
HEARLE, PERCY
WAGA, Atlanta, Ga.
HEATER, BOB
WEHT-TV, Evansville, Ind.
HEATH, JAMES
WAMI, Opp, Ala.
HEATHERTON, RAY
Merry Mailman
WOR-TV, New York, N. Y.
HEATON, JACK
WBLJ, Dalton, Ga.
HEERMAN, HANK
KGBX, Springfield, Mo.
HEINTZ, STAN
KHFS, Vancouver, Wash.
HENDRIX, CLIFF
Colorado Hayride
KCSJ-TV, Pueblo, Colo.
HENDRIX, CHARLES
WDXL, Lexington, Tenn.
HENRY, DICK
WOOD, Grand Rapids, Mich.
HENRY, GIL
KNX, Los Angeles, Cal.
HENRY, OLLIE
KAKE, Wichita, Kans.
HENSON, DOUGLAS
WJMJ, Philadelphia, Pa.

HERLIHY, EDWARD J.
Childrens Hour, Colgate Comedy Hour, NBC-TV; Universal Newsreel

HERRING, BILL
KWTX, Waco, Tex.
HERRINGTON, GORDON
WKRZ, Oil City, Pa.
HERSON, BILL
The Timekeeper
WTRL, Bradenton, Fla.
HESS, BOB
KATV, Pine Bluff, Ark.
HESSON, BILL
Homemakers Music Hall
KOCS, Ontario, Cal.
HEWITT, BOB
WEIC, Charleston, Ill.
HICKLING, LEE
WDOS, Oneonta, N. Y.
HICKMAN, RONNIE LEE
WNNJ, Newton, N. J.
HICKMON, RUSS
KBMI, Henderson, Nev.
HICKOK, BILL
WHIS, Bluefield, W. Va.
HICKS, BOB
Merry-Go-Round
KLRA, Litte Rock, Ark.
HICKS, FRANK
WHBF, Rock Island, Ill.
HICKS, JOHN
Modern Romances, Studebaker-Packard News, Pacquin Weekend News
WABC
HIDDLESON, LOREN
WXEX-TV, Petersburg, Va.
HIESTAND, JOHN
Edgar Bergen Hour
CBS
HIGHAM, LEO
KID, Idaho Falls, Idaho
HIGHBAUGH, DAVID B.
WHR, Danville, Ky.
HIGGINS, BILL
KUFD, Fort Dodge, Iowa
HILKER, BOB
WCGC, Belmont, N. C.
HILL, AL
WIRI, Plattsburg, N. Y.
HILL, BOB
WGTC, Greenville, N. C.
HILL, EDDIE
WRR, Dallas, Tex.
HILL, JACK
Happiness Exchange
KNOE-TV, Monroe, La.
HILL, WALTER
Records at Random
WJBO, Baton Rouge, La.
HIRSCH, WOODY
KBIZ, Ottumwa, Iowa
HIXSON, GLEN
WJAG, Norfolk, Neb.
HOAGE, DAVID
WWNH, Rochester, N. H.
HODGSON, JAY
KTBC-TV, Austin, Tex.
HOEDOWN, AUSTIN
KTBC, Austin, Tex.
HOEMANN, HAROLD, JR.
KBIA, Columbia, Mo.
HOFFMAN, BILL
WKBL, Covington, Tenn.
HOHL, FRED
KFDA-TV, Amarillo, Tex.
HOLBROOK, JOHN
WXEX-TV, Petersburg, Va.
HOLDEN, DON
WHBF, Rock Island, Ill.
HOLLER, CARL
Stairway to Stars
WITZ, Jasper, Ind.
HOLLINGSWORTH, BILL
Jam Session
WBAW, Barnwell, S. C.
HOLLOWAY, JOE
WDIG, Dothan, Ala.
HOLMES, ROBERT
WWLP, Springfield, Mass.
HOLT, BARBARA JEAN
Romper Room
WGBS-TV, Miami, Fla.
HOLT, DICK
KXXL, Monterey, Cal.
HOLT, JEFF
WSSO, Starkville, Miss.
HOLTZ, THOMSON
KFAB, Omaha, Neb.
HONAKER, RAY
Coffee Pot
WTON, Staunton, Va.
HONEYMAN, RUSS
WDXN, Clarksville, Tenn.
HOOKER, TED
WGTM, Wilson, N. C.
HOPKINS, MICHAEL
CKY Winnipeg, Man.
HORSTMAN, BOB
KFEQ-TV St. Joseph, Mo.
HOUSEMAN, HERB
KLPW, Union, Mo.
HOWELL, WILLARD
WLFA Lafayette, Ga.
HOYLE, STOWE
WFBC-TV, Greenville, S. C.
HOYOS, RUDY, JR.
KWKW, Pasadena, Cal.
HUBBARD, HENRY M.
KVCA-TV, Tucson, Ariz.
HUBLEY, LES
Tello Test
WRDO, Augusta, Me.
HUDDY, BILL
KEYT, Santa, Barbara, Cal.
HUDSON, FLOYD
KVMA, Magnolia, Ark.
HUFF, ARLIE
WSAV, Savannah, Ga.
HUGH, IVOR
WCCC, Hartford, Conn.
HUGHES, FRED
WPME, Punxsutawney, Pa.
HULL, WARREN
Strike It Rich
NBC
HULSE, EDITH A.
KGFX, Pierre, S. D.
HUMPHREY, MAC
Musical Clock
WIKC, Bogalusa, La.
HUMBLE, BILL
WNCT, Greenville, N. C.
HUNT, J. D.
WHSC, Hartsville, S. C.
HUNT, MEL
WOWL, Florence, Ala.
HUNT, RAY
KJFJ, Webster City, Iowa
HUNTER, MARV
WOWO, Fort Wayne, Ind.
HUNTER, MARION
WWGP, Sanford, N. C.
HURLBUT, JIM
Zoo Parade
NBC-TV
HURST, ED
WPFH, Wilmington, Del.
HUTCHINSON, JIM
WHBQ, Memphis, Tenn.
HUTTON, JIM
Captain Sunlite
WEAU-TV, Eau Claire, Wis.
HYATT, MARION
WAUD, Auburn, Ala.
HYDEN, BILL
KVOO, Tulsa, Okla.
HYLE, ROBERT
WKVA, Lewistown, Pa.

— I —

IHLENFELD, WARREN
WISR, Butler, Pa.
IMES, WALLY
Ladies Matinee
KOOL-TV, Phoenix, Ariz.
INGEBRIGTSEN, LEN
KOY, Phoenix, Ariz.
IVORY, ED
WGH, Norfolk, Va.

— J —

JACKSON, BERT
WKEI, Kewanee, Ill.
JACKSON, BILL
KSEM, Moses Lake, Wash.
JACKSON, LEE
WAPO, Chattanooga, Tenn.
JACKSON, MAURICE
WVKO, Columbus, Ohio
JACKSON, TED
WHAM, Rochester, N. Y.
JACKSON, W. O.
WJAM, Marion, Ala.
JACOBS, JOHN
Mystery Voice
WDUN, Gainesville, Ga.
JACOBS, JOHNNY
KNX, Los Angeles, Cal.
JAEGER, BILL
WJWL, Georgetown, Del.

JAMES, DENNIS
On Your Account, CBS-TV

JAMES, HERB
KCRG-TV, Cedar Rapids, Iowa
JAMES, GUS
Hold the Phone
WDNC, Durham, N. C.
JAMES, HUGH
Voice of Firestone
ABC-TV
JAMES, MIKE
WNAV, Annapolis, Md.
JAMES, KEN
WOW, Omaha, Neb.

JARRETT, SCOTT
WTVD, Durham, N. C.
JARSTAD, JOHN
Let's Go Skiing
KTVW, Tacoma, Wash.
JASS, MEL
WCCO-TV, Minneapolis, Minn.
JAY, JOHN
WHOK, Lancaster, Ohio
JAYSON, DICK
WHLI, Hempstead, N. Y.
JEFFERYS, ALLAN
Super Circus
ABC-TV
JELNICK, DAWSON
KFTM, Ft. Morgan, Colo.
JENNINGS, GEORGE
WJEJ, Hagerstown, Md.
JOHNSON, ALLAN
Country Style
KDLM, Detroit Lakes, Minn.
JOHNSON, BERNIE
WTAX, Springfield, Ill.
JOHNSON, BOB
KCEN-TV, Temple-Waco, Tex.
JOHNSON, BOB
WDLB, Marshfield, Wis.
JOHNSON, CHUCK
Words & Music
WKAL, Rome, N. Y.
JOHNSON, DAVE
KBUR, Burlington, Iowa
JOHNSON, DICK
KCIM, Carroll, Iowa
JOHNSON, ELDON
WITY, Danville, Ill.
JOHNSON, JIM
KPQ, Wenatchee, Wash.
JOHNSON, JIM
KCJB, Minot, N. Dak.
JOHNSON, JOE
WPAQ, Mt. Airy, N. C.
JOHNSON, KENNETH
WNNC, Newton, N. C.
JOHNSON, ROBERT
KICK, Springfield, Mo.
JOHNSON, TOM
WHJB, Greensburg, Pa.
JOHNSTON, DOC
WBIR, Knoxville, Tenn.
JONES, ARTHUR
WBET, Brockton, Mass.
JONES, BILL
WIKY, Evansville, Ind.
JONES, BILL
WHWL, Nanticoke, Pa.
JONES, BILL
KLZ, Denver, Colo.
JONES, BOB
WIST, Charlotte, N. C.
JONES, BOBBY
WHSY, Hattiesburg, Miss.
JONES, CHARLES
WTOM-TV, Lansing, Mich.
JONES, DALTON
KIHN, Hugo, Okla.
JONES, PAUL
WSAI, Cincinnati, Ohio
JONES, ROBERT
WDCL, Tarpon Springs, Fla.
JONES, ROD
WJNC, Jacksonville, N. C.
JONES, ROYCE A.
WIMO, Winder, Ga.
JORDAN, ED
Topper
ABC-TV
JORDAN, EDMUND
Soundmirror
WABC
JOSEPH, BOB
WHOP, Hopkinsville, Ky.

— K —

KALIN, JOHN
KROX, Crookston, Minn.
KALLAY, ED
Funny Flickers
WAVE-TV, Louisville, Ky.
KAREL, DICK
Tune Time
WSAU, Wausau, Wis.
KARPSTEIN, CARL
KTIL, Tillamook, Ore.
KARRENBER, BILL
WHBC, Canton, Ohio
KAUFMAN, ED
WBBW, Youngstown, Ohio
KAY, BOB
WAVE, Louisville, Ky.
KAYE, BOB
KEYD, Minneapolis, Minn.
KAYE, RICHARD L.
WCRB, Boston, Mass.
KEARNEY, GERRY
Guest House
KMUR-TV, Manchester, N. H.
KEECH, KELVIN
WABC
KEELER, DANIEL A.
KSL-TV, Salt Lake City, Utah
KELLER, GLEN
KLMO, Longmont, Colo.
KELLEY, ED
KITI, Chehalis-Centralia, Wash.
KELLEY, LUTHER
KBST, Big Spring, Tex.
KELLY, JACK
WRFW, Eau Claire, Wis.
KELLY, PHIL
WKTY, La Crosse, Wis.
KEMP, ED
KALL, Salt Lake City, Utah
KENDRICK, JIM
Easy Listening
KWTO, Springfield, Mo.
KENNEDY, DAVID
KALT, Atlanta, Tex.
KENT, JIMMY
WKRM, Columbus, Tenn.
KENT, HAROLD P.
WDBO-TV, Orlando, Fla.
KERR, BOB
WDAF-TV, Kansas City, Mo.
KERSHAW, ARTHUR
WJAR, Providence, R. I.
KESSLER, JOE
WEW, St. Louis, Mo.
KEYS, MICHAEL
WJNO, W Palm Beach, Fla.
KIBBY, JOHN
Record Room
KPMC, Bakersfield, Cal.
KILGO, JIMMY
WIST, Charlotte, N. C.
KILKENNY, CHARLES
WATG, Ashland, Ohio
KINCAID, FRED
KARE, Atchison, Kans.
KING, PAUL
WVLN, Olney, Ill.
KING, ROLAND
KVTV, Sioux City, Iowa
KING, WALLY
WATR, Waterbury, Conn.
KINGSLEY, PAUL
WABC-TV
KIRBY, GEORGE
KBTM, Jonesboro, Ark.
KIRK, HARRY
KORE, Eugene, Ore.
KIRK, JIM
WMOP, Ocala, Fla.

KLARKE, JOE
WCHO, Washington, Ohio
KLINE, JACK
KAUS, Austin, Minn.
KLYCE, KEN
WCSC-TV, Charleston, S. C.
KNAPP, ROBERT
WXEX-TV, Petersburg, Va.
KNICKERBOCKER, BOB
KLTZ, Glasgow, Mont.
KNIGHT JIM
KLIK, Jefferson City, Mo.
KNIGHT, JIM
WKWK, Wheeling, W. Va.
KNIGHT, RONALD
WPAW, Pawtucket, R. I.
KNOX, KEITH
KCHA, Charles City, Iowa
KOESLING, LARRY
WMAW, Menominee, Mich.
KOLB OSCAR
KTUL, Tulsa, Okla.
KOPP, LEE
KSJO, San Jose, Cal.
KRAHLING, BOB
WHBC, Canton, Ohio
KRAMIEN, STAN
KYAK, Yakima, Wash.
KREHBIEL, MEL
KJSK, Columbus, Neb.
KRESSEL, C.
WWOC, Manitowoc, Wis.
KRIBBS, KEN
WGAP, Maryville, Tenn.
KRUGER, GARY
WMLJ, Jackson, Ohio
KRUGER, OTTO
Lux Video Theatre
NBC-TV
KRUGER, RAY
KCHE, Cherokee, Iowa
KRUPP, ROGER
WISN-TV, Milwaukee, Wis.
KURTZ, BUD
WKOY, Bluefield, W. Va.
KUSHON, FRED
KVEN, Ventura, Cal

— L —

LaBAR, FRANK
Siesta Time
WBRE, Wilkes-Barre, Pa.
LAFFERTY, JIM
WNCT, Greenville, N. C.
LAFFOON, JIM
KHOZ, Harrison, Ark.
LaFORCE, CHARLES
WISN-TV, Milwaukee, Wis.
LALANNE, JACK
KSAM, Huntsville, Tex.
LaMAR, JACK
WCAM, Camden, N. J.
LaMARCA, JACK
KIBS, Bishop, Cal.
LAMB, ART
WTTG, Washington, D. C.
LAMB, JOHNNY
KNXL, Monterey, Cal.
LAMBERT, KEN
WLDS, Jacksonville, Ill.
LAMONT, ROY
WLEE, Richmond, Va.
LANCASTER, BOYCE
KTVX, Muskogee, Okla.
LANDFIELD, RICHARD
WDZ, Decatur, Ill.
LANDON, PAT
WPTZ, Philadelphia, Pa.
LANE, CHRIS
KOTV, Tulsa, Okla.
LANE, DICK
KEYS, Corpus Christi, Tex.
LANG, MIKE
Party Time
WFAI, Fayetteville, N. C.

LARKIN, JACK
KNCM, Moberly, Mo.
LARKIN, JIM
WJWS, South Hill, Va.
LARSEN, GENE
KWPC, Muscatine, Iowa
LARSON, BEN
KOW, Omaha, Neb.
LASHELY, RICHARD
WLOE, Leaksville, N. C.
LAUNER, ED
KODY, N. Platte, Neb.
LAURIE, BEN ERLE
KEBE, Jacksonville, Tex.
LAUZAU, FRAN
WMMN, Fairmont, W. Va.
LAWRENCE, KEN
WNEM-TV, Bay City, Mich.

LAWRENCE, MORT
The Big Payoff, Strike It Rich, CBS-TV; Keepin' Company With Mort Lawrence, MBS; Feather Your Nest, NBC-TV

LAWRENCE, TED
WABC
LEWSON, FRANK
WJEH, Callipolis, Ohio
LAWSON, KEN
KVTV, Sioux City, Iowa
LAWSON, WALT
KDAV, Lubbock, Tex.

LAZAR, WILLIAM T.
B. July 8, 1921, Appleton, Wis.; Pepper Young's Family, NBC; NCAA Football Games, ABC-TV; Search for Tomorrow, Masquerade Party, CBS-TV; Welcome Traveler, Paul Winchell Show, NBC-TV

LAZARONE, HENRY J.
KDBS, Alexandria, La.
LEA, DAVID
WRBL, Columbus, Ga.
LEAHY, ED
KOIN-TV, Portland, Ore.
LEAK, LEON
WKRG, Mobile, Ala.
LEBOLD, BILL
KHQ-TV, Spokane, Wash.

LE BOW, GUY
WPIX, N. Y. C.

LEDET, LESTER
KPAC, Port Arthur, Tex.
LEE, BILL
WLAK, Lakeland, Fla.
LEE, BOB
KVVG, Tulare, Cal.
LEE, JOHNNY
WPTR, Albany, N. Y.
LEE, PATRICK
KCAP, Helena, Mont.
LEE, TOM
KXLL, Missoula, Mont.
LEEFERS, BOB
WMT, Cedar Rapids, Iowa
LEHMAN, ART
Date With Music
WTHI, Terre Haute, Ind.
LEHMAN, CAL
KRTV, Hillsboro, Oreg.
LeMONT, GEORGE
KGO, San Francisco, Cal.
LENZ, JACK
WGIG, Brunswick, Ga.
LEON, JACK
WSWW, Platteville, Wis.
LEONARD, BOB
WRIT, Milwaukee, Wis.
LEPAGE, JEAN C. L.
WMSA, Massena, N. Y.

LESCOULIE, JACK
The Jackie Gleason Show, CBS-TV; Today, NBC-TV

LESIK, EDWARD M.
Events of the Day
WABC

LETCHER, SKIP
WFCB, Dundirk, N. Y.

LEVENSON, SAM
B. Dec. 28, 1911, New York City; This Is Show Business, Toast of the Town, CBS

LEWIS, JOHN
WCAO, Baltimore, Md.

LEWIS, ROBERT Q.
B. April 5, 1921, New York City; The Robert Q. Lewis Show, CBS, CBS-TV; The Name's the Same, ABC-TV

LEWIS, WALTER
WHLI, Hempstead, N. Y.
LEWIS, WILLIAM
Noonday Varieties
KLPM, Minot, N. D.
LIBUTTI, GEORGE
WVET, Rochester, N. Y.
LIESER, PATRICIA
KJUN, Redmond, Ore.
LIGHTFOOT, JIM
KRRV, Sherman, Tex.
LILLIGREN, CHUCK
WDLB, Marshfield, Wis.
LILLY, BOB
Good Company
KOA, Denver, Colo.

LINDNER, VINCENT A.
B. Apr. 11, 1920, West New York, N. J.; Jazz 55, Miss America Pageant, Vince Lindner and the News, WMID, Atlantic City

LINDSAY, ART
KMO, Tacoma, Wash.
LINN, JOHNNY
KGNC-TV, Amarillo, Tex.
LINN, KEN
Open House
WFBM-TV, Indianapolis, Ind.
LITTLE, FRANCIS
WJEJ, Hagerstown, Md.
LLOYD, FREDERICK
KOMO-TV, Seattle, Wash.
LOCHNER, ART
WKIK, Leonardtown, Md.
LOCKWOOD, BOB
WWGS, Tifton, Ga.
LOCKWOOD, EDWARD
WPRT, Perry, Fla.
LOGAN, HORACE
Louisiana Hayride
KWKH, Shreveport, La.
LOGAN, JACK
KQV, Pittsburgh, Pa.
LOHMEYER, FRANK
KLPW, Union, Mo.
LOMAX, KEN
KERG, Eugene, Ore.
LOMBARDI, SAMUEL
WMUS, Muskegon, Mich.
LOMBARDO, PETE
K-BUZ, Pomona, Cal.
LOMMEN, GORDON
KLTF, Little Falls, Minn.
LONG, CLINT
WMFD-TV, Wilmington, N. C.
LONGFELLOW, TOM
KARK, Little Rock, Ark.
LONGHORN, JOE
KVSM, San Mateo, Cal.
LONGWORTH, WILLIAM
WGBI-TV, Scranton, Pa.
LOTT, JOHNIE
WERH, Hamilton, Ala.
LOUDEN, RED
KEED, Springfield, Ore.
LOWE, DON
People in the News, Offbeat
WABC
LOWRY, LEW
KTRN, Houston, Tex.
LOYD, JIM
KLIK, Jefferson City, Mo.

LUCAS, BEN
WRGA, Rome, Ga.
LUCHT, JOHN
WISC, Madison, Wis.
LUDDEN, ALLEN
College Quiz Bowl
NBC
LUECK, KEN
WNDB, Daytona Beach, Fla.
LUNDBOM, DEL
KIDO, Boise, Idaho
LUSK, BERNIE
KROC-TV, Rochester, Minn.
LYMAN, DAVE
WNAH, Nashville, Tenn.
LYNCH, WES
KRTV, Hillsboro, Ore.
LYNN, JACK
WGSM, Huntington, N. Y.
LYNN, MEL
KARK-TV, Little Rock, Ark.

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McALISTER, R. B.
KLLL, Lubbock, Tex.
McCARTHY, JACK
Feature Horse Races, News & Weather
WABC, NBC-TV
McCARTHY, JOHN
WLRP, New Albany, Ind.
McCAULEY, JOE
Start the Day Right
WIP, Philadelphia, Pa.
McCLOSKEY, BEN
WFAA, Dallas, Tex.
McCOMB, DON
Ft. Wood Show
KTTR, Rolla, Mo.
McCORMACK, JACK
KERO, Bakersfield, Cal.
McCORMICK, BILL
WRFD, Worthington, Ohio
McCOY, AL
WHLD, Niagara Falls, N. Y.
McCURLEY, DOUGLAS
WGLC, Centreville, Miss.
McDANIEL, DICK
KXIC, Iowa City, Iowa
McDANIEL, WINFORD
KALB, Alexandria, La.
McEWEN, BOB
Capital Caravan
WTTG, Washington, D. C.
McFEE, LLOYD
WEIC, Charleston, Ill.
McGAVICK, JIM
Swing Shift
KLAN, Renton, Wash.
McGEE, RICHARD
Loser
NBC
McGEEHAN, JACK
KEYZ, Williston, N. D.
McGEHEE, GENE
KTUH, Hutchinson, Kans.
McGILL, LAWRENCE
WFTM, Maysville, Ky.
McGINNIS, RAY
WKBL, Covington, Tenn.
McKEE, BOB
WQXI, Atlanta, Ga.
McKEE, GOODSON
WACO, Waco, Tex.
McKEE, ROY
KTUL, Tulsa, Okla.
McKENZIE, ED
WXYZ-TV, Detroit, Mich.
McKINSTRY, TED
KXOC, Chico, Cal.
McLANE, BROADUS
WKLY, Hartwell, Ga.
McLEAN, BILL
KAKE, Wichita, Kans.

McLEAN, DONALD
Morning Serenade
WHDL, Olean, N. Y.
McLEAN, JACK
Top of the Mornin'
WXRA, Buffalo, N. Y.
McLELLAND, BUD
KHBM, Monticello, Ark.
McMAHON, ED
WCAU-TV, Philadelphia, Pa.
McMULLEN, DICK
WKRG, Mobile, Ala.
McMURDIE, W. E.
KPSI, Preston, Idaho
McNEILL, JOHN H.
Hits & Encores
KTUC, Tucson, Ariz.
McOSKER, DARRELL
KEDD, Wichita, Kans.
McPHEETERS, BILL
WOOF, Dothan, Ala.
McQUISTON, GIL
KRIZ, Phoenix, Ariz.
McTIGUE, HARRY
WINN, Louisville, Ky.

— M —

MACAULAY, BOB
WMAW, Menominee, Mich.
MACHADO, ART
Western Corral
KAFP, Petaluma, Cal.
MACK, JIMMY
WOOD-TV, Grand Rapids, Mich
MACK, TOM
KSDN, Aberdeen, S. D.
MACK, WAYNE
WDOK, Cleveland, Ohio
MacKENZIE, KEN
Adventureland
WGAN-TV, Portland, Me.
MADELY, ARTHUR
WGNI, Wilmington, N. C.
MAGERA, GEORGE
WJAY, Mullins, S. C.
MAGNUSON, JOHN
WDZ, Decatur, Ill.
MAHAFFEY, BOB
Music Till Midnight
KBNZ, La Junta, Colo.
MAHONEY, EDWARD
Teen Town Hall
WTAX, Springfield, Ill.
MAHONEY, JOHN
WJTN, Jamestown, N. Y.
MAILBY, CHARLES
KFNF, Shenandoah, Iowa
MAITH, LEN
WAML, Laurel, Miss.
MALDEN, KEN
WBMS, Boston, Mass.
MANER, RONALD
WAJF, Decatur, Ala.
MANN, NORMAND
KRIO, McAllen, Tex.
MANDRAKE, CHARLES
WICA, Ashtabula, Ohio
MANNING, MARY
WLAC, Nashville, Tenn.
MANNING, RAY
KTVI, St. Louis, Mo.
MANSURE, JOHN
Mr. Party
WGLV, Easton, Pa.
MARS, LEE
KTBS-TV, Shreveport, La.
MARSHALL, GENE
WGAI, Elizabeth City, N. C.
MARSHALL, REX
B. Jan. 10, 1919, N. J.
MARROW, ROBIN
KJAN, Atlantic, Iowa

MARTIN, BOB
KWTX, Waco, Tex.
MARTIN, CLIF
WMRP, Flint, Mich.
MARTIN, DAVID
KHOZ, Harrison, Ark.
MARTIN, HARRY
KCCC, Sacramento, Cal.
MARTIN, JOE
KERN, Bakersfield, Cal.
MARTIN, JOHN
Breakfast Melody
KLIZ, Brainerd, Minn.
MARTIN, JOHNNY
WINN, Louisville, Ky.
MARTIN, JOHNNY
WHIZ, Zanesville, Ohio
MARTIN, KEN
WLDB, Atlantic City, N. J.
MARTIN, LEWIS
WBT, Charlotte, N. C.
MARVIN, DON
KOTV, Tulsa, Okla.
MASINGILL, LUTHER
WDEF, Chattanooga, Tenn.
MASON, JAMES
Lux Video Theatre
NBC-TV
MASSEY, JON
Around the Town
WWDC, Washington, D. C.
MATHISEN, GEORGE
WMTV, Madison, Wis.
MARZOA, EDWARDS
Walkin' & Whistlin'
WJWL, Georgetown, Del.
MAXWELL, RAY
Star Time
WMAS, Springfield, Mass.
MAY, WALTER
WPKE, Pikeville, Ky.
MAY, FRED
Sweet Music Show
WLOP, Orlando, Fla.
MAYER, JOE
WAKR-TV, Akron, Ohio
MAYERS, RICHARD
WPAG-TV, Ann Arbor, Mich.
MEADE, SHIRLEY
Music You Want
WMTC, Van Cleve, Ky.
MEDIAN, PETE
KCCT, Corpus Christi, Tex.
MEEHAN, LARRY
WPFC, Panama City, Fla.
MEIER, EVANS
Voice of People
WJAG, Norfolk, Neb.
MELVILLE, ROLLIE
KGGM, Albuquerque, N. Mex.
MENEFEE, BOB
Heading Home
WIP, Philadelphia, Pa.
MERCER, MEL
WSPD, Toledo, Ohio
MERCIER, RAY
Dance Party
WCSH-TV, Portland, Me.
MEREDITH, LEE
KMCO, Conroe, Tex.
MERENS, LYMAN
WRJN, Racine, Wis.
MERLIN, PAUL
WCMW, Canton, Ohio
MERRITT, HERBERT A.
WHAI, Greenfield, Mass.
MERTZ, BILL
WVKO, Columbus, Ohio
METZGER, DON
Adventure Time
WMBV-TV, Marinette, Wis.
MEUNIER, JOHN
WVPO, Stroudsburg, Pa.
MEYER, JOHN
WEW, St. Louis, Mo.
MIDDLETON, B.
WTPS, New Orleans, La.

MIDDLETON, HARRY
WTVD, Durham, N. C.
MILLER, BRUCE
WBOF, Virgina Beach, Va.
MILLER, HOWARD
WBBM-TV, Chicago, Ill.
MILLER, JIMMIE
WDGR, Jesup, Ga.
MILLER, JOHN
WJPF, Herrin, Ill.
MILLER, JOHNNY
Gospel Sing
WTOB-TV, Winston-Salem, N. C.
MILLER, LES
KTSA, San Antonio, Tex.
MILLER, NOAH
WBIW, Bedford, Ind.
MILLER, RON
Gospel Train
WMIE, Miami, Fla.
MILLER, RON
WRMN, Elgin, Ill.
MILLER, ROBERT
Hob Nob
WSJV, Elkhart, Ind.
MILAM, CHARLES
KYJC, Medford, Ore.
MILLIKEN, MOE
Amateur Talent Show
KHOL-TV, Holdrege, Neb.
MILLS, GENE
WMTM, Moultrie, Ga.
MILLS, LEE
WRAD, Radford, Va.
MISSEY, TOMMY
WMMB, Melbourne, Fla.
MITCHELL, GEORGE
WHBB, Selma, Ala.
MITCHELL, EVERETT
National Farm & Home Hour
NBC
MITCHELL, ROY
Hospitality House
KCMS-TV, Texarkana, Tex.
MOAN, HAL
KOMO, Seattle, Wash.
MODELAND, VERN
KJFJ, Webster City, Iowa
MOFFETT, RAYMOND R.
WCAO, Baltimore, Md.
MOFFIT, JIM
KREM, Spokane, Wash.
MOHER, BILL
Quickie Quiz
WDAY, Fargo, N. D.
MOLNAR, BILL
WTYN, Tryon, N. C.
MOORE, CARL
WEEI, Boston, Mass.
MOORE, CLAUDE
Just Visitin'
KANA, Anaconda, Mont.
MOORE, DAVE
WCCO-TV, Minneapolis, Minn
MOORE, GEORGE
KTHS, Little Rock, Ark.
MOORE, HOWARD
WNVA, Norton, Va.
MOORE, SAMMY
WIBB, Carrollton, Ga.
MOORE, TOM
WGTC, Greenville, N. C.
MOORE, TOMMY
WHVH, Henderson, N. C.
MOORE, VERN
KIDO-TV, Boise, Idaho
MORELAND, HARRY
KCRV, Caruthersville, Mo.
MORGAN, DALE
KTVR, Denver, Colo.
MORGAN, HANK
WQOK, Greenville, S. C.
MORGAN, PAUL
KVVG, Tulare, Cal.
MORGAN, SONNY
WRAG, Carrollton, Ala.

MORGAN, WARREN
WLW-D, Dayton, Ohio
MORK, CAROL
WPDR, Portage, Wis.

MORROW, DON
B. Jan. 29, 1917; Guy Lombardo Show, NBC-TV; Sunday News Special, What's My Line. Masquerade Party, CBS-TV; Sammy Kaye Show, ABC-TV; Key Witness, DuMont

MONGOLD, BOB
WISP, Winston, N. C.
MONTGOMERY, DOUG
K-BUZ, Pomona, Cal.
MONTGOMERY, PAUL
WNAO-TV, Raleigh, N. C.
MORRIS, AL
KOAT-TV, Albuquerque, N. Mex.
MORRIS, JACK
KLX, Oakland, Cal.
MORRIS, MONTE
KYJC, Medford, Ore.
MORRIS, VANCE
WORD, Spartanburg, S. C.
MORRISON, GEORGE W.
KPLK, Dallas, Ore.
MORSE, SID
KFMA, Davenport, Iowa
MOSS, DAVE
WIS, Columbia, S. C.
MUELLER, JOHN
WPAY, Portsmouth, Ohio
MULLEN, JAY
WCSC, Charleston, S. C.
MULLINS, JIM
WSTU, Stuart, Fla.
MULLINS, MOON
KEX, Portland, Ore.
MULLINS, REVERDY
KMBC-TV, Kansas City, Mo.
MUNI, SCOTT
WSMB, New Orleans, La.
MURDOCK, JACK
WATG, Ashland, Ohio
MURPHY, ED
WSYR, Syracuse, N. Y.
MURPHY, HAL
WCAW, Charleston, W. Va.
MURPHY, JACK
WCLI, Corning, N. Y.
MURPHY, STANFORD
WRUS, Russellville, Ky.
MURPHY, TOM
WCHS, Charleston, W. Va.
MURPHY, VINCE
WHGB, Harrisburg, Pa.
MURRAY, DEAN
KBON, Omaha, Neb.
MURRAY, PHIL
Radio Classified
WCSH, Portland, Me.
MURPHREE, JACK
Strictly Informal
WOMI, Owensboro, Ky.

— N —

NABORIS, TED
KTHT, Houston, Tex.
NAGLE, JEFF
KMJ, Fresno, Cal.
NAGLESTAD, FRED
WOW, Omaha, Neb.
NAHEY, DON
WLAG, LaGrange, Ga.
NAINRIB, STAN
WKGN, Knoxville, Tenn.
NANKIVAL, WILLIAM
KDTH, Dubuque, Iowa
NARZ, JIM
KPOL, Los Angeles, Cal
NASH, D. A.
KPST, Preston, Idaho
NASH, JAY R.
Minute Man
KIOA, Des Moines, Iowa
NATIONS, WAYNE
KSIM, Sikeston, Mo.
NEAVERTH, DON
WFRM, Coudersport, Pa.
NERRLING, WALLY
WIRE, Indianapolis, Ind.
NEIMAN, JIM
WBKH, Hattiesburg, Miss.
NELSON, BOB
KGWA, Enid, Okla.
NELSON, PAUL
KIOA, Des Moines, Iowa
NELSON, SHIRLEY
KOMB, Cottage Grove, Ore.
NELSON, TOMMY
What's Your Hobby
KHSL-TV, Chico, Cal.
NELSON, WARREN
Musical Clock
WROK, Rockford, Ill.
NEUBERGER, STAN
WEKZ, Monroe, Wis.
NEVINS, ELLIOTT
WKNY, Kingston, N. Y.
NEWHOUSE, HAL
KRMW, The Dalles, Oreg.
NEWHOUSE, ROLAND
WELL, Battle Creek, Mich.
NEWMAN, GENE
WEZB, Birmingham, Ala.
NEWSOME, GIL
KWK-TV, St. Louis, Mo.
NEWTON, EARL
WMTM, Moultrie, Ga.
NICHOLS, DAVE
WLW-C, Columbus, Ohio
NICHOLSON, JAMES
WMGW, Meadville, Pa.
NIELSEN, NORMAN
KREI, Framington, Mo.
NIERSBACH, BILL
WKBV, Richmond, Ind.
NIGOCIA, HARRY
WJBW, New Orleans, La.
NILES, CHUCK
WIRK, W. Palm Beach, Fla.
NOEL, SID
WSMB, New Orleans, La.
NOLAN, PHILIP
KSUM, Fairmont, Minn.
NOLAN, TIM
KXYZ, Houston, Tex.
NOLAN, TOM
WGLS, Decatur, Ga.
NORTH, CHARLES C.
WMBM, Miami Beach, Fla.
NORMAN, GENE
KHJ-TV, Los Angeles, Cal.
NORMAN, PHIL
KNX, Los Angeles, Cal.
NORMAN, RUSS
CLUB 1900
KING, Seattle, Wash.
NORTON, DON
KNET, Palestine, Tex.
NUNN, DOUG
WNOP, Newport, Ky.
NYSTROM, WARREN
WRDU, Dinuba, Cal.

— O —

OBERST, NORM
KMED, Medford, Ore.
O'BRIEN, BILL
WCNX, Middletown, Conn.
O'BRIEN, ELLIS
At Home and Away
WCSH, Portland, Me
O'BRIEN, PAT
Your Nutrilite Radio Theatre
NBC
O'CONNOR, ROD
Two on the Aisle
KUTV, Salt Lake City, Utah
ODOM, HOMER
K-JOE, Shreveport, La.
O'DONNELL, CHARLES
Caravan of Music
WHAT, Philadelphia, Pa.
OLDAG, BEN
Polka Revue
KFRD, Rosenberg, Tex.
OLIVEIRA, JOHN
Merry-Go-Round
KUKI, Ukiah, Cal.
OLIVER, GREG
WSCR, Scranton, Pa.
OLNEY, DEL
KHFS, Vancouver, Wash.

OLSEN, JOHNNY
Second Chance
NBC

OLSON, DICK
WIMS, Michigan City, Ind.
OLSON, HARVEY
Shoppers Special
WDRC, Hartford, Conn.
O'REILLY, MIKE
WJTV, Jackson, Miss.
OROPEZA, BOB
KBMX, Coalinga, Cal.
ORTIZ, CHARLOS R.
WAPA-TV, San Juan, Puerto Rico
OSBORNE, DONALD
KSTL, St. Louis, Mo.
OSBOURNE, DEANE
WSPD, Toledo, Ohio
O'TOOLE, WILLIAM
Life Is Worth Living
WABC
OVIATT, HERB
WFHR, Wisconsin Rapids, Wis.
OWEN, TEX
WTAO-TV, Boston, Mass.
OWENS, JACK
WMAZ-TV, Macon, Ga.
OWENSBY, BILL
WEWO, Laurinburg, N. C.

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PACK, MARSHALL
WSKY, Asheville, N. C.
PADOVANI, GIROGIO
WOV, New York, N. Y.
PALEN, JAMES
WOKZ, Alton, Ill.
PALMER, JAMES
KSIM, Sikeston, Mo.
PALMER, STEVE
Melody Showcase
WHIZ, Zanesville, Ohio
PALMER, TRAVIS
Alarm Clock Club
WSSO, Starkville, Miss.
PALMQUIST, JAMES R.
KLIR, Denver, Colo.
PAPPAS, BOB
WTIP, Charlestown, W. Va.
PARK, CHARLES
WJR, Detroit, Mich.
PARKER, BILL
KMMT, Austin, Minn.
PARKER, CLARENCE S.
WNER, Live Oak, Fla.
PARKER, ROYAL
WAAM-TV, Baltimore, Md.
PARKER, TONY
KEYD-TV, Minneapolis, Minn.
PARSONS, BEN
WRBL, Columbus, Ga
PARSONS, GLENN H.
KBIA, Columbia, Mo.

PARSONS, WES
KTEN, Ada, Okla.
PARROTT, HAYDEN
KLAK, Lakewood, Colo.
PATRICK, PAT
WAOK, Atlanta, Ga.
PAUL, JIM
WANA, Anniston, Ala.
PAUL, RALPH
B. Oct. 11, 1920, Denver, Colo.; Strike It Rich, CBS-TV; The Goodyear Playhouse, NBC-TV
PAVONE, TONY
WCEH, Hawkinsville, Ga.
PAYNTER, LARRY
WPBC, Minneapolis, Minn.
PEACE, BOB
Talent Show
WSLM, Salem, Ind.
PEARSON, AL
KSRO, Santa Rosa, Cal.
PECK, GALE
KERN, Bakersfield, Cal.
PECK, R. H.
KVNU, Logan, Utah
PEDERSON, CARROLL
KSBW, Salinas, Cal.
PEISS, ED
KOOK-TV, Billings, Mont.
PENROSE, BERN
WSNJ, Bridgeton, N. J.
PEPPER, LEON
KEVA, Shamrock, Tex.
PERKINS, GENE
Back Fence Theatre
KBOI-TV, Boise, Idaho
PEROTTO, LARRY
WMGW, Meadville, Pa.
PERRY, JOHN
WEEU, Reading, Pa.
PETERS, ROBERT F.
WFAS, White Plains, N. Y.
PETERS, BOB
KGVO, Missoula, Mont.
PETERSON, DAN
NBC
PETERSON, DON
WOI-TV, Ames, Iowa
PETERSON, RODNEY
KBOE, Oskaloosa, Iowa
PETRIE, C. R.
WHWL, Nanticoke, Pa.
PHILLIPPI, MARY JANE
KGPH, Flagstaff, Ariz.
PHILIPS, GENE
WMAN, Mansfield, Ohio
PIATT, GENE
KELO-TV, Sioux Falls, S. D.
PICKETT, ROY
Big Red Jamboree
KTVX, Muskogee, Okla.
PICKWORTH, AL
KTHS, Little Rock, Ark.
PIEL, BUD
KMUS, Muskogee, Okla.
PIERCE, BILL
WEJL, Scranton, Pa.
PIERCE, F. L.
WZOB, Fort Payne, Ala.
PIERCE, JOE
KVOO-TV, Tulsa, Okla.
PIERON, HUGH
WJOB, Hammond, Ind.
PINKERMAN, GARY
WCMI, Ashland, Ky.
PINNER, JOE
WHIT, New Bern, N. C.
PINNIX, JIMMIE
WNAG, Grenada, Miss.
PINTAR, FRANK
Tune Test
WKAT, Miami Beach, Fla.
PLACE, RANDY
Fashions at Luncheon
WHEN-TV, Syracuse, N. Y.
PLATER, BILL
WSIL-TV, Harrisburg, Ill.

PLATOU, HAROLD
KVAL-TV, Eugene, Ore.
PLATT, JIM
KBTO, El Dorado, Kans.
POLITZ, J. C.
Hit or Miss
WBRZ, Baton Rouge, La.
POOLE, BOB
WFBC, Greenville, S. C.
POOLE, BUCK
WMRB, Greenville, S. C.
POPE, BILL
KXOC, Chico, Cal.
PORTER, CLELL
KERO, Bakersfield, Cal.
PORWANIEKI, LEO
WLIP, Kenosha, Wis.
POSEY, ELLIS
Swap Shop
KDUB-TV, Lubbock, Tex.
POST, WRAY
KRLD-TV, Dallas, Tex.
POTRIE, C. R.
Leaves of Gold
WISL, Shamokin, Pa.
POTTS, FRED
Rockin' Rhythm
WAGR, Lumberton, N. C.
POWELL, CACTUS JACK
Bar 15 Ranch
WINT, Waterloo, Ind.
POWERS, JIMMY
Cavalcade of Sports
NBC-TV
PREBLE, FRED
WTVL, Waterville, Me.
PRICE, GENE
KUOD, Denver, Colo.
PRICE, JAMES
KOWH, Omaha, Neb.
PRICE, SAM
KIUP, Durango, Colo.
PRIDDY, AL
KEX, Portland, Ore.
PRINCE, JIM
WBRM, Marion, N. C.
PROCTOR, HARLAN
WCAO, Baltimore, Md.
PRUITT, AL
WAGR, Lumberton, N. C.
PRYOR, CACTUS
KTBC-TV, Austin, Tex.
PUFFER, GEORGE
WCLI, Corning, N. Y.
PURCELL, CHARLES W.
Nocturne
WCAO, Baltimore, Md.
PURCELL, ED
KMO, Tacoma, Wash.
PURNELL, CHARLES
WILM, Wilmington, Del.
PUTMAN, DON
WBBZ, Ponca City, Okla.
PYATT, AL
KLUK, Evanston, Wyo.
PYLE, JACK
KYW, Philadelphia, Pa.

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RADER, JOHN
WFUR, Grand Rapids, Mich
RAIFORD, BOB
WBTV, Charlotte, N. C.
RAMOS, RUBEN CORA
WAPA, San Juan, Puerto Rico
RAMSEY, RAY
KREM, Spokane, Wash.
RANDALL, DALE
KBOI-TV, Boise, Idaho
RANSFORD, DALE
WOKZ, Alton, Ill.
RATNER, SOL
WDAR, Savannah, Ga.
RATTIGAN, JACK
WGLV, Easton, Pa.

RAY, CURT
KMOX, St. Louis, Mo.
RAY, WENDY
KERG, Eugene, Ore.
RAYBURN, GENE
Sky's the Limit
WRCA-TV, N. Y., N. Y.
RAYMAND, OLLIE
KMOX, St. Louis, Mo.
RAYMER, GEORGE
WAKR, Akron, Ohio
RAYMOND, FRANK
WCYB, Bristol, Va.
RAYNER, RAY
WBBM-TV, Chicago, Ill.
REDD, RAY
KWBU, Corpus Christi, Tex.
REDDELL, TOM
KADA, Ada, Okla.
REDDICK, DICK
WFBG, Altoona, Pa.
REDUS, JACK
Silver Dollar
KFKA, Greeley, Colo.
REED, WILLIAM
WGTH, Hartford, Conn.
REESE, BLACKIE
KWFR, San Angelo, Tex.
REEVES, DAVID
WMAZ-TV, Macon, Ga.
REGAN, LARRY
WTPS, New Orleans, La.
REID, DICK
Lucky 8 Ranch
WCHS-TV, Charleston, W. Va.
REIDY, PAUL
WFIG, Sumter, S. C.
REIG, HOWARD
NBC
REILLY, ED
WRDB, Reedsburg, Wis.
REILLY, PHIL
WLBR, Lebanon, Pa.
REILLY, SYL
WGBB, Freeport, L. I., N. Y
REILLY, TOM
WGBI-TV, Scranton, Pa.
REITZ, ROBERT
WLEC, Sandusky, Ohio
RENO, WALT
KRNT-TV, Des Moines, Iowa
RENSCH, TY
KGFX, Pierre, S. D.
RESARE, BILL
KJUN, Redmond, Ore.
REYNOLDS, DICK
Tops in Pops
WHKK, Akron, Ohio
REYNOLDS, JOE
KBST, Big Spring, Tex.
REYNOLDS, PAUL
WTVT, Petersburg, Fla.
REYNOLDS, RUSSELL
WDYK, Cumberland, Md
REYNOLDS, TOMMY
Party Line
KENS-TV, San Antonio, Tex.
RHOADS, DUSTY
KWHE, Kennewick, Wash.
RICE, PHIL
WMYB, Myrtle Beach, S. C
RICE, RICHARD
WTOD, Toledo, Ohio
RICHARD, ALFRED
WTYC, Rock Hill, S. C.
RICHARDS, ALLAN
Musical Clock
WHAN, Charleston, S. C.
RICHARDS, DICK
KENS, San Antonio, Tex
RICHARDS, DICK
WGTH, Hartford, Conn.

RICHARDS, MALCOLM
WTVN, Columbus, Ohio
RICHARDSON, PHIL
WDQN, Du Quoin, Ill.
RICHARDS, STAN
KELP, El Paso, Tex.
RICHARDS, TOMMY
Star Room
KRHD, Duncan, Okla.
RICHIE, HEN
WHTN, Huntington, W. Va.
RICHMOND, BOB
WREN, Topeka, Kans.
RICKEY, FRANK
WRBL-TV, Columbus, Ga.
RIDDICK, DAVE
WRAP, Norfolk, Va.
RIDGE, ROY
WKBV, Richmond, Ind.
RIDGEWAY, JIM
KRBC, Abilene, Tex.
RIDNER, JACK
WCTV, Tallahassee, Fla.
RIGGS, DON
WBNS-TV, Columbus, Ohio
RIGGS, GLENN
My True Story
WABC
RILEY, BILL
KRNT, Des Moines, Iowa
RILEY, CHAD
WDYK, Cumberland, Md.
RIPPY, RONNEY
WLOE, Leaksville, N. C.
ROBBIE, GORDON
WDSR, Lake City, Fla.
ROBERTS, BRAD
WARE, Ware, Mass.
ROBERTS, DICK
KBUR, Burlington, Iowa
ROBERTS, FORD
WMT, Cedar Rapids, Iowa
ROBERTS, KENNETH
WABD, N. Y. C., N. Y.
ROBERTS, PAUL
WSPB, Sarasota, Fla.
ROBINETT, DON
KWRO, Coquille, Ore.
ROBINSON, DAVID
WMBM, Miami Beach, Fla.
ROBINSON, J. K.
KOTN, Pine Bluff, Ark.
ROBISCON, JIM
KXLL, Missoula, Mont.
ROBONSON, MAX
WJTN, Jamestown, N. Y.
RODGERS, CLIFF
Melody Roundup
WHKK, Akron, Ohio
ROGERS, ARTIE
Morning Glory
KDRS, Paragould, Ark.
ROGERS, DON
WRIB, Providence, R. I.
ROGERS, GEORGE
WMAR-TV, Baltimore, Md.
ROGERS, SMOKEY
WEAW, Evanston, Ill.
ROHN, JIM
KXJB-TV, Valley City, N. D.
ROLFE, JOE
KBTM, Jonesboro, Ark.
ROLIH, JOHN
KSAN, San Francisco, Cal.
ROMANO, TOM
Breakfast Playhouse
WNCH-TV, New Haven, Conn.
ROPER, ELMO
Weekend
NBC
ROPER, JOHN P.
WMAN, Mansfield, Ohio
ROSE, DON
WAHR, Miami Beach, Fla.
ROSS, AL
WRC-TV, Washington, D. C.
ROSS, DON JOHN
Tower Matinee
WMT-TV, Cedar Rapids, Iowa
ROSS, RON
KSL-TV, Salt Lake City, Utah
ROULEAU, DICK
KXGI, Fort Madison, Iowa
ROUTH, BILL
WNOK-TV, Columbia, S. C.
ROWE, KEN
WOAI, San Antonio, Tex.
ROWE, PRENTISS
KKTV, Colorado Springs, Col.
ROWE, RED
KNXT, Los Angeles, Cal.
ROY, MIKE
KRCA, Los Angeles, Cal.
ROYER, VIRGIL
WTVB, Coldwater, Mich.
RUBENSTEIN, EVE
KQTV, Fort Dodge, Iowa
RUDES, JIM
WSPD-TV, Toledo, Ohio
RUGE, GEORGE
KYA, San Francisco, Cal.
RUMORE, DUKE
WBRC, Birmingham, Ala.
RUNYON, JIM
WLW-D, Dayton, Ohio
RUSHING, JACK
WPLA, Plant City, Fla.
RUSSELL, BARCLAY
WOAI-TV, San Antonio, Tex.
RUSSELL, CHARLES
KVFC, Cortez, Colo.
RUSSELL, FRAN
Farm & Fun Time
WCYB, Bristol, Va.
RUSSELL, FRANK
KITO, San Bernardino, Cal.
RUSSELL, JOHN
WJR, Detroit, Mich.
RUSSELL, JIM
KCOW, Alliance, Neb.
RUSSELL, ROG
KELO-TV, Sioux Falls, S. D.
RUSSELL, TOM
WEEI, Boston, Mass.
RUST, PAUL
WITV, Ft. Lauderdale, Fla.
RYALL, DICK
Music for Milady
KEEP, Twin Falls, Idaho
RYAN, THOMAS
WSNY, Schenectady, N. Y.
RYBICKI, RICHARD
WSGW, Saginaw, Mich.
RYLE, GLENN
WKRC-TV, Cincinnati, Ohio

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SACHS, BERNIE
WISL, Shamokin, Pa.
SADLER, JOHN
WHAP, Hopewell, Va.
SAGGESE, BOB
Music Palace
WBML, Macon, Ga.
SAINT, TERRY
WTVT, Petersburg, Fla.
SALES, SOUPY
WXYZ-TV, Detroit, Mich.
SALISBURY, JOHN
KLOR, Portland, Ore.
SALZER, GERALD
KRIS, Corpus Christi, Tex.
SANDERS, BOBBIE
Village Jamboree
WAUD, Auburn, Ala.
SANDLER, BERNIE
WEBR, Buffalo, N. Y.
SANDORD, CHARLES
WGAN, Portland, Me.
SAMDERS, NICK
KWCO, Chickasha, Okla.
SAUCEMANN, JACK
Boogie & Blues
WRAG, Carrollton, Ala.
SAUNDERS, ERNIE
WMUR-TV, Manchester, N. H.
SAUNDERS, WREEN
Nite Owl Club
KING, Seattle, Wash.
SAVITZ, BILL
WDSR, Lake City, Fla.
SAYER, LEROY
Housewives Serenade
KOCA, Kilgore, Tex.
SCHAFER, RON
KXOB, Stockton, Cal.
SCHAFFER, RON
KBRL, McCook, Neb.
SCHARTEL, ALLEN
WCSS, Amsterdam, N. Y.
SCHENCK, BUD
Movie Marshall
WTRF-TV, Wheeling, W. Va.
SCHERER, JOE
KLZ-TV, Denver, Colo.
SCHOLBE, ROGER
KFXJ-TV, Grand Junction, Colo.
SCHOOLEY, IVAN
KOA, Denver, Col.
SCHUMACHER, BOB
WBRE-TV, Wilkes-Barre, Pa.
SCOGIN, JOHN
WTAW, College Station, Tex.
SCOTT, ALAN
WPTZ, Philadelphia, Pa.
SCOTT, JOE
WBRE-TV, Wilkes-Barre, Pa.
SCOTT, GEO.
WHIN, Gallatin, Tenn.
SCOTT, JACQUE
KBUC, Corona, Cal.
SCOTT, WALLY
WREX-TV, Rockford, Ill.
SCOTT, WILLARD
Twilight Tunes
WRC, Washington, D. C.
SCYMZAK, ANTHONY
WRJN, Racine, Wis.
SEAMON, DON
WFYC, Alma, Mich.
SEARS, ZENAS
WAOK, Atlanta, Ga.
SEE, JACK
The World Tonight
WTAP, Parkersburg, W. Va.
SEFICK, ROBERT
WARD, Johnstown, Pa.
SEGAL, STAN
WTBC, Tuscaloosa, Ala.
SEIGEL, DOUG
WJPF, Herrin, Ill.
SELBY, NORM
KROC-TV, Rochester, Minn.
SESSIONS, CLIFF
WFOR, Hattiesburg, Miss.
SEYMOUR, HOWARD
WGBB, Freeport, L. I., N. Y.
SHADDOCK, BOB
WENY, Elmira, N. Y.
SHALLENBERG, DAVE
WARD, Johnstown, Pa.
SHANNON, DON
WBEU, Beaufort, S. C.

SHARP, IRVING
WDBJ, Roanoke, Va.
SHAUGHNESSY, DICK
WMAY, Springfield, Ill.
SHAW, CHARLES
WOLF, Syracuse, N. Y.
SHAW, JAMES
WFAU, Augusta, Me.
SHEAKER, TED
KVIN, Vinita, Okla.
SHEHEEN, MAC
WNOK, Columbia, S. C.
SHELDON, HERB
Herb Sheldon Show, WRCA
SHELLEY, BOB
WFBC, Greenville, S. C.
SHELTON, JIM
Pick-A-Pocket
WIBC, Indianapolis, Ind.
SHEPARD, BOB
Ted Mack
ABC-TV
SHEPARD, DON
WBBQ, Augusta, Ga.
SEPPARD, VERNE
Stars of Tomorrow
KOTA-TV, Rapid City, S. D.
SHEPPARD, EDWARD
WTAC, Flint, Mich.
SHEPARD, GIL
WCPO, Cincinnati, Ohio
SHERBAHN, DICK
Wake Up Smiling
WLAN, Lancaster, Pa.
SHERMAN, VAL
KBTV, Denver, Colo.
SHERIDAN, BILL
WADK, Newport, R. I.
SHERIDAN, JACK
Bandstand
WIRE, Indianapolis, Ind.
SHERMAN, BRAD
WAHR, Miami Beach, Fla.
SHERRY, ROD
KFSD-TV, San Diego, Cal.
SHERWOOD, DON
KGO-TV, San Francisco, Cal.
SHIELDS, LEO
KNCK, Concordia, Kans.
SHIELDS, TOM
Platter Party
WCPS, Tarboro, N. C.
SHIPLEY, BILL
B. Aug. 1, 1918, Ottawa, Kan.
SHIVELY, PAUL H.
KWRT, Boonville, Mo.
SHOEMAKER, N. L., JR.
WABO, Waynesboro, Miss.
SHORT, FORREST
KMDO, Fort Scott, Kans.
SIEGAL, HAL
WDOD, Chattanooga, Tenn.
SIEVERS, BOB
WOWO, Fort Wayne, Ind.
SILBERT, BILL
B. Jan. 1, Detroit, Mich.; Bill Silbert Show, Saints and Spiners Club, WMGM; Red Buttons Show, NBC-TV; The Bill Silbert Show, NBC
SILER, ROBERT
WFTM, Maysville, Ky.
SILLS, GENE
WEAB, Greer, S. C.
SIMS, BOB
WDCL, Tarpon Springs, Fla.
SINGER, GEORGE
KELP, El Paso, Tex.
SKETCHLEY, R. G.
Mystery at Noon
WCHV, Charlottesville, Va.
SKILTON, DAN
WNAU, New Albany, Miss.
SKINNER, GEORGE D.
B. Feb. 18, 1918, Portland, Ore.; George Skinner Show, WCBS-TV
SLATTON, PAT
WJBB, Haleyville, Ala.
SMART, FRED
Western Hoedown
KOCA, Kilgore, Tex.
SMITH, BOB
KNAL, Victoria, Tex.
SMITH, CHARLES
WDEC, Americus, Ga.
SMITH, DELBURT M.
KLIR, Denver, Colo.
SMITH, DON
KMED, Medford, Ore.
SMITH, FRANK
KOAM, Pittsburg, Kans.
SMITH, FRED
WGL, Fort Wayne, Ind.
SMITH, GEORGE B.
KPLK, Dallas, Ore.
SMITH, HARRY
WILM, Wilmington, Del.
SMITH, HOWELL
WDKN, Dickson, Tenn.
SMITH, HUGH
KXJK, Forrest City, Ark.
SMITH, LARRY
Adventures With Music
WFTC, Kinston, N. C.
SMITH, LOREN C.
WHAI, Greenfield, Mass.
SMITH, MERRILL
WWNH, Rochester, N. H.
SMITH, SYDNEY
B. Apr. 6, New York City; By-Line, Anthology, WRCA; Home, Today, WRCA-TV; Leave It to the Girls, WABC-TV
SMITH, TED
WGUY, Bangor, Me.
SMITH, WALT
Corky's Club
KBTV, Denver, Colo.
SMITH, WHEELER
KXA, Seattle, Wash.
SMOLKO, ED
WAKR, Akron, Ohio
SNIDER, PAUL
Musical Comedy Theatre
KPOL, Los Angeles, Cal.
SNYDER, BOB
KTUH, Hutchinson, Kans.
SNYDER, JAY
KGO, San Francisco, Cal.
SNYDER, JIM
WAJR, Morgantown, W. Va.
SOLYN, BERN
KBMY, Billings, Mont.
SPAINHOWER, DON
KOVO, Provo, Utah
SPANN, OWEN
WTOB-TV, Winston-Salem, N. C.
SPARKS, C. M.
WCRS, Greenwood, S. C.
SPARKS, WARREN
KMDO, Fort Scott, Kans.
SPEARS, CHARLIE
WJAN, Spartanburg, S. C.
SPENCER, LESTER
WBNS, Columbus, Ohio
SPENCER, RAYMOND E.
KFXM, San Fernando, Cal.
SPIDAHL, VERN
KGFL, Roswell, N. Mex
SPIEGLE, STAN
KXRO, Aberdeen, Wash.
SPILLERS, BOB
WMAZ, Macon, Ga.
SPILLMAN, SANDY
KPIX, San Francisco, Cal.
SPIRO, WALT
WCOV, Montgomery, Ala.
STALLINGS, CURT
KFH, Wichita, Kans.
STANLEY, BILL
Dancing Party
WICH, Norwich, Conn.
STANLEY, JIM
WICH, Norwich, Conn.
STANT, JACK
WDRF, Chester, Pa.
STAPLES, WILLIAM
WVPO, Stroudsburg, Pa.
STARK, RICHARD S.
B. Nov. 17, 1911, Grand Rapids, Mich.; What's My Line?, CBS; Caesar's Hour, NBC; Masquerade Party, Down You Go, ABC
STAVAS, JOE
KODY, N. Platte, Neb.
STEELE, JOHNNY
KOWB, Laramie, Wyo.
STEFFY, WILLIAM
WFAH, Alliance, Ohio
STEGER, CLARENCE
WMFS, Chattanooga, Tenn.
STEIN, LES
WJBW, New Orleans, La.
STEIN, MIKE
WJLS, Beckley, W. Va.
STELLE, TED
WOR-TV, New York, N. Y.
STENGER, PETE
WSAZ, Huntington, W. Va.
STEVENS, JACK
Sunnyside Up
KFMA, Devenport, Iowa
STEWART, BOB
Jamboree
KRIZ, Phoenix, Ariz.
STEWART, JOSEPH
WDAF, Kansas City, Mo.
STEWART, JAY
It Pays To Be Married, Town Hall
NBC
STIGHT, BOB
KOWH, Omaha, Neb.
STILWELL, JACK
WLS, Chicago, Ill.
STINGLEY, ROY
WHOK, Lancaster, Ohio
STONE, BOB
KPOP, Los Angeles, Cal.
STONE, DEWEY
WDEC, Americus, Ga.
STONER, JAY
News of Our Neighbors
KLPM, Minot, N. D.
STORY, RALPH
KNX, Los Angeles, Cal.
STRACENER, JOHN ROY
WJBO, Baton Rouge, La.
STRECKER, JOHN
KOMU-TV, Columbia, Mo
STRAND, NORM
WSAV, Savannah, Ga
STREETER, HOWARD
WFBR, Baltimore, Md.
STREETS, ARMYN
KGEO-TV, Enid, Okla.
STROPE, ARNIE
WFHR, Wisconsin Rapids, Wis.
STUCKEY, N. W.
KALT, Atlanta, Tex.
STULLA, BILL
KHJ-TV, Los Angeles, Cal.
STUMP, HUGH
WLOF, Orlando, Fla.
STURM, DEAN
Coffee Time
WSAZ-TV, Huntington, W. Va.
SULLIVAN, TIM
KGMI, Englewood, Colo.
SUMMERS, JOE
KCOD, Denver, Colo.
SUMERFIELD, JOHN
WORZ, Orlando, Fla
SUNKEL, CARL
WDAN-TV, Danville, Ill
SUTER, DICK
WRMN, Elgin, Ill
SUTTERFIELD, PHIL
WNOX, Knoxville, Tenn.

SUTTON, HORACE
Where Have You Been
NBC
SWAIN, MACK
WSPB, Sarasota, Fla.
SWART, JACK
WFTL, Lauderdale, Fla.

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TAMBLYN, ROBERT S.
WCSC, Charleston, S. C.
TANNER, RAY
WJBB, Haleyville, Ala.
TAYLOR, BILL
WIRC, Hickory, N. C.
TAYLOR, DAVID
WRIC, Richlands, Va.
TAYLOR, DEAN
WBIS, Bristol, Conn.
TAYLOR, DEL
Skyline Studio
WTRF, Wheeling, W. Va.
TAYLOR, GENE
Hoedown Jamboree
KOTA-TV, Rapid City, S. D.
TAYLOR, KENNETH
WVCG, Coral Gables, Fla.
TEIKEN, JACK
KVOX, Moorhead, Minn.
TERMINE, JAMES L.
WTUX, Wilmington, Del.
TERRY, BILL
KLIX-TV, Twin Falls, Idaho
THOLEN, JOHN
KPIG, Cedar Rapids, Iowa
THOMAS, AUB
KAFP, Petaluma, Cal.
THOMAS, EARL
WWSC, Glen Falls, N. Y.
THOMAS, FRANK
WLTC, Gastonia, N. C.
THOMAS, HAL
KUTI, Yakima, Wash.
THOMAS, JERRY
You Tell Me
WBIZ, Eu Claire, Wis.
THOMAS, JOHN
WBAC, Cleveland, Tenn.
THOMAS, JOHNNY
WMFD-TV, Wilmington, N. C.
THOMAS, MATT
WMAR-TV, Baltimore, Md.
THOMAS, WAYNE
KTIM, San Rafael, Cal.
THOMASSON, HOMER
WDVA, Danville, Va.
THOMPSON, CHUCK
Crackpot Jackpot
WALA-TV, Mobile, Ala.
THOMPSON, OLLIE
KWBW, Hutchison, Kans.
THORGERSEN, ED
Free Lance Radio, Television, Film & Live
TIBBITS, BOB
KWOS, Jefferson City, Mo.
TIDEY, ART
KSBW, Salinas, Cal.
TILFORD, RUSS
WKNX, Saginaw, Mich.
TINGLEY, H. I.
Toast 'n Tunes
WRRR, Rockford, Ill.
TIPPENS, AL
WDBO-TV Orlando, Fla.
TIPTON, JOSEPH
WPTS, Pittston, Pa.
TOBEY, CLIFF
WCAW, Charleston, W. Va.
TOBIN, JOSEPH H.
WENT, Cloversville, N. Y.
TOMLINSON, CLAUDE
WTSK, Knoxville, Tenn.
TOMMERDAHL, GENE
WNVA, Norton, Va.
TONKEN, PHIL
B. Apr. 13, 1919, Hartford, Conn.; Youth Wants to Know, The Greatest Drama, Fame, NBC-TV; Tomorrows Front Page Headlines, Crime Fighters, MBS; Allan Granger—Radio Playhouse, WOR; The Big Picture
TOOMBS, BOB
WOAP, Owosso, Mich.
TOPINKA, RUDY
Music Spotlight
WSAU, Wausau, Wis.
TOTH, JAMES
KPLC, Lake Charles, La.
TOTTEN, JOHN
WNDU-TV, South Bend, Ind.
TOWNSEND, DUDLEY
WDBJ, Roanoke, Va.
TOWNSEND, SAM F.
WCNU, Crestview, Fla.
TRANNELL, PHIL
WFRX, W. Frankfort, Ill.
TRAUT, ROGER
WHBL, Sheboygan, Wis.
TRICKEY, HOWARD
KWWL-TV, Waterloo, Iowa
TRIPP, PAUL
WCBS-TV, New York, N. Y.
TROUT, WAYNE
WSBA, York, Pa.
TRUERE, BOB
WCOS, Columbia, S. C.
TRUMBULL, DON
WNBZ, Saranac Lake, N. Y.
TUCKER, JACK
WFVA, Fredericksburg, Va.
TUCKER, TOMMY
WMBR, Jacksonville, Fla.
TUCKWOOD, DON
KTVK, Phoenix, Ariz.
TULIN, NORM
WORL, Boston, Mass.
TUPPER, HOWARD
WGY, Schenectady, N. Y.
TURNELL, W. R.
KCCC, Sacramento, Cal.
TURNER, JOHN
KVMA, Magnolia, Ark.
TURNER, KENNETH Z.
WCTT, Corbin, Ky.
TURNER, RAY
WHFB, Benton Harbor, Mich.
TYLER, BILL
WGVM, Greenville, Miss.
TYLER, EUGENE
KFGT, Fremont, Neb.
TYLER, NOAH
WTVJ, Miami, Fla.
TYLER, WAYNE
WLVA-TV, Lynchburg, Va.
TYSON, DAVEY
WCAE, Pittsburgh, Pa.

— U —

UGLUM, JIM
KGVO, Missoula, Mont.
UMLAND, JAMES
KVOE, Emporia, Kans.
UNDERHILL, GARDNER
KLOU, Lake Charles, La.
UNDERWOOD, JIM
WFAA-TV, Dallas, Tex.
UPCHURCH, VIRGINIA
WSMT, Sparta, Tenn.
URBAN, JOE
WEKZ, Monroe, Wis.
URBAN, JOHN
WWNY, Watertown, N. Y.

— V —

VALENTINO, GENE
WATR, Waterbury, Conn.
VALLE, DAN
WFAS, White Plains, N. Y.
VAN, ROGER
WSON, Henderson, Ky.
VANCE, JOHN
WLAU, Laurel, Miss.
VANDERWARD, EL
Recipe for Listening
KVI, Seattle, Wash.
VAN DINE, WAYNE
WABC, Kittanning, Pa.
VANHOOK, LESLIE
WCOR, Lebanon, Tenn.
VAN PATTEN, GRANT
WRGB, Schenectady, N. Y.
VAN VOORHIS, H. P.
WLBR, Lebanon, Pa.
VENNER, FRANK
WSPD-TV, Toledo, Ohio
VENTRELLA, TONY
WEDC, Chicago, Ill.
VERKLAS, EARL
WSPN, Saratoga Springs, N. Y.
VERNON, LEE
WPTS, Pittston, Pa.
VERNON, ROY
KJAY, Topeka, Kans.
VERNON, WES
KBMY, Billings, Mont.
VESTAL, STAN
KNGS, Hanford, Cal.
VIEHMAN, ED
Mr. Nobody Show
WCCO, Minneapolis-St. Paul, Minn.
VILLANEVA, ROBERT
KTXN, Austin, Tex.
VOGT, ROGER
KPIG, Cedar Rapids, Iowa
VOWELL, WAYNE
WJAM, Marion, Ala.
VOORS, JAMES
WANE, Ft. Wayne, Ind.
VOSBURGH, HERMAN
KTAT, Frederick, Okla.

— W —

WACKER, PHIL
KXRO, Aberdeen, Wash.
WADE, OZZIE
WKNE, Keene, N. H.
WADMAN, WILLIAM
WGAN-TV, Portland, Me.
WADSWORTH, MAX
KRAL, Rawlins, Wo.
WAGNER, GENE
KTAC, Tacoma, Wash.
WAGNER, ILSE
Invitation to Entertainment
WWRL, New York, N. Y.
WAGNER, LOUIS
KDLM, Detroit Lakes, Minn.
WALES, DALLAS
KNOE-TV, Monroe, La.
WAITE, DAVE
WFOR, Hattiesburg, Miss.
WALKER, DENNY
WLAF, Lafollette, Tenn.
WALKER, GLENN
KCHE, Cherokee, Iowa
WALKER, JOHN
WARM, Scranton, Pa.
WALKER, KEITH
KXIC, Iowa City, Iowa
WALKER, V. D.
KRLW, Walnut Ridge, Ark.
WALLINGTON, JIMMY
Nutrilite Show
NBC
WALTERS, DICK
WBBF, Rochester, N. Y.

WARD, BILL
WHOW, Clinton, Ill.
WARD, BUD
WEWO, Laurinburg, N. C.
WARD, CARROLL
WRFS, Alexander City, Ala.
WARD, ERNIE
Coffee at the Clinton
WKNY, Kingston, N. Y.
WASHBURN, BRUCE
KVOO-TV, Tulsa, Okla.
WATKINS, LYN
WTAN, Clearwater, Fla.
WATSON, BEV
KTTS-TV, Springfield, Mo.
WATSON, BOB
WQXI, Atlanta, Ga.
WATSON, BOB
KOAT-TV, Albuquerque, N. Mex.
WATSON, HOWARD
KOTN, Pine Bluff, Ark.
WARNER, BILL
KFXJ, Grand Junction, Colo.
WARREN, CHUCK
KPHO, Phoenix, Ariz.
WARREN, JAMES
KXA, Seattle, Wash.
WARWICK, STAN
KOMO, Seattle, Wash.
WEATHERS, BILL
WMFD, Wilmington, N. C.
WEAVER, BILL
KCBS, San Francisco, Cal.
WEAVER, JACKSON
WMAL-TV, Washington, D. C.
WEAVER, JOE
WTOL, Toledo, Ohio
WEAVER, ROBYN
WIRL, Peoria, Ill.
WEBER, ROGER
KWWL-TV, Waterloo, Iowa
WEEKS, DICK
KTAC, Tacoma, Wash.
WEHR, JIM
KCRG-TV, Cedar Rapids, Iowa
WELBORNE, C. L.
WGBG, Greensboro, N. C.
WELLER, ROSS
WHAM, Rochester, N. Y.
WELSH, DICK
WCBY, Cheboygan, Mich.

WENDELL, BILL

B. March 22, 1924. Ernie Kovacs Show, Wide Wide World, Color Spectaculars, NBC-TV; The Sky's the Limit, Step This Way, WRCA-TV

WERY, BOB
WGTO, Haines City, Fla.
WEST, DICK
Record Room
KUTV, Salt Lake City, Utah
WEST, MELVIN
Operation Daybreak
WBMA, Beaufort, N. C.
WESTON, LEE
KOVC, Valley City, N. D.
WERTZ, RANDY
WISR, Butler, Pa.
WHEELER, JACK
WPDQ, Jacksonville, Fla.
WHITE, GEORGE
WCIN, Cincinnati, Ohio
WHITE, PAUL
WFPA, Ft. Payne, Ala.
WHITAKER, GENE
WNCA, Siler City, N. C.
WHITE, WAYMAN
WAUG, Augusta, Ga.
WHITEHEAD, BRUCE
KHQA-TV, Hannibal, Mo.
WHITTED, NORFLEY
WSRC, Durham, N. C.
WHORF, MICHAEL
WOCB, W. Yarmough, Mass.
WIENER, BOB
WJRD, Tuscaloosa, Ala.
WIGGS, BILL
Songs in Flight
WVOT, Wilson, N. C.
WILCOX, DICK
WSAR, Fall River, Mass.
WILKERSON, WALT
Musical Matinee
WCVA, Culpeper, Va.
WILLIAMS, A. C.
WDIA, Memphis, Tenn.
WILLIAMS, CAREY
WHWL, Nanticoke, Pa.
WILLIAMS, CHARLES E.
KFNF, Shenandoah, Iowa
WILLIAMS, DANNY
WKY-TV, Oklahoma City, Okla.
WILLIAMS, ED
WHIT, New Bern, N. C.
WILSON, ED
KWK-TV, St. Louis, Mo.
WILLIAMS, GORDON
KWYO, Sheridan, Wyo.
WILLIAMS, JACK
WGBS, Miami, Fla.
WILLIAMS, JESS
KGNC-TV, Amarillo, Tex.
WILLIAMS, JIM
WHOW, Clinton, Ill.
WILLIAMS, LEE
WIBB, Carrollton, Ga.
WILLIAMS, NAT D.
WDIA, Memphis, Tenn.
WILLIAMS, PAUL
KOKO, Warrensburg, Mo.
WILLIAMS, PETE
WSKY, Asheville, N. C.
WILLIAMS, WADE
WBOF, Virginia Beach, Va.
WILLIS, HUDSON
WAIN, Columbia, Ky.
WILLIS, JACK
KVAR, Mesa, Ariz.
WILLMAN, JACK
WMRY, New Orleans, La.
WILLY, GUY
WTCS, Fairmont, W. Va.
WILSON, EARL
WLBH, Mattoon, Ill.
WILSON, GEORGE
KSBW-TV, Salinas, Cal.
WILSON, GLENN
WPAR, Parkersburg, W. Va.
WILSON, STU
Are Ye Listenin'
KBIG, Avalon, Cal.
WILSON, READ
WWNC, Albemarle, N. C.
WINGATE, DON
WAAG, Adel, Ga.
WINGATE, JOHN
NBC, NBC-TV
WINN BERT
KYA, San Francisco, Cal.
WINN, BILL
WESB, Bradford, Pa.
WINN, DICK
WBLY, Springfield, Ohio
WINSET, BOB
WPRC, Houston, Tex.
WINTERS, JAMES
WGAN, Portland, Me.
WIPPLE, BILL
KUTI, Yakima, Wash.
WIRICK, AL
KVON, Napa, Cal.
WIZIARDE, FRANK
KMBC-TV, Kansas City, Mo.
WOEHRMANN, BILL
WCNB, Connersville, Ind.
WOLEVER, JACK
KBLO, Hot Springs, Ark.
WOLFENDEN, BOB
Dancing Party
WMEV, Marion, Va.
WOLF, JOHN ALLEN
The Good Lite
WSFA-TV, Montgomery, Ala.
WOOD, ERNIE
KANN, Sinton, Tex.
WOOD, JOHN
KPO, Phoenix, Ariz.
WOOD, TRENT
WMCT, Memphis, Tenn.
WOODALL, DOUG
KORT, Grangeville, Idaho
WOODS, CHARLES
It's Your Business, Vitamin Newscasts, People in the News
WABC
WOODS, JIM
WGAI, Elizabeth City, N. C.
WOOLEY, NEAL
KJEF, Jennings, La.
WOODWARD, ROSS
KBOI, Boise, Idaho
WORRELL, PAT
KBIS, Bakersfield, Cal.
WRIGHT, BILL
WABT, Birmingham, Ala.
WRIGHT, GEORGE
WFAI, Fayetteville, N. C.
WRIGHT, JOHNNY
WFBC-TV, Greenville, S. C.
WRIGHT, KATHRYN
Guest Room
WSFA-TV, Montgomery, Ala.

WYLER, JIM

B. July 9, 1922, Lynch, Neb.; Hopalong Cassidy, Gene Autry, Cisco Kid, Tales of the Traveler, WABC-TV

WYMAN, JANE
NBC-TV
WYMER, JACK
WING, Dayton, Ohio

— Y —

YAGER, DOYLE
WPEO, Peoria, Ill.
YEARICK, DAVID
WMFV, Greenville, S. C.
YOST, JACK
WNLK, Norwalk, Conn.
YOUNG, CHICK
WJAC, Johnstown, Pa.
YOUNG, ED
KPDN, Pampa, Tex.
YOUNG, O. C.
WHIS, Bluefield, W. Va.
YUPTON, DON
WIS-TV, Columbia, S. C.

— Z —

ZAK, BILL
KTRN, Houston, Tex.
ZACK, ED
WOC, Davenport, Iowa
ZIMMERS, DON
Backyard Theatre
KENS-TV, San Antonio, Tex.
ZOOK, DICK
Musical Clock
KAUS, Austin, Minn.
ZURLO, RUDY
WCKB, Dunn, N. C.

"LISTEN TO LACY"

(Jack Lacy)
WINS — 1010 on your dial
12:00-2:00 PM
4:00-6:30 PM

ART FORD

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RADIO AND TELEVISION
—their work during 1955

☆ ☆ ☆

— A —

ABEL, CHUCK
Tuneville Trolley
KAMD, Camden, Ark.
ABERNETHY, ARCH
WIPC, Lake Wales, Fla.
ABLEMAN, BERWYN
WPDR, Portage, Wis.
ADAMS, CHUCK
Sunrise Salute
WTAN, Clearwater, Fla.
ADAMS, DEAN
WNBF, Binghamton, N. Y.
ADAMS, JOE
Mayor of Melody
KOWL, Santa Monica, Cal.
ADAMS, WES
WKRT, Cortland, N. Y.
ADELL, RAY
WGSM, Huntington, N. Y.
ADEMY, JOHN
WCAO, Baltimore, Md.
ADKINS, BOB
WTVN, Columbus, Ohio
AGEE, BOB
WBIR, Knoxville, Tenn.
AGEE, JOSEPHINE
WGRC, Louisville, Ky.
AGEE, LES
KRHD, Duncan, Okla.
AGNELLO, JAMES
WEMR, Emporium, Pa.
ALEXANDER, DICK
WICC, Bridgeport, Conn.
ALEXANDER, GRAHAM
KCMG, Palm Springs, Cal.
ALEXANDER, LARRY
KTBB, Tyler, Tex.
ALFORD, DICK
KXLR, No. Little Rock, Ark.
ALLAN, LEE
WARM, Scranton, Pa.
ALLAN, LLOYD
KXLE, Ellensburg, Wash.
ALLARD, JAMES
Gospel Melodies
WABO, Waynesboro, Miss.
ALLEN, AL
KXLR, No. Little Rock, Ark.
ALLEN, BILL
WHTC, Holland, Mich.
ALLEN, BOB
KOXR, Oxnard, Cal.
ALLEN, BOB
WHFB, Benton Harbor, Mich.
ALLEN, BOB
WRDB, Reedsburg, Wis.
ALLEN, CHARLES N.
WHAK, Rogers City, Mich.
ALLEN, DAVE
KAVR, Apple Valley, Cal.
ALLEN, FRANK
WOW, Omaha, Neb.
ALLEN, TOM
WOKZ, Alton, Ill.
ALLEY, GEORGE
Early Bird Show
WIPS, Ticonderoga, N. Y.
ALLISON, LEON
KLAK, Lakewood, Col.
ALLMAN, SHELDON
KVAN, Vancouver, Wash.
AMECHE, JIM
WNJR, Newark, N. J.
ANDERSON, ANDY
KCIM, Carroll, Iowa
ANDERSON, ART
KLOG, Kelso, Wash.
ANDERSON, BOB
KWIE, Kennewick, Wash.
ANDERSON, BILL
KWDM, Des Moines, Iowa
ANDERSON, DICK
KOXR, Oxnard, Cal.
ANDREWS, HAL
Early Bird
WRUM, Rumford, Me.
ANDREE, JAN
WPIT, Pittsburgh, Pa.
ANDERSON, JOE
WQUA, Moline, Ill.
ANDREWS, JOHNNY
Easy Does It
WTAM, Cleveland, Ohio
ANDREWS, NICK
WNRC, New Rochelle, N. Y.
ANDREWS, PERRY
KYW, Philadelphia, Pa.
ANNE, LILLIE
WIRC, Hickory, N. C.
ANNO, BUD
WATW, Ashland, Wis.
ANTHONY, CARMINE
WOC, Davenport, Iowa
ARANZAMENDI, FRANCISCO
WAPA, San Juan, Puerto Rico
ARBUCKLE, BRYANT
KRIO, McAllen, Tex.
ARCHER, GENE
WRC, Washington, D. C.
ARGO, JOHNNY
WWOK, Charlotte, N. C.
ARMITAGE, DAVE
Take It Easy Time
KFOX, Long Beach, Cal.
ARMSTRONG, BILL
Cotton Club
WMDC, Hazlehurst, Miss.
ARMSTRONG, HAROLD
KSIW, Woodward, Okla.
ARMSTRONG, TIM
KXOC, Chico, Cal.
ARNETT, V.
Relax With Music
WMOP, Ocala, Fla.
ARNOLD, TED
WNEX, Macon, Ga.
ARTHUR, FRED
KVOC, Casper, Wyo.
ARTMAN, PAUL
Big Jamboree
WNLA, Indianola, Miss.
ASKINS, KNOX
KWHI, Brenham, Tex.
ASHLEY, BARBEE
WGVM, Greenville, Miss.
AULIS, JACK
WGAI, Elizabeth City, N. C.
AUSLEY, WALLY
WDNC, Durham, N. C.
AUSTIN, DON
WSIV, Pekin, Ill.
AVERY, JIM
KCLX, Colfax, Wash.
AVIKAINEN, RUSS
WELY, Ely, Minn.
AYDELOTTE, BILL
WWIT, Canton, N. C.

— B —

BAHNSEN, LINDEN D.
WPLX, Dales, Ore.
BAILEY, BILL
WTAC, Flint, Mich.
BAILEY, RUSS
WNAX, Yankton, S. D.
BAKER, ALLAN
WNOK, Columbia, S. C.
BAKER, ARMAND
KNAL, Victoria, Tex.
BAKER, BILL
Burnt Toast & Coffee
WIOU, Kokomo, Ind.
BAKER, DICK
WPIN, St. Petersburg, Fla.
BAKER, HAROLD L.
WTRB, Ripley, Tenn.
BAKER, RON
WHLM, Bloomsburg, Pa.
BALDWIN, BUD
WING, Dayton, Ohio
BALLARD, ROBERT L.
WOOW, New Bern, N. C.
BANKS, BOB
WCEH, Hawkinsville, Ga.
BANKS, DAVE
WLOX, Biloxi, Miss.
BARATH, RAY
The Grab Bag
WAIM, Anderson, S. C.
BARBER, BILL
WOOD, Grand Rapids, Mich.
BARBOUR, HERSHELL
WTYC, Rock Hill, S. C.
BARILE, LOU
Hall Of Records
WKAL, Rome, N. Y.
BARKER, TED
WJOY, Burlington, Vt.
BARKLEY, JIM
KSUM, Fairmont, Minn.
BARNES, LEON
WGEA, Geneva, Ala.
BARNES, MILTON
WOKJ, Jackson, Miss.
BARNETT, CLAUD
KGKL, San Angelo, Tex.
BARRY, GENE
WING, Dayton, Ohio
BARRY, LES
KIMN, Denver, Col.
BARTON, KELLY
KFBK, Sacramento, Cal.
BARRET, DICK
WTVB, Coldwater, Mich.
BASNIK, BOB
WELY, Ely, Minn.
BASSETT, BOB
WPEP, Taunton, Mass.
BASSETT, JOHN
WNEB, Worcester, Mass.
BATCHELLOR, BOB
Magic Carpet
WCNS, Middletown, Conn.
BAUMNA, GEORGE
WBMD, Baltimore, Md.
BAXTER, WENDELL
WCRE, Cheraw, S. C.
BEAUMONT, JOE
WWGS, Tifton, Ga.
BECK, FRED
KABC, Hollywood, Cal.
BEECHER, FRANK
WKLO, Louisville, Ky.
BEERS, BETTY
WEAB, Greer, S. C.
BEKAS, TONY
WNAR, Norristown, Pa.
BELK, BILL
WTYC, Rock Hill, S. C.
BELKE, ROGER L.
WKLJ, Sparta, Wis.
BELL, BERT
KLGN, Logan, Utah
BELL, ED
WIVY, Jacksonville, Fla.
BELL, NICK
Hillbilly Hit Parade
WGUY, Bangor, Me.
BELL, VIC
WWOL, Buffalo, N. Y.
BENNETT, FRED
WPEN, Philadelphia, Pa.
BENNETT, JOHN L.
WNNJ, Newton, N. J.
BENOIST, BILL
WBSC, Bennettsville, S. C.

BENSON, AL
WGES, Chicago, Ill.
BENTL, CHARLIE
WCMS, Norfolk, Va.
BERGEON, CLARKE
WION, Ionia, Mich.
BERGQUIST, DEWEY
WDAY, Fargo, N. D.
BERLIN, PAUL
Dinner Date
KNUZ, Houston, Tex.
BERRILL, LARRY
KBIG, Avalon, Cal.
BERNARD, LEO
KCKY, Collidge, Ariz.
BERRY, BILL
KWCO, Chickasha, Okla.
BERRY, DICK
WFIW, Fairfield, Ill.
BERRY, FRANK
KSIW, Woodward, Okla.
BERRY, SPIKE
Juke Box Time
KEYJ, Jamestown, N. D.
BETHELL, DAN
WSLB, Ogdensburg, N. Y.
BICKNELL, HALE
KMUS, Muskogee, Oklo.
BISH, DON
KBOI, Boise, Idaho
BISHOP, HOLLY
KWIE, Kennewick, Wash.
BISHOP, JACK
WLBG, Laurens, S. C.
BISHOP, TED
Saturday Date
KFJB, Marshalltown, Iowa
BLACK, DAVE
Turn Table Two
WTPR, Paris, Tenn.
BLACK, ALAN
WPIT, Pittsburgh, Pa.
BLACKWELL, NOBLE
WFEC, Miami, Fla.
BLAKE, ALIX
Star Dreams
WABY, Albany, N. Y.
BLANCHARD, RED
WLS, Chicago, Ill.

BLOCK, MARTIN
Make Believe Ball Room
WABC, New York, N. Y.

BLOOM, LYNN
WKVA, Lewistown, Pa.
BOAL, ALAN
WBVP, Beaver Falls, Pa.
BOLCER, JOHN
WMSA, Massena, N. Y.
BOLDT, VIC
KVIC, Victoria, Tex.
BOLEMAN, VIC
WLIB, New York, N. Y.
BONAPART, ALLAN
WIBX, Utica, N. Y.
BONNELL, GEORGE
Kitchen Club
WJBO, Baton Rouge, La.
BONNER, ED
KXOK, St. Louis, Mo.
BONNETTE, JIM
WFEA, Manchester, N. H.
BOOTS, DON
KFH, Wichita, Kan.
BORDELON, WILLIE
KAPB, Marksville, La.
BOS, JUNE
WFUR, Grand Rapids, Mich.
BOSSE, BILL
KWHI, Brenham, Tex.
BOULT, JIM
WKOY, Bluefield, W. Va.
BOWMAN, JOE
WIRO, Ironton, Ohio
BOYD, CHARLES
WFTM, Maysville, Ky.
BOYLE, ED
Wax Works
KFBK, Sacramento, Cal.
BRACH, HENRY
WBNY, Buffalo, N. Y.
BRADFORD, BOB
WGAU, Athens, Ga.
BRADLEY, DICK
WLAM, Lewiston, Me.
BRADLEY, SLIM
KGVO, Missoula, Mont.
BRANCH, GEORGE
WELC, Welch, W. Va.
BRANT, BILL
WJAS, Pittsburgh, Pa.
BRAUN, BOB
WCPO, Cincinnati, Ohio
BRAUN, RICHARD
WWNR, Beckley, W. Va.
BREECE, CHUCK
WFBM, Indianapolis, Ind.
BRETZ, WOODY
Rhythm In Blues
KWIL, Albany, Ore.
BRIAN, JEFF
KCAP, Helena, Mont.
BRINGIER, ERNEST
WMRY, New Orleans, La.
BRISCOE, WALLY
KCLA, Pine Bluff, Ark.
BRITTON, BILL
WEAT-TV, W. Palm Beach, Fla.
BROCK, RAY
WHBY, Appleton, Wis.
BROADSTONE, DON
Mailbag
WJAG, Norfolk, Neb.
BROOKS, AL
WIBC, Indianapolis, Ind.
BROOKS, FRED
WTJS, Jackson, Tenn.
BROOKS, GEORGE
WOWL, Florence, Ala.
BROOKS, JACK
WCCC, Hartford, Conn.
BROOKS, NORMAN
Open House
WMFJ, Daytona Beach, Fla.
BROOKE, GLENN
KIMA, Yakima, Wash.
BROUGHEY, ED
WAAB, Worcester, Mass.
BROWN, A. B.
WGWR, Asheboro, N. C.
BROWN, BILL
WNEB, Worcester, Mass.
BROWN, BILL
WJAC, Johnstown, Pa.
BROWN, BOB
KATY, San Luis Obispo, Cal.
BROWN, DAVE
WARN, Ft. Pierce, Fla.
BROWN, JERRY
WGRC, Louisville, Ky.
BROWN, PAT
KAPK, Minden, La.
BROWN, PAUL
KOLO, Reno, Nev.
BROWN, PAUL
WMGW, Meadville, Pa.
BROWN, PERRY J.
WTAO, Boston, Mass.
BROWN, RON
KGAL, Lebanon, Ore.
BROWN, TED
WMGM, New York, N. Y.
BROWN, VIRGE
WFAR, Farrell, Pa.
BROWNING, BILL
Music Box
KFMB, San Diego, Cal.
BRYAN, CHARLIE
WWPC, Palm Beach, Fla.
BRYANT, JAY
KOCA, Kilgore, Tex.
BRYAR, BOB
Open House
WORC, Worcester, Mass.
BRUCE, AL
WLBR, Lebanon, Pa.
BRUCE, CHARLES
WIPC, Lake Wales, Fla.
BRUCE, MASON
KVLH, Pauls Valley, Okla.
BRUMBAUGH, DICK
The Party Line
WDYK, Cumberland, Md.
BRUNS, JIM
KWOS, Jefferson City, Mo.
BRUSH, JACK
KNOX, Grand Forks, N. D.
BUECHE, DON
KCOL, Ft. Collins, Colo.
BUECHLER, JACK
WKOW, Madison, Wis.
BUECKMAN, GENE
WMMB, Melbourne, Fla.
BUFFAY, JERRY
Music In The Night
WCVA, Culpeper, Va.
BUNN, BILL
WGTM, Wilson, N. C.
BURNS, AL
WMEX, Boston, Mass.
BURNS, JACK
All Night
KTUC, Tucson, Ariz.
BURNEY, JOE
WPID, Piedmont, Ala.
BURNS, WALT
KFAL, Fulton, Mo.
BURKE, SPIDER
KXLW, St. Louis, Mo.
BURROUGHS, LARRY
WDAN, Danville, Ill.
BURT, ROBERT
KLEA, Lovington, N. Mex.
BUTLER, DON
WEAS, Decatur, Ga.
BUTLER, JIM
KMOX, St. Louis, Mo.
BUTTON, DAVE
KSVP, Artesia, N. Mex.
BYARS, JOE
WDAK, Columbus, Ga.
BYERLY, J. E.
WTNC, Thomasville, N. C.

— C —

CABANESS, TOM
KWTX, Waco, Tex.
CABLETON, SPENCER
KWFC, Hot Springs, Ark.
CADDELL, JAN
WHSC, Hartsville, S. C.
CAEDONE, MARTY
WHWL, Nanticoke, Pa.
CAIN, BILL
WBAW, Barnwell, S. C.
CALCAGNO, DEAN
WGBB, Freeport, L. I., N. Y.
CALDWELL, CHUCK
WJPS, Evansville, Ind.
CALLARMAN, JOHN
KCOV, Corvallis, Ore.
CALLEGAN, CHARLES
Lucky Seven
WESB, Bradford, Pa.
CALVERT, BOB
WGH, Norfolk, Va.
CAMERON, HOYT
WBAC, Cleveland, Tenn.
CAMERON, JIM
KNCK, Concordia, Kan.
CAMPBELL, BILL
WCMI, Ashland, Ky.
CAMPBELL, JACK
KVOO, Tulsa, Okla.
CAMPBELL, JOE
WDOS, Oneonta, N. Y.
CAMPBELL, OLIN D.
Dawnbusters
WFNS, Burlington, N. C.
CAMPBELL, SHERRY
WNNT, Warsaw, Va.
CAMPEN, LARRY
KYAK, Yakima, Wash.
CAMPERSON, BILL
WHOL, Allentown, Pa.
CAPPS, BOB
KOY, Phoenix, Ariz.
CAPPS, JIMMY
WPTF, Raleigh, N. C.
CAPUTO, EDWARD
WNHC, New Haven, Conn.
CARACCIOLO, DICK
All Star Revue
WHDL, Olean, N. Y.
CARD, DEXTER
Wax Works
WGAN, Portland, Me.
CARDEW, KEN
WPKO, Waverly, Ohio.

ARDONE, MARTY
WHWL, Nanticoke, Pa.
AREY, PAUL
WKNX, Saginaw, Mich.
ARLE, LARRY
WOND, Pleasantville, N. J.
ARLSON, CARL
KAFY, Bakersfield, Cal.
ARLSON, JOHNN
KLOU, Lake Charles, La.
ARLTON, BOB
WMBD, Peoria, Ill.
AROWAY, ALLAN
KADA, Ada, Okla.
ARPENTER, WES
KVOP, Plainview, Tex.
ARPENTER, WILEY
Teenage Jury
WWIT, Canton, N. C.
ARR, BOB
WSEV, Sevierville, Tenn.
ARRIGAN, BILL
WAGC, Chattanooga, Tenn.
ARRIGAN, JIM
WDNX, Clarksville, Tenn.
ARSON, KIT
Number, Please
WFEB, Sylacauga, Ala.
ARSON, RUSTY
KBYE, Oklahoma City, Okla.
ARTER, ROGER
WADC, Akron, Ohio
ARTER, ROY
WKBV, Richmond, Ind.
ARTER, TONY
WBHB, Fitzgerald, Ga.
ARY, EDDIE S.
WKLJ, Sparta, Wis.
ASPER, CLYDE
WLAS, Jacksonville, N. C.
ASTLE, TED
WTAW, College Station, Tex.
ASH, ALVIN
WBRV, Boonville, N. Y.
ASTLEBERRY, EDDIE
WMBM, Miami Beach, Fla.
ATO, EVELYN
WMFS, Chattanooga, Tenn.
IAFFIN, HERB
WRIC, Richland, Va.
IAMBERS, PAT
WFLA, Tampa, Fla.
IAMBERS, PAT
WMBL, Morehead, N. C.
IANCE, CLIFFORD
WCJU, Columbia, Miss.
IAPMAN, FRED
WGAI, Elizabeth City, N. C.
IAPMAN, JERRY
WIRE, Indianapolis, Ind.
IAPMAN, RALPH
WHAV, Haverhill, Mass.
IARLES, PETER
WATR, Waterbury, Conn.
IARLES, PRESTON
WAGA, Atlanta, Ga.
IARNELL, HENRY
KWIL, Albany, Ore.
IASE, BOB
WOWO, Fort Wayne, Ind.
IASE, ROGER
WKY, Oklahoma City, Okla.
IASTEEN, BOB
KLPM, Minot, N. D.
IENEY, HENRY, JR.
WCHL, Chapel Hill, N. C.
IILDERS, ADIS
WFPA, Ft. Payne, Ala.
IRISCO, RONNIE
WDOB, Canton, Miss.
IRISTIAN, CRISS
WAAG, Adel, Ga.
IURCHES, GLENN
KCRA, Sacramento, Cal.
APP, CHARLIE
WEEB, Southern Pines, N. C.
ARK, COTTONSEED
KEEN, San Jose, Cal.
ARK, DICK
WFIL, Philadelphia, Pa.
ARK, GORDON
KRIC, Beaumont, Tex.
ARK, HENRY
WEOK, Poughkeepsie, N. Y.

CLARK, JACK
WDBL, Springfield, Tenn.
CLARK, JAY
WAVZ, New Haven, Conn.
CLARK, JON
WTRL, Bradenton, Fla.
CLARK, LEE
KMBY, Monterey, Cal.
CLARKE, EDDIE
Musical Clock
WHB, Kansas City, Mo.
CLAYTON, BOB
WPIN, St. Petersburg, Fla.
CLAYTON, BOB
WHDH, Boston, Mass.
CLAYTON, EDGAR L.
WERH, Hamilton, Ala.
CLAYTON, PAUL
WHVR, Hanover, Pa.
CLAYTON, VAUGHAN
KWHP, Cushing, Okla.
CLEMENT, JERRY
WIDE, Biddeford, Me.
CLEMENT, JOHN
WDBJ, Roanoke, Va.
CLINE, FRED
WEBQ, Harrisburg, Ill.
CLOW, KEN
Night Mayor
KBIZ, Ottumwa, Iowa
COBBS, DAVE
WEAW, Evanston, Ill.
COBB, JACK
WAPO, Chattanooga, Tenn.
COBURN, PAUL
KOL, Seattle, Wash.
COCHEMS, BOB
KBUC, Corona, Cal.
COFFEE, LEE
Turntable Time
KTTR, Rolla, Mo.
COKER, ERROLL, JR.
KNET, Palestine, Tex.
COKER, WILL
WTPR, Paris, Tenn.
COLE, GRADY
WBT, Charlotte, N. C.
COLE, FRED B.
WHDH, Boston, Mass.
COLE, MARTIN
KOL, Seattle, Wash.
COLE, RUSSELL
KPHO, Phoenix, Ariz.
COLE, TRACY
WWNH, Rochester, N. H.
COLLINS, AL
WRCA, New York, N. Y.
COLLINS, DON
KTTN, Trenton, Mo.
COLLINS, JIM
KAWT, Douglas, Ariz.
COLLINS, KEN
KCSB, San Bernardino, Cal.
COLLINS, KEN
Night Scene
KXYZ, Houston, Tex.
COMBS, LEONE
WLOE, Leaksville, N. C.
COMSTOCK, ED
WPKE, Pikeville, Ky.
CONCHAN, CLIFF
WISC, Madison, Wis.
CONEY, FRED
KNAL, Victoria, Tex.
CONNELLY, JACK
Java Jive
KLMR, Lamar, Colo.
COOK, ANDY
KTBC, Austin, Tex.
COOK, DICK
KSFO, San Francisco, Cal.
COOK, GENE
WLOF, Orlando, Fla.
COOK, JIMMY
WIRJ, Humboldt, Tenn.
COOK, IRA
KMPC, Los Angeles, Cal.
COOK, MAL
WAUG, Augusta, Ga.
COOK, VERN
Melody Lane
WOKO, Albany, N. Y.
COONTZ, EDDIE
KTUL, Tusa, Okla.

COOPER, ALEX
KLAC, Los Angeles, Cal.
COOPER, LARRY
WSLS, Roanoke, Va.
COPELAND, WALTER
WHSC, Hartsville, S. C.
CORBIN, RAY
KTFY, Brownfield, Tex.
CORDARO, GEORGE
KWDM, Des Moines, Iowa
CORNA, AL
KYAK, Yakima, Wash.
COSA, JIM
Sentimental Journey
KFOX, Long Beach, Cal.
COUKART, FRED
Man & His Music
WWCA, Gary, Ind.
COURT, TED
Morning Digest
WSLS, Roanoke, Va.
COURTRIGHT, KENT
WILE, Cambridge, Ohio
COVERT, TED
WATH, Athens, Ohio
COWAN, COLEY
WSAZ, Huntington, W. Va.
COWLEY, PAUL
WKLO, Louisville, Ky.
COX, GEORGE
WBUY, Lexington, N. C.
COY, GEORGE
WKBC, N. Wilkesboro, N. C.
COY, JOHNNY
WAPL, Appleton, Wis.
COYLE, BERT
WHBO, Tampa, Fla.
CRABLE, BILL
KXYZ, Houston, Tex.
CRADDOCK, MYRON
WFEB, Sylacauga, Ala.
CRAIG, LEE
KBLF, Red Bluff, Cal.
CRANE, BOB
WICC, Bridgeport, Conn.
CRANNA, JIM
WHUC, Hudson, N. Y.
CRANS, RICHARD
WVMI, Biloxi, Miss.
CRANSTON, BOB
WCMW, Canton, Ohio
CRAWFORD, ARTHUR
KAPK, Minden, La.
CRAWLEY, BILL
KVRC, Arkadelphia, Ark.
CRONINGER, DAVE
WHB, Kansas City, Mo.
CROWLEY, FRANK
KANA, Anaconda, Mont.
CUMMINGS, AL
KING, Seattle, Wash.
CUMMINS, DAVE
WOHP, Bellefontaine, Ohio
CUMMINS, EDMUND
WHXY, Bogalusa, La.
CUMMISKEY, BOB
WCCC, Hartford, Conn.
CURTIS, BILL
WRAP, Norfolk, Va.
CURTIS, MARK
KOLO, Reno, Nev.
CUSTER, BOB
KLOK, San Jose, Cal.
CUTRER, TOMMY T.
WSM, Nashville, Tenn.

— D —

DAILEY, DICK
KHQ, Spokane, Wash.
DALE, BILLY
WTAO, Boston, Mass.
DALE, CURLY
KFNF, Shenandoah, Iowa
DALE, REX
WCKY, Cincinnati, Ohio
DALTON, JACK
WRUM, Rumford, Me.
DAN, AL
WCSS, Amsterdam, N. Y.
DANDY, JIM
WIVY, Jacksonville, Fla.
DANNERY, JOE
WFAR, Farrell, Pa.

DARNELL, JACK
WNVA, Norton, Va.
DARY, ALAN
WORL, Boston, Mass.
DAUGHERTY, DICK
WFIN, Findlay, Ohio
DAVENPORT, DON
WEKZ, Monroe, Wis.
DAVID, SAMMY
KALB, Alexandria, La.
DAVIS, AL
KEX, Portland, Ore.
DAVIS, BOB
Platter Parade
WXRA, Buffalo, N. Y.
DAVIS, BOB
WTON, Staunton, Va.
DAVIS, BRUCE
WCLT, Newark, Ohio
DAVIS, HERB
WEAM, Arlington, Va.
DAVIS, DICK
WDEH, Sweetwater, Tenn.
DAVIS, DON
KFRC, San Francisco, Cal.
DAVIS, ERNIE C.
KVOA, Tucson, Ariz.
DAVIS, GENE
KMX, Coalinga, Cal.
DAVIS, LARRY
KSAM, Huntsville, Tex.
DAWSON, BILL
WNXT, Portsmouth, Ohio
DAWSON, JACK
WWIN, Baltimore, Md.
DAY, BOB
WOKZ, Alton, Ill.
DAY, GEORGE
KERO, Bakersfield, Cal.
DEAL, JACK
WHCU, Ithaca, N. Y.
DEANE, JOE
WBBF, Rochester, N. Y.
DEAN, LARRY
WCIN, Cincinnati, Ohio
DEAN, PETER
WIPS, Ticonderago, N. Y.
DEFREITAS, DICK
It's A Woman's World
WMGM, New York, N. Y.
DELLER, MAURICE ERNEST
KCOV, Corvallis, Ore.
DELZELL, BILL
KMMJ, Grand Island, Neb.
DEMING, C. P.
WKPT, Kingsport, Tenn.
DENHAM, DICK
WINX, Rockville, Md.
DENNIS, LOU
WBRY, Waterbury, Conn.
DENT, LARRY
WNXT, Portsmouth, Ohio
DENTON, CLYDE
WSFC, Somerset, Ky.
DERRICK, CHARLES
WOIC, Columbia, S. C.
DEVON, PRU
WQXR, New York, N. Y.
DICKEY, LEWIS
KVLB, Cleveland, Tex.
DICKERSON, DALE
KATE, Albertlea, Minn.
DICKSON, ROBERT
KBRZ, Freeport, Tex.
DINGMAN, BOB
WSPN, Saratoga Springs, N. Y.
DINNING, WADE
KGRH, Fayetteville, Ark.
DILL, GLEN
WTSP, St. Petersburg, Fla.
DI SALVO, HUGO
WIOU, Kokomo, Ind.
DISBROW, JACK
WDOS, Oneonta, N. Y.
DIXON, DARRELL
Best In Music
WSLM, Salem, Ind.
DIXON, DAVE
KSTL, St. Louis, Mo.
DIXON, JOHN
Record Review
WALA-TV, Mobile, Ala.
DIXON, RANDY
WDAS, Philadelphia, Pa.
DOBSON, GEORGE
Rise & Shine
KTFS, Texarkana, Tex.
DODSON, ED
WLAR, Athens, Tenn.
DOHANEY, AL
WONN, Lakeland, Fla.
DONAHUE, RALPH
KLAK, Lakewood, Col.
DONNELL, JACK
WGRC, Louisville, Ky.
DONOVAN, JACK
KSUM, Fairmont, Minn.
DOOLEY, PETE
WEOA, Evansville, Ind.
DORRELL, J. C.
KMCO, Conroe, Tex.
DORRIS, LEE
WILY, Pittsburgh, Pa.
DOUGLAS, BILL
WHJB, Greensburg, Pa.
DOUGLAS, BILL
WMGY, Montgomery, Ala.
DOUGLAS, LOU
WHUC, Hudson, N. Y.
DOWNING, DON
KHFS, Vancouver, Wash.
DREIS, DAVID
KENT, Shreveport, La.
DREYER, PETER
WENT, Cloversville, N. Y.
DREW, DAVE
WTAX, Springfield, Ill.
DRISKILL, JIM
WINN, Louisville, Ky.
DRUM, DEWEY
WSOC, Charlotte, N. C.
DRURY, DICK
WFIN, Findlay, Ohio
DULANE, CHUCK
WGAY, Silver Spring, Md.
DUMAS, ROLAND
WMAS, Springfield, Mass.
DUNCAN, JIM
WGGH, Marion, Ill.
DUNN, RON
WCPO, Cincinnati, Ohio
DUNN, BOB
KLX, Oakland, Cal.
DUNN, TOM
WSIV, Pekin, Ill.
DUPREE, WAYNE
KALT, Atlanta, Tex.
DUPUY, MONTY
WFBC, Greenville, S. C.
DURAND, TOM
WTTM, Trenton, N. J.
DURHAM, BOBBY
KTFY, Brownfield, Tex.
DURHAM, DEAN
Best On Wax
KOGT, Orange, Tex.
DURIDDER, GEORGE
KJAY, Topeka, Kan.
DYE, TOM
KTTR, Rolla, Mo.

— E —

EARL, DON
WAIR, Winston Salem, N. C.
EARLY, BOB
WKNX, Saginaw, Mich.
EATON, GORDON
WCCO, Minneapolis-St. Paul, Minn.
EBENSBURGER, PHIL
KVLF, Alpine, Tex.
EDMONDS, BILL
Barnyard Jamboree
WMGM, New York, N. Y.
EDMONDSON, AUSTIN
WAOV, Vincennes, Ind.
EDWARDS, HOWARD
KONO, San Antonio, Tex.
EDWARDS, PAUL
KBRZ, Freeport, Tex.
EHRLICH, BOB
KPHO, Phoenix, Ariz.
EISNER, JACK
WMAS, Springfield, Mass.
ELLIOTT, BILL
WNOE, New Orleans, La.
ELLIOTT, BOB
KENT, Shreveport, La.
EMBRY, DINK
Early Bird Show
WHOP, Hopkinsville, Ky.
EMERALD, GENE
WMIL, Milwaukee, Wis.
EMERSON, JACK
WBRT, Bardstown, Ky.
ENGEL, BOB
KGFJ, Hollywood, Cal.
ENGSTROM, CARL
After Hours
KDLM, Detroit Lakes, Minn.
ERB, ED
WKOY, Bluefield, W. Va.
ERNIE, ART
WPDR, Portage, Wis.
ESMONDE, LARRY
WJWL, Georgetown, Del.
ESSNER, DICK
WDKN, Dickson, Tenn.
ESTES, DAVE
KWTO, Springfield, Mo.
ESTES, DON
Sunrise Serenade
KPRC, Houston, Tex.
ESTES, DONALD
WWWF, Fayette, Ala.
ESTES, MILTON
WAGC, Chattanooga, Tenn.
ETON, JERRY
KOSI, Aurora, Col.
EUBANKS, BILL
Dawn Patrol
WABY, Albany, N. Y.
EVERSON, BOB
KRCT, Baytown, Tex.
EVANS, EMERY
WJAZ, Albany, Ga.
EVANS, FRANK
KHJ, Los Angeles, Cal.
EVANS, GREGORY
Putting On Airs
WFAU, Augusta, Me.
EVANS, JACK
KBMI, Henderson, Nev.
EVANS, JOHN
WDGY, Minneapolis, Minn.
EVANS, MILTON
KNET, Palestine, Tex.
EVANS, SAM
WGES, Chicago, Ill.

— F —

FAIR, DAN
KFBC, Cheyenne, Wyo.
FAIRCHILD, JOHN
WORZ, Orlando, Fla.
FARLEY, JIM
KNCK, Concordia, Kan.
FARMER, JUDY
KBMI, Henderson, Nev.
FARRAR, CHARLES
WGTA, Summerville, Ga.
FARRELL, DICK
Matinee For Music
KBNZ, La Junta, Col.
FARRINGTON, BOB
WDNC, Durham, N. C.
FAULKNER, RALPH
WFPA, Ft. Payne, Ala.
FEAGLER, DAVE
WANE, Ft. Wayne, Ind.
FENNELL, GEORGE
WHIL, Medford, Mass.
FEREGA, TOM
WMAW, Menominee, Mich.
FIEDLER, ARTHUR
WCRB, Boston, Mass.
FIELD, CHUCK
K-BOY, Medford, Ore.
FIELDS, BILL
WGOV, Valdosta, Ga.
FIELD, TOM
KVOP, Plainview, Tex.
FIELDS, SHEP
Ripplin' Rhythm Rendezvous
KTHT, Houston, Tex.
FIEDLER, LOU
WTOL, Toledo, Ohio

FIGUEROA, FRANK
WHOM, New York, N. Y.
FILES, BERT
Record Hop
WCAW, Charleston, W. V.
FINAN, JOE
WJW, Cleveland, Ohio
FINCH, A. J.
WGLC, Centreville, Miss.
FINCH, LARRY
Nite Train
KFKA, Greeley, Col.
FINDLAY, BOB
KFBI, Wichita, Kan.
FINCH, AMOS
WDLA, Walton, N. Y.
FINKLEA, JERRY
KROG, Sonora, Cal.
FISHER, EARL
WVJS, Owensboro, Ky.
FISHER, GEORGE
WBBQ, Augusta, Ga.
FISKE, FRED
WWDC, Washington, D. C.
FLACK, MILTON
WMAZ, Macon, Ga.
FLANAGAN, PAUL E.
WTRY, Troy, N. Y.
FLANCER, MARTY
Music For You
WJWL, Georgetown, Del.
FLEENER, PAUL
KMAN, Manhattan, Kan.
FLEMMER, ROGER
KDIX, Dickinson, N. D.
FLOOD, JOE
Upsee Daisy
KTLN, Denver, Col.
FLORIP, BUZZ
KRUL, Corvallis, Ore.
FLYNN, JOE
KFSC, Denver, Col.
FORBES, BOB
Musical Alarm Clock
WJMX, Florence, S. C.
FORBES, TOM
Midnight Record Party
KOOK, Billings, Mont.
FORD, ART
Milkman's Matinee
WNEW, New York, N. Y.
FORD, JACKIE
KSAN, San Francisco, Cal.
FORD, LARRY
WHJB, Greensburg, Pa.
FORD, MILTON Q.
WMAL, Washington, D. C.
FORSTER, BOB
WSRS, Cleveland, Ohio
FOSLID, RAY
KMHL, Marshall, Minn.
FOSS, RUSS
KOLD, Yuma, Ariz.
FOSTER, BOB
WEBQ, Harrisburg, Ill.
FRANKLIN, JOE
Memory Lane
WABC-TV
FRANSISCO, CAMPBELL
WHDM, McKenzie, Tenn.
FRAY, JACQUES
WQXR, New York, N. Y.
FREDERICKS, ALAN
WABJ, Adrian, Mich.
FREEMAN, OLLIE
KTIM, San Rafael, Cal.
FRIBLEY, JOE
KWKH, Shreveport, La.
FRIARY, GEORGE
WIDE, Biddeford, Me.
FRIEDMAN, SID
WARM, Scranton, Pa.
FROEMKE, RICH
KTLN, Denver, Col.
FROH, DAVE
WILS, Lansing, Mich.
FROST, DONALD
WMNS, Sioux City, Iowa
FRYE, HANK
WWYO, Pineville, W. Va.
FULLER, PHYLLIS
WSLB, Ogdensburg, N. Y.
FULMER, DALE
WHLM, Bloomsburg, Pa.
FULTON, BEN
WMEV, Marion, Va.
FUSCO, DANNY
WRUN, Utica, N. Y.

— G —

GAILLARD, MARSHALL
Dawn In Dixie
WAIM, Anderson, S. C.
GAMBLE, BAXTER
WMRP, Flint, Mich.
GALLESE, DON
KAVR, Apple Valley, Cal.
GALLIETTE, DICK
Best On Wax
WLCR, Torrington, Conn.
GANNON, JOE
KWPC, Muscatine, Iowa
GARFIN, STAN
Melody Mill
KRIB, Mason City, Iowa
GARLAND, KEN
WPOR, Portland, Me.
GARNER, JOHNNY
KIHN, Hugo, Okla.
GARTEN, LLOYD
WSAZ, Huntington, W. Va.
GARRETT, FLOYD
KEBE, Jacksonville, Tex.
GARRETT, JUNE
WAHR, Miami Beach, Fla.
GAST, TED
After Hours
KILO, Grand Forks, N. D.
GATCHELL, GEORGE
KYOR, Blythe, Cal.
GATES, JIM
WRDB, Reedsburg, Wis.
GAUVIN, AIME
It's A Woman's World
WMGM, New York, N. Y.
GAY, DON
KUTI, Yakima, Wash.
GAYNOR, BOB
WBSR, Pensacola, Fla.
GAYLORD, CHARLEY
WIAM, Williamston, N. C.
GEE, JOHNNY
WSHE, Sheboygan, Wis.
GEHLERT, WILLIE
WAMS, Wilmington, Del.
GENTRI, JOHN
WKOX, Farmingham, Mass.
GERNETSKE, HOWIE
What's New
WSAU, Wausau, Wis.
GIBBS, WALTER
KSWI, Council Bluffs, Iowa
GILBERT, HIRSCH
WIRO, Ironton, Ohio
GILBERT, LEE
WMVA, Martinsville, Va.
GILES, JAY
WSOY, Decatur, Ill.
GILHAM, RAY
WTRN, Tyrone, Pa.
GILL, BILL
KOSY, Texarkana, Ark.
GIRODO, LOU
KCRT, Trinidad, Col.
GLACY, BOB
WGR, Buffalo, N. Y.
GODDARD, SONNY
WMVG, Milledgeville, Ga.
GOERNER, BOB
Showtime
KCBS, San Francisco, Cal.
GOLDEN, JERRY
WLIP, Kenosha, Wis.
GONZALEEZ, JOSE T.
KCCT, Corpus Christi, Tex.
GOODMAN, JIMMY
KIND, Independence, Kan.
GOODMAN, KEN
WCSC, Charleston, S. C.
GOODWIN, RALPH
Music As We Like It
WRUF, Gainesville, Fla.
GORDON, BILL
WHK, Cleveland, Ohio
GORDON, DWIGHT
WEW, St. Louis, Mo.
GORDON, STEVE
Date With Music
WICH, Norwich, Conn.
GORMAN, WENDY
KIHR, Hood River, Ore.
GOUGH, SANDY
WTTH, Port Huron, Mich.
GOULDING, PHIL
Your Hits Of The Week
WMGM, New York, N. Y.
GOVER, TIM
WLBH, Mattoon, Ill.
GRAHAM, DICK
WAMS, Wilmington, Del.
GRAHAM, DON
WIRL, Peoria, Ill.
GRAHAM, LEN
WPPA, Pottsville, Pa.
GRANT, JOE
WAKR, Akron, Ohio
GRANT, MILT
WOL, Washington, D. C.
GRANT, NEWELL
Rise & Shine
KEYJ, Jamestown, N. D.
GRAY, NORMAN
KID, Idaho Falls, Idaho
GRAY, SOLON
KFXJ, Grand Junction, Col.
GRAZAN, JOE
WBVP, Beaver Falls, Pa.
GREEN, ART
Make Believe Ballroom
WKAT, Miami Beach, Fla.
GREEN, BILL
WDUN, Gainesville, Ga.
GREEN, BILL
WTBC, Tuscaloosa, Ala.
GREENE, MONTE
WLEC, Sandusky, Ohio
GREENWALD, DICK
Sunrise Serenade
WHGR, Houghton Lake, Mich.
GREGORY, GREG
KSET, El Paso, Tex.
GREUHM, WAYNE
Bandstand
WBOC, Salisbury, Md.
GRIFFIN, DEAN
Musical Clock
WBKH, Hattiesburg, Miss.
GRIFFIN, OSCAR L.
WFRC, Reidsville, N. C.
GRIGGS, CHARLES
WUSJ, Lockport, N. Y.
GRIGGS, JERRY
WAJF, Decatur, Ala.
GRIGSBY, JOHN
WPRS, Paris, Ill.
GRIMES, LEN
Hillbilly
WBLE, Batesville, Miss.
GROCE, ROCKY
WFEC, Miami, Fla.
GUARDINO, MONTE
Happy Go Lucky Time
KUIN, Grants Pass, Ore.
GUMM, BILL
WRJN, Racine, Wis.
GUNN, JOHN
KMO, Tacoma, Wash.
GUSTAFSON, JAMES
WDON, Wheaton, Md.
GUTENBERGER, LOUIS
KSTT, Davenport, Iowa
GUY, BARRY
Spinner Sanctum
WLAN, Lancaster, Pa.

— H —

HAGEN, DEAN
KEYZ, Williston, N. Dak.
HAGERMAN, CHARLES J.
WKLA, Ludington, Mich.
HAGLI, DAVE
K-JOE, Shreveport, La.
HAGUE, FRANK
WCHV, Charlottesville, Va.
HAIT, MAL
WKIP, Poughkeepsie, N. Y.
HAKE, CARROLL
WHIR, Danville, Ky.
HALL, DAVE
KPUG, Bellingham, Wash.

HALL, HUGH
House Of Wax
KBOL, Boulder, Col.
HALL, JIM
WWVA, Wheeling, W. Va.
HALL, MEL
KOCS, Ontario, Cal.
HALL, NOEL
WSIX, Nashville, Tenn.
HALL, O. B.
Gospel Time
WABZ, Albemarle, N. C.
HALM, CLARKE
KIUP, Durango, Col.
HALPERN, ALLAN
KWIK, Pocatello, Idaho
HAMLIN, MIKE
WILS, Lansing, Mich.
HAMILTON, BRUCE
Music That Moves
KLLL, Lubbock, Tex.
HAMILTON, CARLE
KALM, Thayer, Mo.
HAMMETT, ROD
Music Room
KTAC, Tacoma, Wash.
HAMMOND, JACK
Request Time
WSTU, Stuart, Fla.
HANCOCK, HUNTER
KPOP, Los Angeles, Cal.
HANNA, RICK
WBUT, Butler, Pa.
HANNAN, ED
Old Corral
KGPH, Flagstaff, Ariz.
HANSON, KEN
WPBC, Minneapolis, Minn.
HARDING, BILL
WATH, Athens, Ohio
HARDING, BILL
WDOT, Burlington, Vt.
HARDY, CARROLL
WKBW, Buffalo, N. Y.
HARDY, JOHN
KSAN, San Francisco, Cal.
HARMON, JAY
KTBS, Shreveport, La.
HARPER, CHARLIE
KANV, Shreveport, La.
HARPER, JIMMY
WGST, Atlanta, Ga.
HARRILL, NELSON J.
WGWR, Asheboro, N. C.
HARRIS, BILLY
Country Capers
WDOB, Canton, Miss.
HARRIS, LES
WCNX, Middletown, Conn.
HARRIS, WAYNE
Night Train
KVOE, Emporia, Kans.
HARRISON, JACK
KTRE, Lufkin, Tex.
HARRISON, RONALD
KDAC, Ft. Bragg, Cal.
HART, JOHN
WAUD, Auburn, Ala.
HART, JOHN
KLCB, Libby, Mont.
HARTGRAVE, LEE
WKEI, Kewanee, Ill.
HASELTINE, FRED
WRNL, Richmond, Va.
HASLING, JACK
KUKI, Ukiah, Cal.
HAUGHEE, JOHN
WONN, Lakeland, Fla.
HAUGEN, WES
KANA, Anaconda, Mont.
HARVEY, CALVIN
WKBC, N. Wilkesboro, N. C.
HARVEY, JOHN
KGO, San Francisco, Cal.
HAWKINS, BOB
Hits for the Mrs.
KERO, Bakersfield, Cal.
HAWKINS, NAPPIE
WPTX, Lexington, Md.
HAWTHORNE, JIM
KOLD, Yuma, Ariz.
HAYES, JIM
WBOF, Virginia Beach, Va.
HAYNES, DICK
WKRM, Columbia, Tenn.
HAYS, ERNIE
KLRS, Mountain Grove, Mo.
HAYWARD, BRUCE
KXOK, St. Louis, Mo.
HAYWARD, GEORGE
WABJ, Adrian, Mich.
HAYWARD, JACK
WMBR, Jacksonville, Fla.
HEALD, JIM
KSVP, Artesia, N. Mex.
HEALY, GENE
WPAC, Patchogue, N. Y.
HEATH, ROD
WSSC, Sumter, S. C.
HEAVNER, JIMMY
WKMT, Kings Mountain, N. C.
HECKAMN, CASEY
WBLY, Springfield, Ohio
HELDER, BOB
WPTX, Lexington, Md.
HELM, HARRY
KIMA, Yakima, Wash.
HENDERSON, JOCKO
Big Swing Train
WDAS, Philadelphia, Pa.
HENRY, CARL
WRIB, Providence, R. I.
HENRY, MIKE
KIOA, Des Moines, Iowa
HERDA, ELMER
WJCM, Sebring, Fla.
HERINK, JIM
WMOD, Moundsville, W. Va.
HERMAN, BERNIE
WIRE, Indianapolis, Ind.
HERMAN, DON
Yawn Patrol
WHRV, Ann Arbor, Mich.
HERRING, ANDY
WISP, Kinston, N. C.
HERSHEY, PAUL
WOHP, Bellefontaine, Ohio
HESS, BOB
KFYO, Lubbock, Tex.
HESS, J. P. JR.
WIVK, Knoxville, Tenn.
HETRICH, WAYNE
WKVA, Lewistown, Pa.
HEUER, MIKE
KMA, Shenandoah, Iowa
HEYDE, BUDD
KNBC, San Francisco, Cal.
HICKMAN, ELMER
WOAY, Oak Hill, W. Va.
HICKMAN, LEE
WOWL, Florence, Ala.
HICKOK, BILL
WPTR, Albany, N. Y.
HICKOX, WAYNE
WPCT, Putnam, Conn.
HICKS, DARRELL
Music Till Midnight
WTJS, Jackson, Tenn.
HIGGINBOTHAM, JERRY
KMJ, Fresno, Cal.
HILL, BILL
WGBF, Evansville, Ind.
HILL, EDDIE
WSM, Nashville, Tenn.
HILL, JIM
Rise N' Shine
WDEF, Chattanooga, Tenn.
HILL, ROY
KTIB, Thibodaux, La.
HIRSCH, JEFF
WORZ, Orlando, Fla.
HOBERT, CHARLES
WENY, Elmira, N. Y.
HODGES, ROCKY
WPAL, Charleston, S. C.
HODKIN, DICK
WPAC, Patchogue, N. Y.
HOFFER, BOB
WTSP, St. Petersburg, Fla.
HOFFMAN, GRACIE
KWIZ, Santa Ana, Cal.
HOFFMAN, LANTZ
WMRF, Lewistown, Pa.
HOFFMAN, MARK
WBLY, Springfield, Ohio
HOFSTAD, ROLF
KDEC, Decorah, Iowa
HOGAN, ARTHUR D.
KSMO, Salem, Mo.
HOHISEL, LEE
WHGR, Houghton Lake, Mich.
HOLCOMB, FRED
WMON, Montgomery, W. Va.
HOLDEN, BILL
WOHI, E. Liverpool, Ohio
HOLIDAY, JIM
WBEJ, Elizabethton, Tenn.
HOLIDAY, JOHNNY
KOY, Phoenix, Ariz.
HOLLAND, LUTHER
WFTL, Lauderdale, Fla.
HOLMES, DICK
WILM, Wilmington, Del.
HOLMES, GENE
WIRL, Peoria, Ill.
HOLMES, JACK
WLOW, Norfolk, Va.
HOLTBERG, MILT
KMUS, Muskogee, Okla.
HOPKINS, WES
WTTM, Trenton, N. J.
HORDE, HOBSON
WJRD, Tuscaloosa, Ala.
HORNE, LUCILLE
WMRY, New Orleans, La.
HOSEA, FRANK
Handfull of Records
WJBO, Baton Rouge, La.
HOTCHKISS, PERRY
KFTM, Ft. Morgan, Col.
HOWARD, BRYCE
KHFS, Vancouver, Wash.
HOWARD, DON
KCBQ, San Diego, Cal.
HOWARD, HAL
WPNX, Phenix City, Ala.
HOWARD, PAUL
WTRX, Bellaire, Ohio
HOWARD, ROBE
WSAC, Radcliff, Ky.
HOWARD, ROBERT S.
WNER, Live Oak, Fla.
HOYLE, SUNNY
WFBC, Greenville, S. C.
HOYT, RICHARD
WDLA, Walton, N. Y.
HUDSON, HARVEY
WLEE, Richmond, Va.
HUEBNER, PAUL
KWG, Stockton, Cal.
HUGHES, DAN
WESB, Bradford, Pa.
HUGHES, TOM
KDWT, Stamford, Tex.
HULL, DOC
KRMG, Tulsa, Okla.
HUMPHRIES, BOB
Night Watch
WPFC, Panama City, Fla.
HUMPHREY, GENE
WDMJ, Marquette, Mich.
HUNTER, DAVE
KGBX, Springfield, Mo.
HUNTER, JOE LOUIS
Modern Sounds
WCEC, Rocky Mount, N. C.
HURST, OVERTON
KWFC, Hot Springs, Ark.
HUSTEAD, DICK
WBLK, Clarksburg, W. Va.
HYDE, STANLEY
Music For You
KPLC, Lake Charles, La.
HYDER, JOE
WADK, Newport, R. I.
HYMAS, MARV
KGEM, Boise, Idaho
HUTSELL, JIMMY
WLAR, Athens, Tenn.

— I —

IGLESIAS, MANUEL
WITA, San Juan, Puerto Ri
INGRAM, DAN
Walk, Record Revue
Patchogue, N. Y.
INGRAM, ROY
WOOW, New Bern, N. C.
IRVING, BOB
WMAY, Springfield, Ill.

IRWIN, BOB
WMPS, Memphis, Tenn.
IRWIN, KEN
KLOG, Kelso, Wash.
ISENHOWER, JOE
WMYB, Myrtle Beach, S. C.

— J —

JACK, SAM
Traffic Jam
WPDQ, Jacksonville, Fla.
JACKSON, ANDREW
Favorite Five
WJPS, Evansville, Ind.
JACKSON, BILL
WOKJ, Jackson, Miss.
JACKSON, HAL
WLIB, New York, N. Y.
JACKSON, JOE
KLMO, Longmont, Col.
JACKSON, SANDY
KOWH, Omaha, Neb.
JACKSON, TED
WHAM, Rochester, N. Y.
JACOBSON, ED
KXLY, Spokane, Wash.
JAMES, LES
Wax Parade
WRHI, Rock Hill, S. C.
JAMES, RUSSELL
KVEC, San Luis Obispo, Cal.
JAY, GENE
WAYB, Waynesboro, Va.
JENKINS, BILL
Western Jamboree
KPBM, Carlsbad, N. Mex.
JENKINS, BILL
KRBC, Abilene, Tex.
JENNINGS, BOB
KXOC, Chico, Cal.
JENSEN, DEE F.
KLGN, Logan, Utah
JENSEN, LANCE
KBON, Omaha, Neb.
JESTER, JACK
KOKO, Warrensburg, Mo.
JEWELL, JIM
KNBX, Kirkland, Wash.
JOHNSON, AL
Top Twenty Tunes
KILO, Grand Forks, N. D.
JOHNSTON, ALVIN
Record Rendezvous
WCOH, Newnan, Ga.
JOHNSON, ART
Music Box
WDRC, Hartford, Conn.
JOHNSON, B. J.
WRJW, Picayune, Miss.
JOHNSON, BILL
Time for Everybody
WLAC, Nashville, Tenn.
JOHNSON, DEANE
KJAN, Atlantic, Iowa
JOHNSTON, HUGH
WBBW, Youngstown, Ohio
JOHNSON, IRWIN
Earlyworm
WBNS, Columbus, Ohio
JOHNSON, KEN
WGAP, Maryville, Tenn.
JOHNSON, RALPH
KFOR, Lincoln, Neb.
JOHNSON, RICHARD
WCLO, Janesville, Wis.
JOHNSON, ROBERT
Music Till Noon
KFGT, Fremont, Neb.
JOHNSON, TED
WTAC, Flint, Mich.
JOHNSON, TRAVIS
WIRK, W. Palm Beach, Fla.
JOHNSTON, DAVE
WATK, Antigo, Wis.
JOHNSTON, KEN
WNRC, New Rochelle, N. Y.
JOLLIMORE, KENNETH
WKNE, Keene, N. H.
JONES, AL
KGKO, Dallas Tex.
JONES, BILL
WHWL, Nanticoke, Pa.
JONES, BOB
KFAB, Omaha, Neb.
JONES, CARL
WILM, Wilmington, Del.
JONES, DAN
KTAT, Frederick, Okla.
JONES, DICK
WGTM, Wilson, N. C.
JONES, DON
KBMY, Billings, Mont.
JONES, DON
WLEA, Hornell, N. Y.
JONES, JIM
WETO, Gadsden, Ala.
JONES, KENT
WHDM, McKenzie, Tenn.
JONES, LARRY
KTXN, Austin, Tex.
JONES, REX
WNOE, New Orleans, La.
JOOS, STEVE
WHOK, Lancaster, Ohio
JORDAN, ED
WDUN, Gainesville, Ga.
JORGENSON, FRED
KGO, San Francisco, Cal.
JOSEPHSEN, TOM
WTOL, Toledo, Ohio
JULIAN, JOE
WINR, Binghamton, N. Y.

— K —

KADAVY, DALE
KSWL, Council Bluffs, Iowa
KAINE, ARNOLD
WSGW, Saginaw, Mich.
KALATA, WALT
WPLY, Plymouth, Wis.
KARNAS, PETE
WGEZ, Beloit, Wis.
KARSON, ANDY
House of Music
KCRG, Cedar Rapids, Iowa
KAUTH, BILL
WKKO, Cocoa, Fla.
KAY, ANDY
KGST, Fresno, Cal.
KAYE, BARRY
WJAS, Pittsburgh, Pa.
KAYE, BOB
KEYD, Minneapolis, Minn.
KAYE, ELENA
Rhythm & Blues
WJOB, Hammond, Ind.
KEATING, JIM
KEEP, Twin Falls, Idaho
KEDRO, MILAN
KSTL, St. Louis, Mo.
KEEFE, BOB
WHAM, Rochester, N. Y.
KEELS, CECIL
WHAN, Charleston, S. C.
KEITH, BOB
WLOF, Orlando, Fla.
KEITH, DEAN
KNED, McAlester, Okla.
KEEP, BARNEY
KEX, Portland, Ore.
KELLER, LYN
WARK, Hagerstown, Md.
KELLER, O. J.
Juke Box Serenade
WTAX, Springfield, Ill.
KELLER, BOB
WLBR, Lebanon, Pa.
KELLEY, CHET
WOCB, W. Yarmouth, Mass.
KELLEY, JOHN
WDNE, Elkins, W. Va.
KELLY, BUDDY
KSUN, Bisbee, Ariz.
KELLY, DAN
WRDO, Augusta, Maine
KELLY, HERMAN
WWKY, Winchester, Ky.
KELLY, PAT
WSFC, Somerset, Ky.
KENNEDY, DUDLEY
WHUB, Cookeville, Tenn.
KENNEDY, JOSEPH
KERG, Eugene, Ore.
KENNEDY, LEE
WRRR, Rockford, Ill.
KENYON, AL
KLMS, Lincoln, Neb.
KENSLEY, BILL
WOHI, E. Liverpool, Ohio
KERWOOD, ORIE
KMMJ, Grand Island, Neb.
KIERNAN, DAVID
WNHC, New Haven, Conn.
KIKER, PETE
Dinner Bell Time
WELS, Kinston, N. C.
KING, AL
WREN, Topeka, Kans.
KING, ART
WBSM, New Bedford, Mass.
KING, BOB
WRAP, Norfolk, Va.
KING, DAVE
KUKI, Ukiah, Cal.
KING, DUKE
WGBF, Evansville, Ind.
KING, GUY
WWOL, Buffalo, N. Y.
KING, JACK
Cracker Barrel
KGFW, Kearney, Neb.
KING, JEAN
KABC, Hollywood, Cal.
KING, NELSON
WCKY, Cincinnati, Ohio
KING, VERN
WMMB, Melbourne, Fla.
KING, W. O.
WTOC, Savannah, Ga.
KINARD, LEE W.
Rock & Roll Party
WABZ, Albemarle, N. C.
KINNAMON, RAY
WTJH, E. Point, Ga.
KINSEY, CURLY
WGTA, Summerville, Ga.
KIRBY, MARK
WJBW, New Orleans, La.
KIRK, EDDIE
KEEN, San Jose, Cal.
KIRWAN, JIM
WNLK, Norwalk, Conn.
KIRT, DON
WRJN, Racine, Wis.
KISS, BILL
WMAM, Marinette, Wis.
KISSAR, RUSSELL
KBIA, Columbia, Mo.
KLEMM, DAVE
WANE, Ft. Wayne, Ind.
KLINE, DICK
Rise 'N Shine
WPON, Pontiac, Mich.
KLOSS, BOB
WKWK, Wheeling, W. Va.
KNIGHT, DELOS
Magic City Matinees
WIKC, Bogalusa, La.
KNIGHT, JOE
KRMG, Tulsa, Okla.
KNIGHT, VIC
WXLW, Indianapolis, Ind.
KNOTT, MARTHA
KBYE, Oklahoma City, Okla.
KNUTSON, HAL
Anything Goes
KBOI, Boise, Idaho
KOBAK, EDGAR
WGAC, Augusta, Ga.
KOLBY, CAL
WDRC, Hartford, Conn.
KOSACK, JOE
WVLN, Olney, Ill.
KOVACS, ERNIE
WABC, New York, N. Y.
KOVACE, JIM
WHKK, Akron, Ohio
KOZIOL, RON
WOSA, Wausau, Wis.
KRELL, FRED
WSGW, Saginaw, Mich.
KUVENT, ARNOLD
WGAN, Portland, Me.

— L —

LACY, JACK
Listen to Lacy, WINS, New York, N. Y.

LADNER, RED
KVSM, San Mateo, Cal.
LAKE, ARTHUR
WJAR, Providence, R. I.
LAMBERT, JOHN
KNCO, Garden City, Kan.
LAMBERT, ROG
WLAP, Lexington, Ky.
LANAGAN, JAMES
WNBH, New Bedford, Mass.
LANG, JIMMIE
WDAR, Savannah, Ga.
LANICH, JERRY
WPTW, Piqua, Ohio
LAPP, BRUCE
WDAR, Savannah, Ga.
LARSEN, BOB
WEMP, Milwaukee, Wis.
LASCELLES, JOHN
WGR, Buffalo, N. Y.
LAURENCE, JOCK
KWWL-TV, Waterloo, Iowa
LA VERNE, GENE
WFEA, Manchester, N. H.
LAWLER, JIM
Today's Top Tunes
WTPS, New Orleans, La.
LAWRENCE, AL
Stork Club
KCRV, Caruthersville, Mo.
LAWRENCE, TED
WABC
LAWRENCE, VINCE
Moonlight Moods
WCMA, Corinth, Miss.
LAYNE, MARK
WHMP, Northampton, Mass.
LAYTON, LANNY
WBOC, Salisbury, Md.
LAZEAR, EDWIN
WPAR, Parkersburg, W. Va.
LEACH, BOB
The Clockwatcher
WRUF, Gainesville, Fla.
LEAHY, ED
WHMP, Northampton, Mass.
LEE, BUCK
WEAW, Evanston, Ill.
LEHIGH, LES
WCPS, Tarboro, N. C.
LEHMAN, JACK
WTCS, Fairmont, W. Va.
LEHNHOFF, BILL
Music for You
KTW, Seattle, Wash.
LEMON, DOC
KSO, Des Moines, Iowa
LENAY, WILL
WSAI, Cincinnati, Ohio
LENGACHER, FRANK
WADC, Akron, Ohio
LENZ, JACK
WGIG, Brunswick, Ga.
LEONARD, BILL
WJBW, New Orleans, La.
LEONARD, HOWIE
WPOR, Portland, Me.
LEONARD, ROY
WKOX, Framingham, Mass.
LEONIDA, ANDRIAN
KWBW, Hutchison, Kan.
LESTER, GARY
WWKY, Winchester, Ky.
LESTER, GEORGE
KOSY, Texarkana, Ark.
LEVINSON, BOB
KIST, Santa Barbara, Cal.
LEVITT, AL
KYA, San Francisco, Cal.
LEVY, SY
WACE, Springfield, Mass.
LEWIS, GENE
The Old Barn Show
WJAY, Mullins, S. C.
LEWIS, GEORGE
WOND, Pleasantville, N. J.
LEWIS, LOVELL E.
WCHO, Washington, Ohio
LEWIS, J. D.
WRAL, Raleigh, N. C.
LICATA, LONNIE
KOSI, Aurora, Col.
LICHTENTHALER, GEORGE
KGAL, Lebanon, Ore.
LIDDLE, BOB
KGA, Spokane, Wash.
LINCOLN, ED
WSBA, York, Pa.
LINDEMANN, BUD
WGRD, Grand Rapids, Wis.
LING, CLYDE
WCAM, Camden, N. J.
LINK, FRANK
KBAM, Longview, Wash.
LINN, BANDEL
WSPB, Sarasota, Fla.
LINN, CLAIR
WDCL, Tarpon Springs, Fla.
LIND, ELLIS
KSTN, Stockton, Cal.
LINDSEY, CHARLES
Rhythm Rendevous
WATG, Ashland, Ohio
LINT, CARMEN
Five O'Clock Shadow
WIST, Charlotte, N. C.
LIPP, STANLEY
WNBH, New Bedford, Mass.
LITTEN, ROBERT J.
KEED, Springfield, Ore.
LITTLETON, RANDY
KGRH, Fayetteville, Ark.
LIUORIO, BOB
WKPA, New Kensington, Pa.
LLOYD, BOB E.
WGTH, Hartford, Conn.
LOCKE, GENE
WRUS, Russellville, Ky.
LONDOT, JAMES
WLEC, Sandusky, Ohio
LOGAN, JIM
WJCM, Sebring, Fla.
LONSBURY, LEE
WMAW, Menominee, Mich.
LOUDEN, ROD
KEED, Springfield, Ore.
LOVELESS, FAYE
KANV, Shreveport, La.
LOVVORN, CHARLES
WJBB, Haleyville, Ala.
LOWE, JACK
Late Date
WAIR, Winston Salem, N. C.
LOWE, JIM
Coffee Time
WRR, Dallas, Tex.
LUDDY, BILL
Hit Tune Time
KXRX, San Jose, Cal.
LUDWIG, VERN
KMED, Medford, Ore.
LUKEN, NED
WAOK, Atlanta, Ga.
LUND, BUZZ
KLCB, Libby, Mont.
LUNSFORD, BRUCE
WARE, Ware, Mass.
LYNCH, WILLIAM G.
KDBS, Alexandria, La.
LYNN, DARRELL
WFIW, Fairfield, Ill.
LYNN, FRED
KWTO, Springfield, Mo.
LYNN, JOHN
WBBQ, Augusta, Ga.
LYNN, LAMAR
WDAK, Columbus, Ga.
LYONS, JIMMY
KDON, Salinas, Cal.
LYONS, ROBERT W.
WFRP, Savannah, Ga.
McADAM, JOHN
KYOS, Merced, Cal.

— Mc —

McADOO, DICK
KFDM, Beaumont, Tex.
McALEER, RICHARD H.
KSCO, Santa Cruz, Cal.
McALISTER, BILL
KLLL, Lubbock, Tex.
McANULTY, BOB
KGW, Portland, Ore.
McCALL, BOB
Chariot Wheels
WCRE, Cheraw, S. C.
McCARL, BOB
KXL, Portland, Ore.
McCORMICK, JOHN
London House Show
WJJD, Chicago, Ill.
McCOY, MARY
KMCO, Conroe, Tex.
McCULLOUGH, DAN
Mutual Matinee
MBS
McDANIEL, EARL
Spin & Win
KPOP, Los Angeles, Cal.
McDONNELL, STEWART
WIMS, Michigan City, Ind.
McDOUGALL, WILLIAM
WPTS, Pittston, Pa.
McDONOUGH, TOM
WCDL, Carbondale, Pa.
McFADDEN, RAY
WTNJ, Trenton, N. J.
McGARRY, MAURICE
Headlines & Hits
WRC, Washington, D. C.
McGEE, DAVE
KGKL, San Angelo, Tex.
McGHEE, BILL
KLMO, Longmont, Colo.
McGOWAN, JOHN
Coffee Capers
KOSA, Odessa, Tex.
McGRANOR, PAUL
WKIC, Hazard, Ky.
McHARGUE, RICHARD
KTTN, Trenton, Mo.
McHONE, BOB
WPAQ, Mt. Airy, N. C.
McINTOSH, HUGH
KIT, Yakima, Wash.
McINTYRE, WARD
WEZB, Birmingham, Ala.
McKEEHAN, DON
KCLX, Colfax, Wash.
McKEOWN, GEORGE
WEKZ, Monroe, Wis.
McKENDRICK, ROBERT
KATL, Miles City, Mont.
McKENZIE, ED
WXYZ, Detroit, Mich.
McKRELL, JAMES
KSYL, Alexandria, La.
McLAUGHLIN, OLLIE
WHRV, Ann Arbor, Mich.
McLEAN, BILL
KAKE, Wichita, Kan.
McLEAN, PHIL
WERE, Cleveland, Ohio
McLEOD, DON
Top Tunes
WJBK, Detroit, Mich.
McNAMEE, JACK
WMBO, Auburn, N. Y.
McNUTT, STAN
KBND, Bend, Ore.
McMAHON, DICK
KGMC, Englewood, Col.
McMAHON, PAT
KSTT, Davenport, Iowa
McMANUS, MICHAEL
WKOP, New York, N. Y.
McMASTER, JAY
WMEX, Boston, Mass.
McMENNAMIN, TOM
KONP, Port Angeles, Wash.
McMILLIAN, BILL
KNBX, Kirkland, Wash.
McMONAGLE, TERRY
Tops in Pops
KTAC, Tacoma, Wash.
McPHERSON, HUGH
WCHS, Charleston, W. Va.

— M —

MacCAULEY, JACK
WHTC, Holland, Mich.
MACK, BILL
WEDC, Chicago, Ill.
MACK, DEAN
Cap's Ranch
KCAP, Helena, Mont.
MACK, GEORGE
KTLD, Tallulah, La.

MACK, TY
WDGY, Minneapolis, Minn.
MacKECHNIE, BILL
KIST, Santa Barbara, Cal.
MACLEAN, JEAN
KGAE, Salem, Ore.
MADDOX, KATHRYN
WMCK, McKeesport, Pa.
MAGNUS, JOHN
KGFJ, Hollywood, Cal.
MAHAN, ALAN
Listen Ladies
WJAM, Marion, Ala.
MAHER, PHILIP
WMNS, Sioux City, Iowa
MAHON, JULIUS
Grooves 'N Blues
WKMT, Kings Mountain, N. C.
MAIN, RALPH
WRFW, Eau Claire, Wis.
MAKINSTER, BUD
KBON, Omaha, Neb.
MAKINSTER, BUD
KBON, Omaha, Neb.
MALLETTE, LLOYD
Open House
KXGI, Fort Madison, Iowa
MANDEL, SID
KYNO, Fresno, Cal.
MANAHAN, FRED
Bumper to Bumper
WATG, Ashland, Ohio
MAPLES, TOM
WIEL, Elizabethtown, Ky.
MARGGRAFF, NORMAN
WMIL, Milwaukee, Wis.
MARKHAM, GRANT
Anything Goes
WESK, Escanaba, Mich.
MARKLE, TINY
WAVZ, New Haven, Conn.
MARQUIS, DALE
WUSJ, Lockport, N. Y.
MARSHALL, BILL
KCRC, Enid, Okla.
MARSHALL, FRED
WNTM, Vero Beach, Fla.
MARSHALL, ERROLL
WOIC, Columbia, S. C.
MARTEL, WALT
KTOE, Mankato, Minn.
MARTINEZ, AL
WKIP, Poughkeepsie, N. Y.
MARTIN, CHUCK
WANS, Anderson, S. C.
MARTIN, JOE
WOW, Omaha, Neb.
MARTIN, JENNINGS
WMMN, Fairmont, W. Va.
MARTIN, JIM
Top Tunes of the Day
WTRP, La Grange, Ga.
MARTIN, NED
WRFC, Athens, Ga.
MARTIN, JOHN
WAGS, Bishopville, S. C.
MARTIN, RENO
WDLC, Port Jervis, N. Y.
MARVIN, EDWARD
KOCB, W. Yarmouth, Mass.
MARVIN, KEN
KRSN, Los Alamos, N. Mex.
MARYON, ROBERT D.
KSCO, Santa Cruz, Cal.
MASI, MARIE
WHBI, Newark, N. J.
MASON, BUD
WGY, Schenectady, N. Y.
MASON, CHARLIE
WJMX, Florence, S. C.
MASON, MARY
WHAT, Philadelphia, Pa.
MASSENGILL, ED
WCHL, Chapel Hill, N. C.
MASTERS, HAL
WTCR, Ashland, Ky.
MATHIS, LEE
WCNH, Quincy, Fla.
MATTHEWS, HAROLD
WKAY, Glasgow, Ky.
MAUNEY, RICHARD
WCGC, Belmont, N. C.
MAXWELL, BOB
Music With Melody
WWJ, Detroit, Mich.
MAXWELL, RUDY
WMVO, Mt. Vernon, Ohio
MAY, MIKE
WIMA, Lima, Ohio
MAYER, BILL
WTAM, Cleveland, Ohio
MAYFIELD, HAL
KFYO, Lubbock, Tex.
MAYHUGH, BILL
WOL, Washington, D. C.
MAYNARD, DAVE
WORL, Boston, Mass.
MAYNARD, JOE
KRCT, Baytown, Tex.
MAYO, BEN
WGAC, Augusta, Ga.
MEADERS, RAY
WXOK, Baton Rouge, La.
MEADOR, BOB
Session
WNLA, Indianola, Miss.
MEATH, ED
Musical Clock Open House
WHEC, Rochester, N. Y.
MELBY, LOYD
KLTZ, Glasgow, Mont.
MELTON, DAVE
KLIK, Jefferson City, Mo.
MELVIN, GEORGE
WKRG, Mobile, Ala.
MENKE, ED
WTOB, Winston Salem, N. C.
MENTZER, EARL
WJEJ, Hagerstown, Md.
MERCADO, BOB
KWKW, Pasadena, Cal.
MERCIER, RAY
WCSH, Portland, Me.
MERLIN, BOB
KVOX, Moorehead, Minn.
METCALF, TED
WJAR, Providence, R. I.
METTLER, BOB
KVKM, Monahans, Tex.
METZGER, DON
WMAM, Marinetta, Wis.
MEYERS, DON
WSPD, Toledo, Ohio
MICHAEL, BOB
WELM, Elmira, N. Y.
MICHAEL, JAY
WCAE, Pittsburgh, Pa.
MILES, BILL
Sunnyside Up
KDRS, Paragould, Ark.
MILLER, BILL
WMON, Montgomery, W. Va.
MILLER, BILL
KGGF, Coffeyville, Kans.
MILLER, ED
Bring Back the Bands
WLAN, Lancaster, Pa.
MILLER, G. B.
KJET, Beaumont, Tex.
MILLER, IRU
WRIT, Milwaukee, Wis.
MILLER, JAMES
WAJF, Decatur, Ala.
MILLER, NEIL
Please Play
KHUZ, Borger, Tex.
MILLER, VIC
KOOK, Billings, Mont.
MILLER, ROSS
WTIC, Hartford, Conn.
MILNER, BOB
WKEI, Kewanee, Ill.
MILLS, DICK
KMA, Shenandoah, Iowa
MINIARD, JULIA E.
WATM, Atmore, Ala.
MINTZ, HERBIE
WLS, Chicago, Ill.
MITCHELL, BOB
WRAD, Radford, Va.
MITCHELL, JOE
KPOJ, Portland, Ore.
MITCHELL, JOHN
WHUB, Cookeville, Tenn.
MITCHELL, RAY
Bandstand
KYOR, Blythe, Cal.
MOCKBEE, WILLIAM
WDON, Wheaton, Md.
MOEHLER, BILL
KPQ, Wenatchee, Wash.
MOEN, JOHN
KRHD, Duncan, Okla.
MOHNKERN, LEN
WHHH, Warren, Ohio
MOHR, BOB
KUIN, Grants Pass, Ore.
MOISELLE, ED
WTSV, Claremont, N. H.
MOLASKEY, EDDIE
KODI, Cody, Wyo.
MOLINARO, LARRY
WNAR, Norristown, Pa.
MONACO, DEL
WJJL, Niagara Falls, N. Y.
MONROE, ART
Nightwatch
KSYL, Alexandria, La.
MONROE, JOE
KJOE, Shreveport, La.
MONSON, PAUL
WSPR, Springfield, Mass.
MONTGOMERY, BOB
WBIG, Greensboro, N. C.
MONTGOMERY, DEAN
WCCO, Minneapolis-St. Paul, Minn.
MONTGOMERY, PAUL
WNAO, Raleigh, N. C.
MOOMEY, ROBERT
KFGT, Fremont, Neb.
MOONEY, FRAN
KNCM, Moberly, Mo.
MOORE, GORDON
WSMT, Sparta, Tenn.
MOORE, JACK
WPBC, Minneapolis, Minn.
MOORE, ROBERT
WTHI, Terre Haute, Ind.
MOORE, VIRGIL
WJAM, Marion, Ala.
MOORE, WYNN
WWNR, Beckley, W. Va.
MORELLI, HAL
KLAS, Las Vegas, Nev.
MORENO, BUDDY
WJJD, Chicago, Ill.
MORE, TOM
WNOX, Knoxville, Tenn.
MORGAN, HANK
WQXI, Atlanta, Ga.
MORGAN, MIKE
KGEZ, Kalispell, Mont.
MORGAN, ROBERT
WMBO, Auburn, N. Y.
MORGAN, SLIM
WGIL, Galesburg, Ill.
MORRIS, BILL
Brighter Side
WKAY, Glasgow, Ky.
MORRIS, BOB
WPTS, Pittston, Pa.
MORRIS, DON I.
KIHR, Hood River, Ore.
MORRIS, JESSIE
Swingship
WFPG, Atlantic City, N. J.
MORRIS, JOE
WAGS, Bishopville, S. C.
MORRIS, NOLIN
WGAP, Maryville, Tenn.
MORRIS, ROY
WAPO, Chattanooga, Tenn.
MORRISSEY, BILL
WKBR, Manchester, N. H.
MORRISON, BOB
WXLW, Indianapolis, Ind.
MORRISON, TOM
KWIK, Pocatello, Idaho
MORROW, JACK
WIBC, Indianapolis, Ind.
MORSE, CLINT
WHYL, Carlisle, Pa.
MORTIMER, AL
WRAK, Williamsport, Pa.
MORTON, LOU
WQXI, Atlanta, Ga.
MOTT, RON
WPRS, Paris, Ill.
MOYLE, WILL
WVET, Rochester, N. Y.

MOYLEY, TOM
WHJB, Greensburg, Pa.
MUIR, GORDON
KIFI, Idaho Falls, Idaho
MULLALLAHY, DON
WWSC, Glens Falls, N. Y.
MULLARKEY, TOM
WBAP, Ft. Worth, Tex.
MULLEN, FRANK
WSNY, Schenectady, N. Y.
MULLENS, JACK
WWYO, Pineville, W. Va.
MULLER, TED
WBEC, Pittsfield, Mass.
MULLIS, WILBUR
WHAB, Baxley, Ga.
MUNDEN, GROVER
WMBL, Morehead, N. C.
MUNRO, JIM LEE
KVOM, Morrilton, Ark.
MURRAY, GEORGE
Make Believe Ballroom
KECK, Odessa, Tex.
MURRAY, HAL
WKAT, Miami Beach, Fla.
MURPHY, JACK
WCLI, Corning, N. Y.
MURPHY, HARVEY
WJNO, W. Palm Beach, Fla.

— N —

NAFUS, MARV
Top Twenty
WKCT, Bowling Green, Ky.
NAJAMEY, ABE
WLAD, Danbury, Conn.
NASH, MURL
KTTR, Rolla, Mo.
NAVA, MILT
KWKW, Pasadena, Cal.
NEDIN, DICK
WKNY, Kingston, N. Y.
NEILAN, RAY
Musical Showcase
WKNB, New Britain, Conn.
NELLES, MARV
WSAU, Wausau, Wis.
NELSKOG, WALLY
KJR, Seattle, Wash.
NELSON, ART
KLIF, Dallas, Tex.
NELSON, BILL
WANA, Anniston, Ala.
NELSON, DON
Plantation Party
WQUA, Moline, Ill.
NELSON, ED
KTOE, Mankato, Minn.
NELSON, FORD
WDIA, Memphis, Tenn.
NELSON, JAY
WRIT, Milwaukee, Wis.
NELSON, LOU
WGH, Norfolk, Va.
NELSON, WHITNEY
KJET, Beaumont, Tex.
NESBITT, J. T.
WFIG, Sumter, S. C.
NESMITH, FRANK J.
KCOY, Santa Maria, Cal.
NESTER, ROY
Town's Top Tunes
WFDF, Flint, Mich.
NEVINS, ELLIOT
Make Mine Music
WKNY, Kingston, N. Y.
NEWLAND, BILL
Hotcakes & Coffee
KONP, Port Angeles, Wash.
NEWSOME, GIL
KWK, St. Louis, Mo.
NICHOLS, BOB
Blues 'N Boogie
WPAL, Charleston, S. C.
NICHOLS, HAROLD
KVOM, Morrilton, Ark.
NICHOLSON, JAMES
WMGW, Meadville, Pa.
NILSEN, ANDREW
KERG, Eugene, Ore.
NICKSON, NICK
WBBF, Rochester, N. Y.
NIXON, MILT
Teen-O-Rama
WDRF, Chester, Pa.
NOBLE, AL
KQV, Pittsburgh, Pa.
NOBLE, GAIL
KGGM, Albuquerque, N. Mex
NOEL, JACK
WTTS, Bloomington, Ind.
NORDINE, JACK
WADP, Kane, Pa.
NORMAN, ALAN
WFDF, Flint, Mich.
NORMAN, BOB
WHAY, New Britain, Conn
NORMAN, HAL
KRIC, Beaumont, Tex.
NORTON, LEE
KPRC, Houston, Tex.
NOVAK, DICK
KPOJ, Portland, Ore.
NOVAK, TOM
WOC, Davenport, Iowa
NUSHBAUM, MORT
The Mort Nusbaum Show, WBBF, Rochester, N. Y.

— O —

OAKES, JAMES
WTCR, Ashland, Ky.
O'BANNON, GENE
Music for Mom
KITE, San Antonio, Tex.
O'CONNELL, BILL
WBET, Brockton, Mass.
O'HARA, BILL
KSTN, Stockton, Cal.
O'HARA, JIM
WOKY, Milwaukee, Wis.
O'LEARY, JIM
KCBQ, San Diego, Cal.
O'MALLEY, DENNIS
WMYB, Myrtle Beach, S. C.
O'NAN, PAT
WINN, Louisville, Ky.
O'NEILL, JIM
KOWH, Omaha, Neb.
ORUM, BILL
KGWA, Enid, Okla.

— P —

PACK, BILL
WBHB, Fitzgerald, Ga.
PAGE, DAVE
KIRO, Seattle, Wash.
PAGE, FRANK
KWKH, Shreveport, La.
PAGE, LARRY
WTOC, Savannah, Gea.
PAGE, PHILIP
KFH, Wichita, Kans.
PAINTER, FRANK
WBLJ, Dalton, Ga.
PAIT, ANGUS
WEWO, Laurinburg, N. C.
PALL, ROY
WROY, Carmi, Ill.
PALMER, DUKE
Morning Show
KBOR, Brownsville, Tex.
PAOLANGELI, RUDY
WKRT, Cortland, N. Y.
PARKER, BILL
Melody Time
KAUS, Austin, Minn.
PARKER, EDDIE
WKGN, Knoxville, Tenn.
PARINSON, BOB
KPDN, Pampa, Tex.
PARKS, BILL
KRDU, Dinuba, Cal.
PARMELEE, CHUCK
WSPD, Toledo, Ohio
PARRISH, WEBBER
WNAH, Nashville, Tenn.
PARSONS, BRUCE
WBRN, Big Rapids, Mich.
PARSONS, KEN
KCLA, Pine Bluff, Ark.
PASQUALI, JOE
WVSC, Somerset, Pa.
PASSONS, BILL
WSMT, Sparta, Tenn.
PATRICK, GEO.
KOEL, Oelwein, Iowa
PATRICK, JOHN
WDOT, Burlington, Vt.
PAUL, DON
WSCR, Scranton, Pa.
PAYNE, BRUCE
Jazz Unlimited
WBCO, Bessemer, Ala.
PEARS, TOM
KVOL, Lafayette, La.
PEARSON, BOB
KNGS, Hanford, Cal.
PEARSON, WALTER M.
WFVG, Fuquay Springs, N. C
PELGER, FRED A.
KYUM, Yuma, Ariz.
PENDERGAST, HAROLD
KTXJ, Jasper, Tex.
PENNUELL, LEWIS
WMTS, Murfreesboro, Tenn.
PERKINS, RAY
KIMN, Denver, Col.
PERRY, BOB
KTMS, Santa Barbara, Cal.
PERRY, BOB
Big Ten Show
WQAM, Miami, Fla.
PERRY, GENE
WPMP, Pascagoula, Miss.
PERRY, JERRY
WFNS, Burlington, N. C.
PERRY, JOE
KLX, Oakland, Cal.
PERRYN, DON
WEOK, Poughkeepsie, N. Y.
PETERSON, FRED
KMOD, Modesto, Cal.
PETERSON, ROLFE B.
KSL, Salt Lake City, Utah
PETTET, DICK
WLAG, LaGrange, Ga.
PFEIFAUF, NICK
Teen Frolics
WTRR, Sanford, Fla.
PHELAN, TOM
Dream Time
WICH, Norwich, Conn.
PHILLIPS, BILL
WBAX, Wilkes-Barre, Pa.
PHILLIPS, DEWEY
WHBQ, Memphis, Tenn.
PHILLIPS, JAMES
WFAH, Alliance, Ohio
PHILLIPS, JERRY
KBNZ, La Junta, Col.
PHILIPPSON, JOE
KIOA, Des Moines, Iowa
PIATT, GENE
KELO, Sioux Falls, S. D.
PIERCE, ALLEN
WGLS, Decatur, Ga.
PIERCE, ART
Morning Show
WEAV, Plattsburg, N. Y.
PIERSON, KEN
KSDA, Redding, Cal.
PIFER, DON R.
KDAC, Ft. Bragg, Cal.
PIKE, DICK
WNOP, Newport, Ky.
PILCHER, BEV
The Farmer's Daughter
KRTV, Hillsboro, Ore.
PINNER, JOE
WHIT, New Bern, N. C.
PINTO, JACK
WBUD, Trenton, N. J.
PITTMAN, CHUCK
WJAY, Mullins, S. C.
PLEDGER, DOUG
KNBC, San Francisco, Cal.
PODEM, MARVIN
WGAU, Athens, Ga.
POER, JOHNNY
WVOK, Birmingham, Ala.
POLAND, SAM
Clockwatchers
WCHS, Charleston, W. Va.
POLK, BILL
WBAW, Barnwell, S. C.

POOLE, BOB
WBIG, Greensboro, N. C.
POTOCKY, PAUL
WTOD, Toledo, Ohio
POTTER, PETER
KLAC, Los Angeles, Cal.
POWELL, BILL
WTTB, Vero Beach, Fla.
POWELL, BILL
WILY, Pittsburgh, Pa.
POWELL, RALEIGH
WROL, Knoxville, Tenn.
POWERS, DON
The Hitchhiker
WBML, Macon, Ga.
POWERS, RALPH
KRNT, Des Moines, Iowa
PRATHER, BOB
Country Hayride
WMDC, Hazlehurst, Miss.
PRESCOTT, NORM
WBZ, Boston, Mass.
PRICE, SAM
WPMP, Pascagoula, Miss.
PROTER, CHARLIE
Record Session
KIRX, Kirksville, Mo.
PRYOR, BILL
WNBF, Binghamton, N. Y.
PRYOR, HARLEY
KFXJ, Grand Junction, Col.
PUGH, CARL
Waynesboro, Ga.
PUGH, CHUCK
WMBG, Richmond, Va.
PUDNEY, EARLE
WGY, Schenectady, N. Y.
PULLEN, LEN
Rise & Shine
WKNY, Kingston, N. Y.

— Q —

QUAVE, MACKIE
In the Groove
WIS, Columbia, S. C.
QUIMBY, JOHN
KRNO, San Bernardino, Cal.

— R —

RADKA, AL
KFRE, Fresno, Cal.
RAE, BOB
Make Mine Music
KBIS, Bakersfield, Cal.
RAIFORD, BOB
WBT, Charlotte, N. C.
RAINEY, BUD
WSPR, Springfield, Mass.
RAINEY, REX
WBIR, Knoxville, Tenn.
RAMSEY, RAY
WHR, Danville, Ky.
RANDLE, BILL
WCBS, New York, N. Y.
RANDLE, BILL
WERE, Cleveland, Ohio
RAPER, JIMMY
WCNC, Elizabeth City, N. C.
RASBERRY, CHARLIE
Musical Roundup
KDRS, Paragould, Ark.
RASHLEIGH, WARREN
KAKE, Wichita, Kans.
RAST, MIKE
WCOS, Columbia, S. C.
RATLIFF, DANIEL
WRPB, Warner Robins, Ga.
RAU, CHRIS
KSIS, Sedalia, Mo.
RAWLINGS, TOM
KVLF, Alpine, Tex.
RAY, BILL
WADE, Wadesboro, N. C.
RAY, BOB
KAFY, Bakersfield, Cal.
REAU, DAVE
KEYD, Minneapolis, Minn.
RECTOR, BRUCE
WRUN, Utica, N. Y.
RECTOR, GABBY
KLIK, Jefferson City, Mo.

REED, MITCH
WOR, New York, N. Y.
REEVES, CARL
KGGF, Coffeyville, Kans.
REID, BILL
WDOK, Cleveland, Ohio
REID, KERMIT
KSDA, Redding, Cal.
REILLY, ED
WBRY, Waterbury, Conn.
REISING, KEITH
Open House
WLRP, New Albany, Ind.
REYHER, BOB
KCRT, Trinidad, Colo.
REYNOLDS, GENE
WBAP, Ft. Worth, Tex.
REYNOLDS, RONNY
KCVR, Lodi, Cal.
REZNOR, JOHN
WPFB, Middletown, Ohio
RHODARMER, SCOTTY
WWNC, Asheville, N. C.
RICE, RICK
Breakfast Club
KSEM, Moses Lake, Wash.
RICH, BOB
WAHR, Miami Beach, Fla.
RICHARDS, BOB
WAZL, Hazleton, Pa.
RICHARDSON, BRUCE
WROK, Rockford, Ill.
RICHBOURG, JOHN
Record Parade
WLAC, Nashville, Tenn.
RICHARDS, REESE
WTAG, Worcester, Mass.
RICKENBACKER, ACE
WORD, Spartanburg, S. C.
RICKMAN, BOB
Coffee Shop
WFTC, Kinston, N. C.
RIDDLE, MEL
KXOB, Stockton, Cal.
RIED, FRANK
Off the Record
WTAN, Clearwater, Fla.
RIEDY, BOB
Novelty Shop
KGFW, Kearney, Neb.
RIGGLE, JOHN
KVRC, Arkadelphia, Ark.
RIGGS, TOMMY
WCAE, Pittsburgh, Pa.
RILEY, SMILEY
WAPL, Appleton, Wis.
ROBBINS, JERRY
KTRF, Thief River Falls, Minn.
ROBBINS, JOHN
WINX, Rockville, Md.
ROBERTS, ART
KTBB, Tyler, Tex.
ROBERTS, CHUCK
WDOR, Sturgeon Bay, Wis.
ROBERTS, DON
WKNE, Keene, N. H.
ROBERTS, FRANK
KXGI, Ft. Madison, Iowa
ROBERTS, JAY
KTHS, Little Rock, Ark.
ROBERTS, JOE
KRRV, Sherman, Tex.
ROBERTS, JIM
Homeward Bound
WHBC, Canton, Ohio
ROBERTS, LEN
KNCM, Moberly, Mo.
ROBERTS, PAUL
KERN, Bakersfield, Cal.
ROBERTS, PHIL
WGEZ, Beloit, Wis.
ROBERTS, STAN
WTOW, Towson, Md.
ROBERTS, WARREN
Coffee Club
WEAS, Decatur, Ga.
ROBERTSON, AL
KGYW, Vallejo, Cal.
ROBINSON, BILL
WILE, Cambridge, Ohio
ROBINSON, BOB
WWOC, Manitowoc, Wis.

ROCKETT, CONLEY
WLTC, Gastonia, N. C.
ROCKETT, BILL
KWHP, Cushing, Okla.
RODEWALD, DAN
KWSO, Wasco, Cal.
RODGERS, CHET
KTRX, Bellaire, Ohio
ROEHR, DUANE
Jukebox Serenade
KBMX, Coalinga, Cal.
ROGERS, ARNOS
WBGR, Jessup, Ga.
ROGERS, GEORGE
WQSN, Charleston, S. C.
ROGERS, LEW
WNRI, Woonsocket, R. I.
ROGER, JOE
KARK, Little Rock, Ark.
ROSE, PHIL
KCRC, Enid, Okla.
ROSE, RONALD
KSDA, Redding, Cal.
ROSS, BILL
WIOD, Miami, Fla.
ROSS, BOB
WHBO, Tampa, Fla.
ROSS, JERRY
WDWS, Champaign, Ill.
ROSS, LANNY
Lanny Ross Show, WCBS
ROSS, LARRY
KGAE, Salem, Ore.
ROSSEAN, MAX L.
KJAN, Atlantic, Iowa
ROSSITER, FRANK
Music Shop
WKAN, Kankakee, Ill.
ROTHMAN, LEE
WKOW, Madison, Wis.
ROUNTREE, GEORGE
Music 'N Stuff
KVLH, Paula Valley, Okla.
ROUSH, SIGEL
WTHI, Terre Haute, Ind.
ROWE, KEN
WOAI, San Antonio, Tex.
ROWLAND, JOHN L.
WBRO, Waynesboro, Ga.
ROWZIE, JACK
WWDC, Washington, D. C.
ROY, TOM
WKLA, Ludington, Mich.
RUARK, DAVE
WGNI, Wilmington, N. C.
RUCKER, REX
WEAT-TV, W. Palm Beach, Florida
RUGGLES, DON
KRES, St. Joseph, Mo.
RUIZ, JAY
KSUN, Bisbee, Ariz.
RUNCK, HOWARD
KVFC, Cortez, Col.
RUSH, CHARLES
WTYN, Tryon, N. C.
RUSSELL, BARCLAY
WOAI, San Antonio, Tex.
RUSSELL, ROG
KELO, Sioux Falls, S. D.
RUSSELL, MIKE
KCOV, Corvallis, Ore.
RUSSELL, WEBB
KGW, Portland, Ore.
RUTA, JOHN
WFCB, Dunkirk, N. Y.
RUTLEDGE, JIM
Wax Works
WETU, Wetumpka, Ala.
RUTLEDGE, NED
WHVR, Hanover, Pa.
RYAN, DAN
WBBW, Youngstown, Ohio
RYAN, JOE
WALL, Middletown, N. Y.
RYAN, JERRY
KFKA, Greeley, Colo.
RYAN, PAT
WPTR, Albany, N. Y.
RYAN, JACK
WHUM, Reading, Pa.
RYEL, FLOYD
WICA, Ashtabula, Ohio

— S —

SADLIER, JERRY
WTPS, New Orleans, La.
SADLON, EARL
WBUT, Butler, Pa.
SALAMON, MIKE
WISR, Butler, Pa.
SAMUELSON, ORION
WHBY, Appleton, Wis.
SANCHEZ, PACO
KFSC, Denver, Colo.
SANDERS, HANK
KBLO, Hot Springs, Ark.
SANDERS, LEON
KDET, Center, Tex.
SANDSTROM, JACK
Music For You
WADP, Kane, Pa.
SARAGUSA, JOE
KWTX, Waco, Tex.
SARGENT, KENNY
KLIF, Dallas, Tex.
SAUNDERS, AL
WSBA, York, Pa.
SAUNDERS, EDDY
WVKO, Columbus, Ohio
SCHMEER, BILL
WAZL, Hazleton, Pa.
SCHOCH, JACK
WLYC, Williamsport, Pa.
SCHOLZ, BOB
WBEL, Rockford, Ill.
SCHRECENGOST, TOM
WACB, Kitaning, Pa.
SCHREINER, RAY
WRNL, Richmond, Va.
SCHRIMSHER, DON
KSST, Sulphur Springs, Tex.
SCHULTZ, DICK
WLOX, Biloxi, Miss.
SCHULZE, JIM
Themes for Dreams
KTHS, Little Rock, Ark.
SCHWAG, BOB
Sandman Serenade
WGGA, Gainesville, Ga.
SCHOFIELD, LEEDS
WAEB, Allentown, Pa.
SCOTT, DAVE
WIBX, Utica, N. Y.
SCOTT, JACK
KPDN, Pampa, Tex.
SCOTT, JIM
KECK, Odessa, Tex.
SCOTT, JOHN
WEEI, Boston, Mass.
SCOTT, KEN
WAPI, Birmingham, Ala.
SCOTT, SID
WGSM, Huntington, N. Y.
SEAY, JIM
WNOK, Columbia, S. C.
SEANEY, JAMES E.
WDZ, Decatur, Ill.
SELLERS, WILLIAM A., Jr.
WFVG, Fuquay Springs, N. C.
SENEKER, TONY
WMVG, Milledgeville, Ga.
SERGANT, NEIL
KYAS, Astoria, Ore.
SERVEL, CARL
Western Caravan
WMIK, Middlesboro, Ky.
SESMA, CHICO
KOWL, Santa Monica, Cal.
SETZER, ARNOLD L.
WHKY, Hickory, N. C.
SEXTON, AMES
WISP, Kinston, N. C.
SHADBURN, BILL
WJAZ, Albany, Ga.
SHADER, RAY
WLET, Toccoa, Ga.
SHARPE, BILL
KBKI, Alice, Tex.
SHARMAN, CHARLES
WSPB, Sarasota, Fla.
SHARP, B. A.
WCJU, Columbia, Miss.
SHARPE, ED
WGST, Atlanta, Ga.
SHAW, AL
KHUM, Eureka, Cal.
SHAW, JOHNNY
WWOK, Charlotte, N. C.
SHAW, ROBERT G.
WHAI, Greenfield, Mass.
SHELDON, GEORGE
WCHV, Charlottesville, Va.
SHELLER, LE ROY
Disc 'N Data
WDMJ, Marquette, Mich.
SHEPHERD, JAY
KTSA, San Antonio, Tex.
SHERIDAN, PHIL
WFIL, Philadelphia, Pa.
SHERIFF, BOB
KSOP, Salt Lake City, Utah
SHERMAN, CLARENCE
KRWC, Forest Grove, Ore.
SHERMAN, GENE
WTTS, Bloomington, Ind.
SHERWOOD, DON
KSFO, San Francisco, Cal.
SHEVLIN, BOB
WDLC, Port Jervis, N. Y.
SHIELD, MIKE
Just For You
WMIX, Mt. Vernon, Ill.
SHOR, MARK
KAWT, Douglas, Ariz.
SHORR, MICKEY
WJBK, Detroit, Mich.
SHOWMAN, HAROLD
WETZ, New Martinsville, W. Va.
SHRIVER, BOB
KOA, Denver, Colo.
SHRIVER, HARRY
WFTC, Kinston, N. C.
SHRUM, CAL
WMAY, Springfield, Ill.
SHURTZ, ROBERT C.
WHAK, Rogers City, Mich.
SIEVERS, FRANK
KCTI, Gonzales, Tex.
SIGMON, BARNEY
WHKY, Hickory, N. C.
SINCLAIR, CHARLIE
WMEV, Marion, Va.
SINGER, SANDY
KCRG, Cedar Rapids, Iowa
SIMMONS, HAL
KIT, Yakima, Wash.
SIMMONS, JACK
WHYL, Carlisle, Pa.
SIMPSON, GEORGE
WJNO, W. Palm Beach, Fla.
SIMPSON, GOODWIN
KVMC, Colorado City, Tex.
SIMPSON, HERSHEL
KIHN, Hugo, Okla.
SKELTON, EDDIE
WMCH, Church Hill, Tenn.
SKOOG, HERB CARL
KONO, San Antonio, Tex.
SMALL, TOMMY
Dr. Jive Show
WWRL, New York, N. Y.
SMART, EDDIE
WOOF, Dothan, Ala.
SMITH, BILL
KWEL, Weiser, Idaho
SMITH, CLIFF
WCMI, Ashland, Ky.
SMITH, CY
KRNO, San Bernardino, Cal
SMITH, DICK
Record Breakers
WORC, Worcester, Mass.
SMITH, DON
KLIZ, Brainerd, Minn.
SMITH, FRED
Best on Wax
KTXJ, Jasper, Tex.
SMITH, HUGH
The Old Clockwatcher
KOGT, Orange, Tex.
SMITH, JACK
KTKR, Taft, Cal.
SMITH, JERRY
KGVO, Missoula, Mont.
SMITH, JIM
KLOU, Lake Charles, La.
SMITH, JOE
WVDA, Boston, Mass.
SMITH, LYTEL
Night Train
WBMA, Beaufort, N. C.
SMITH, MILTON
WMBM, Miami Beach, Fla.
SMITH, PAUL
KDYL, Salt Lake City, Utah
SMITH, RAY
WAAG, Adel, Ga.
SMITH, WILLIAM B.
Record Hop
KSMO, Salem, Mo.
SMYTHE, PETE
KOA, Denver, Colo.
SONDOCK, MAL
KENS, San Antonio, Tex.
SONGER, DANNY
WGGH, Marion, Ill.
SORENSEN, KEN
Best on Wax
WDUZ, Green Bay, Wis.
SOUTHWICK, TOREY
WAKR, Akron, Ohio
SOUTHWICK, TOREY
KMBC, Kansas City, Mo.
SPAHR, BILL
WRAD, Radford, Va.
SPANN, OWEN
WTOB, Winston Salem, N. C.
SPANGLER, BILLY
WFRX, W. Frankfort, Ill.
SPARKS, KEN
WKBL, Covington, Tenn.
SPENCER, JACK
KLAN, Renton, Wash.
SPEIGHTS, TERRY
WBKH, Hattiesburg, Miss.
SPEIRS, DON
WAML, Laurel, Miss.
SPIVEY, TED
WCMS, Norfolk, Va.
SPRINGER, ED
WKIK, Leonardtown, Md.
SQUIRES, ALONSO G.
WNAO, Raleigh, N. C.
STAFFORD, D. E.
WIMO, Winder, Ga.
STAHL, JAMES D.
WFTM, Maysville, Ky.
STALLINGS, DUD
KNED, McAlester, Okla.
STANLEY, JIM
WWIN, Baltimore, Bd.
STANLEY, MIKE
WJOC, Jamestown, N. Y.
STANLEY, ROY
KWBB, Wichita, Kans.
STARR, RAY
WJAN, Spartanburg, S. C.
STAUB, JOHN
WARK, Hagerstown, Md.
STELL, BILL
WJWS, South Hill, Va.
STEPHENS, MAXIE
WRJW, Picayune, Miss.
STERLIN, MIKE
KNCO, Garden City, Kan.
STEVENS, CHUCK
WBNY, Buffalo, N. Y.
STEVENS, DON
Music Before Midnight
WBRE, Wilkes-Barre, Pa.
STEVENS, TOMMY
WIKC, Bogalusa, La.
STEVENS, WAYNE
KALB, Alexandria, La.
STEWART, AL
KXRA, Alexandria, Minn.
STEWART, CAL
WOWO, Fort Wayne, Ind.
STEWART, CHARLES
College Parade
KFAL, Fulton, Mo.
STEWART, DON
WEKY, Richmond, Ky.
STEWART, JIM
WEOA, Evansville, Ind.
STEWART, JIMMIE
WQSN, Charleston, S. C.
STEWART, JOHN
Spins & Needles
WKOP, Binghamton, N. Y.
STEWART, JOHNNY
WGIG, Brunswick, Ga.

STILES, DANTON
WCTC, New Brunswick, N. J.
STITT, WAYNE
WHB, Kansas City, Mo.
STOGNER, EARL
WDVA, Danville, Va.
STOKES, AL
WARN, Fort Pierce, Fla.
STOKES, ED
Best Sellers
WMGM, New York, N. Y.
STOKKE, DICK
KJR, Seattle, Wash.
STONE, AL
WCSC, Charleston, S. C.
STONE, DAVE
KDAV, Lubbock, Tex.
STONE, LINDA LOU
Western Serenade
WHGB, Harrisburg, Pa.
STOREY BOB
WGL, Fort Wayne, Ind.
STORY, RALPH
KNX, Los Angeles, Cal.
STOWE, CHUCK
Platter Parade
WAUD, Auburn, Ala.
STRADER, TED
Smilin' Time
WMIX, Mt. Vernon, Ill.
STRATTON, JIM
KSPI, Stillwater, Okla.
STRONG, JERRY
WMAL, Washington, D. C.
STRIBLING, CHARLIE
Music, Sweet & Lovely
KXRX, San Jose, Cal.
STRIBLING, RALPH
WLAU, Laurel, Miss.
STUART, GENE
WNTM, Vero Beach, Fla.
STURTZ, HOWIE
WDLB, Marshfield, Wis.
SULLIVAN, TERRY
Easy Does It
WBEC, Pittsfield, Mass.
SURRELL, JACK
Top of the Town
WXYZ, Detroit, Mich.
SUMMERRISE, BOB
KTAC, Tacoma, Wash.
SUMNER, MARK
WFVA, Fredericksburg, Va.
SUTTON, SCOTT
SMBR, Jacksonville, Fla.
SULIK, LEN
Moods in Modern Music
WGBB, Freeport, L. I., N. Y.
SWAIN, HAMPTON
The Night Rider
WBML, Macon, Ga.
SWANSON, ALDY
KROX, Crookston, Minn.
SWANSON, FRED
Nite Watch Man
WHAY, New Britain, Conn.
SWARTZ, LARRY
Design for Listening
WRAK, Williamsport, Pa.
SWEENY, BILL
KFRC, San Francisco, Cal.
SWICEGOOD, ADRIAN
The Night Hawk Show
WHED, Washington, N. C.
SWIFT, AL
KXLE, Ellensburg, Wash.
SWINDLE, O. G.
WIMO, Winder, Ga.
SYLVESTER, J. L.
KVPI, Ville Platte, La.
SYMONS, JIM
WLDS, Jacksonville, Ill.
SZMYD, EMIL
WIKY, Evansville, Ind.

— T —

TABELLE, LARRY
KVEC, San Luis Obispo, Cal.
TAPLAN, TAP
WEBR, Buffalo, N. Y.
TARRIAN, LARRY
WACE, Springfield, Mass.
TASKER, JOE
WKNB, New Britain, Conn.
TATUM, EDDIE
WHEE, Martinsville, Va.
TAYLOR, AL
KMJ, Fresno, Cal.
TAYLOR, BILL
Morning in Magic Valley
KEEP, Twin Falls, Idaho
TAYLOR, GENE
KGYW, Vallejo, Cal.
TAYLOR, JOHN
KIFI, Idaho Falls, Idaho
TAYLOR, SANDY
The Ballroom
WSNY, Schenectady, N .Y.
TAYLOR, SAMMY
KWJJ, Portland, Ore.
TAYLOR, TED
KGFL, Roswell, N. Mex.
TECHUMY, GEORGE J.
KTKR, Taft, Cal.
TERRY, BILL
KLIX, Twin Falls, Idaho
THAYER, JACK
WTCN, Minneapolis, Minn.
THOMAS, BERNIE
KDEF, Albuquerque, N. Mex.
THOMAS, DAVID
WDAF, Kansas City, Mo.
THOMAS, GORDON
WWPA, Williamsport, Pa.
THOMAS, JERRY
KNOK, Fort Worth, Tex.
THOMAS, LAUREL
KBRL, McCook, Nebr.
THOMAS, MITCH
WDAS, Philadelphia, Pa.
THOMAS, RAY
WHAN, Charleston, S. C.
THOMAS, RIC
KXL, Portland, Ore.
THOMAS, ROBERT
WEMP, Milwaukee, Wis.
THOMAS, RUFUS
WDIA, Memphis, Tenn.
THOMAS, VAL
Melody Circus
WGAY, Silver Spring, Md.
THOMPSON, BOB
KWCO, Chickasha, Okla.
THOMPSON, DICK
KPUG, Bellingham, Wash.
THOMPSON, FRANK
KFMB, San Diego, Cal.
THOMPSON, GENE
KROC, Rochester, Minn.
THOMPSON, JERRY
WLAY, Muscle Shoals, Ala.
THORSEN, ROY
KISD, Sioux Falls, S. D.
THORNTON, BILL
KRLW, Walnut Ridge, Ark.
THORNTON, WALLY
KELP, El Paso, Tex.
THURMAN, WALTER
WMBD, Peoria, Ill.
THURSTEN, DON
Starlight Serenade
WSTU, Stuart, Fla.
TILLEY, JACK
KBIS, Bakersfield, Cal.
TOBIE, MIKE
WICA, Ashtabula, Ohio
TOMLINSON, CLAUDE
WIVK, Knoxville, Tenn.
TOTTEN, VERN
KXLF, Butte, Mont.
TOWNE, GORDON
WBSR, Pensacola, Fla.
TRAP, BILL
WKBZ, Muskegon, Mich.
TREBOR, BOB
WVET, Rochester, N. Y.
TREGALLAS, JACK
KLAN, Renton, Wash.
TRELA, JOE
WKAL, Rome, N. Y.
TRENT, GEORGE
WAGA, Atlanta, Ga.
TRIPP, PETER
WHB, Kansas City, Mo.
TROTTER, PEARL
KHBM, Monticello, Ark.
TRUEHART, GEORGE
KDBS, Alexandria, La.
TRUSSELL, CHARLIE
KXEL, Waterloo, Iowa
TUCKER, GORDON
Tunes for Teens
WCOV, Montgomery, Ala.
TUCKER, LANE
Rhythm & Blues
WABG, Greenwood, Miss.
TUCKER, TOM
WRAL, Raleigh, N. C.
TURNER, DUKE
KITO, San Bernardino, Cal.
TURNER, GENE
WMOP, Ocala, Fla.
TURNER, JACK
WRNY, Rochester, N. Y.
TURNER, LEM
WNAX, Yankton, S. D.
TURPIN, MIKE
WFAI, Fayetteville, N. C.
TYLER, BILL
WGVM, Greenville, Miss.

— U —

UNDERWOOD, JAMES
WPRT, Perry, Fla.
USHER, DAN
KWJJ, Portland, Ore.

— V —

VAIL, KIT
WKTY, La Crosse, Wis.
VANCE, SID
KYOS, Merced, Cal.
VANDAGRIFF, CHARLES
KBKI, Alice, Texas
VANDERHOOF, BRUCE
KING, Seattle, Wash.
VANSANT, DAVE
WLDB, Atlantic City, N. J.
VAUGHN, BOB
WSPA, Spartanburg, S. C.
VAUGHN, JOE
WTVN, Columbus, Ohio
VAUGHN, REESE
WAUG, Augusta, Ga.
VENTURINO, DICK
KCVR, Lodi, Cal.
VICKERY, JEAN
WKLY, Hartwell, Ga.
VINCENT, NORMAN
WBOF, Virginia Beach, Va.
VINSON, JIMMIE
WMAZ, Macon, Ga.
VOIGT, DON
WLTC, Gastonia, N. C.
VROMAN, JOHN
Yawn Patrol
WFKY, Frankfort,, Ky.

— W —

WADE, R. B.
WBLE, Batesville, Miss.
WAGER, MAX
KGPH, Flagstaff, Ariz.
WAGNER, ANN
Make Mine Music
WFBM, Indianapolis, Ind.
WAGNER, JACK
KHJ, Los Angeles, Cal.
WAGNER, LEWIS F.
WBEX, Chillicothe, Ohio
WAIN, NORMAN
WJOK, Cleveland, Ohio
WALKER, BOB
WCLO, Janesville, Wis.
WALKER, JACK
WOV, New York, N. Y.
WALLACE, DON
KTUL, Tulsa, Okla.
WALLACE, DON
WJRD, Tuscaloosa, Ala.

WALLACE, JACK
KBWD, Brownwood, Tex.
WALTERS, BILL
Easy Listening
WDUZ, Green Bay, Wis.
WALTERS, CLEM
WHWL, Nanticoke, Pa.
WAMBACH, PETE
WCMB, Harrisburg, Pa.
WANKE, HUGH
Morning Musical Clock
WCAO, Baltimore, Md.
WARD, DARON
WGBR, Goldsboro, N. C.
WARD, DEL
WNEX, Macon, Ga.
WARD, HUGH
WBEU, Beaufort, S. C.
WARD, JIM
WILK, Wilkes-Barre, Pa.
WARD, PAUL
Spins & Needles
KBOY, Medford, Ore.
WARD, TOM
KBIZ, Ottumwa, Iowa
WARNOCK, DON
KSIK, Sedalia, Mo.
WATERS, AL
WHFB, Benton Harbor, Mich.
WATTS, CHARLES
WKBL, Covington, Tenn.
WAX, JERRY
WALL, Middletown, N. Y.
WARNER, HUB
Album Of Stars
KORT, Grangeville, Idaho
WARREN, CARL
Guest Time
MBS
WATKINS, PETE
WPNX, Phenix City, Ala.

WAYNE, BERNIE
Composer, Author, Director, Free-Lance

WAYNE, CHUCK
KVSM, San Mateo, Cal.
WEATHERALL, BOB
KXIC, Iowa City, Iowa
WEAVER, BEN T., JR.
KRUL, Corvallis, Ore.
WEAVER, BOB
KXO, El Centro, Cal.
WEBSTER, DOC
WJTN, Jamestown, N. Y.
WEBSTER, JAMES
WCUM, Cumberland, Md.
WEBSTER, JOE
WDBL, Springfield, Tenn.
WEBSTER, KURT
WAVY, Portsmouth, Va.
WEIDENAAR, CLAIR
KMO, Tacoma, Wash.
WEEMS, BOB
WFPG, Atlantic City, N. J.
WEISS, RICHARD R.
Red, Hot & Blue
WGBA, Columbus, Ga.
WELLS, BILL
WQAM, Miami, Fla.
WELLS, BOB
Wax Warehouse
KLMS, Lincoln, Neb.
WELLS, RAY
WJMS, Ironwood, Mich.
WENDLANDT, LEW
WPLY, Plymouth, Wis.
WENTLING, MALCOLM
Tunes On Trail
KBTO, El Dorado, Kan.
WESNER, LEE
WISC, Madison, Wis.
WEST BOB
WSOY, Decatur, Ill.
WEST, LEE
KFJB, Marshalltown, Iowa
WESTCOTT, GEORGE
KXOB, Stockton, Cal.
WESTCOTT, HARRY
WHUM, Reading, Pa.
WESTER, BOSTIC
KLAS, Las Vegas, Nev.
WESTMORELAND, HORACE
WPAQ, Mt. Airy, N. C.
WESTON, JAMES
WTRB, Ripley, Tenn.
WHEELER, BILL
WEEU, Reading, Pa.
WHEELER, DON
Bandstand
WFKY, Frankfort, Ky.
WHITE, BILL
KTMS, Santa Barbara, Cal.
WHITE, FRED
KGMS, Sacramento, Cal.
WHITE, MORGAN
KVNU, Logan, Utah
WHITE, JAMES T.
KVOA, Tucson, Ariz.
WHITE, JOE
KPOL, Los Angeles, Cal.
WHITE, MAURICE
KGHL, Billings, Mont.
WHITAKER, JACK
KALL, Salt Lake City, Utah
WHITCOMB, BOB
WGRD, Grand Rapids, Mich.
WHITTAKER, DAVE
KLRS, Mountain Grove, Mo.
WHTTEN, WILL
WRDO, Augusta, Me.
WHITTINGHILL, DICK
KMPC, Los Angeles, Cal.
WHITTLESEY, HAL
KBUC, Corona, Cal.
WIDDER, DAVID
WDAF, Kansas City, Mo.
WIDMAN, SEV
WTCN, Minneapolis, Minn.
WIEDER, TED
WHOL, Allentown, Pa.
WIETING, MARGE
WFIL, Philadelphia, Pa.
WILDER, LEE
WMIK, Middlesboro, Ky.
WILLARD, DICK
Mutual Matinee, Easy Does It
MBS
WILLIAMS, CARL
WROL, Knoxville, Tenn.
WILLIAMS, DICK
KANS, Wichita, Kans.
WILLIAMS, DON
WLDB, Atlantic City, N. J.
WILLIAMS, ED
WCPM, Cumberland, Ky.
WILLIAMS, GENE
WENK, Union City, Tenn.
WILLIAMS, JIMMIE
WNOP, Newport, Ky.
WILLIAMS, KAY
WHAT, Philadelphia, Pa.
WILLIAMS, EDYTHE
WHIT, New Bern, N. C.
WILLIAMS, PETE
WLAF, La Follette, Tenn.
WILLIAMS TOMMY
WGBR, Goldsboro, N. C.
WILLIAMSON, DICK
WLAY, Muscle Shoals, Ala.
WILLIAMSON, DICK
WJMS, Ironwood, Mich.
WILLIAMSON, RAYMOND
Melody, Matinee
WAYX, Waycross, Ga.
WILSON, BOB
WANS, Anderson, S. C.
WILSON, ED
KWK, St. Louis, Mo.
WILSON, GEORGE
WFAA, Dallas, Tex.
WILSON, JIM
WAVE, Louisville, Ky.
WILSON, JOHN
WLMJ, Jackson, Ohio
WINDER, BERTEL
WXOK, Baton Rouge, La.
WINERITER, FLO
KALL, Salt Lake City, Utah
WILKERSON, GRADY, JR.
Record Rack
WCGC, Belmont, N. C.
WING, KEN
KWG, Stockton, Cal.
WINSLOW, DAVE
WPKO, Waverly, Ohio
WINTER, PAUL
WXYZ, Detroit, Mich.
WITT, CHARLES
WAYX, Waycross, Ga.
WITTER, STAN
KVOS, Bellingham, Wash.
WOLF, FRED
WXYZ, Detroit, Mich.
WOLFE, AL
WTOW, Towson, Md.
WOLTER, ALLEN
KXLY, Spokane, Wash.
WOOD, BILL
KODY, N. Platte, Neb.
WOOD, FRED
WWBZ, Vineland, N. J.
WOOD, J. B.
Music You Want
WKCT, Bowling Green, Ky.
WOOD, SID
WMFS, Chattanooga, Tenn.
WOODS, BILL
KVOU, Uvalde, Tex.
WOODS, JOHN
WTAG, Worcester, Mass.
WOOD, WARREN
WMRP, Flint, Mich.
WOODWARD, DICK
WAAB, Worcester, Mass.
WOODWARD, GEORGE
WORD, Spartanburg, S. C.
WOODY, BILL
Smoke Rings
WHAP, Hopewell, Va.
WRIGHT, BILL
WAPI, Birmingham, Ala.
WRIGHT, CHARLES
WLAF, La Follette, Tenn.
WRIGHT, G. K.
WFAI, Fayetteville, N. C.
WRIGHT, KEN
WKY, Oklahoma City, Okla.
WRIGHT, LARRY
KSPI, Stillwater, Okla.
WRIGHT, RAY
KGCX, Sidney, Mont.
WRISLEY, JOHN
WIS, Columbia, S. C.
WYLLIE, GORDON
WTRL, Bradenton, Fla.
WYNN, PAUL
WLBG, Laurens, S. C.

— Y —

YANEY, SKEETS
WEW, St. Louis, Mo.
YORK, PRESTON
WAOK, Atlanta, Ga.
YOUNG, AL
WCMS, Corinth, Miss.
YOUNG, ED
KPDN, Pampa, Tex.
YOUNT, CHUCK
WKBV, Richmond, Ind.
YOUSE, BOB
WBRK, Pittsfield, Mass.

— Z —

ZABLOCKI, CHET
WTOD, Toledo, Ohio
ZAPUTIL, BILL
KGHL, Billings, Mont.
ZARUBA, ARNIE
KDEC, Decorah, Iowa
ZEHNDER, FRED
KHUM, Eureka, Cal.
ZINK, CHUCK
WCMB, Harrisburg, Pa.

NEWS COMMENTATORS

RADIO AND TELEVISION
—their work during 1955

☆ ☆ ☆

— A —

ABBOTT, BOB
KMMT, Austin, Minn.
ABELS, ED
KLWN, Lawrence, Kan.
ADAMS, BERNIE
WJAX, Jacksonville, Fla.
ADAMS, CEDRIC
WCCO-TV, Minneapolis, Minn.
ADAMS, CHARLES
WHEE, Martinsville, Va.
ADAMS, CLARENCE
KBTM, Jonesboro, Ark.
ADAMS, JERRY
WIMA, Lima, Ohio
ADAMS, JIM
WTAR-TV, Norfolk, Va.
AGRONSKY, MARTIN
Events of The Day
WABC
AKERS, CARL
KLZ-TV, Denver, Col.
ALBERGHINI, HAROLD
WCOU, Lewiston, Me.
ALCOTT, CARROLL
KNX Los Angeles, Cal.
ALEXANDER, PAUL
KSL-TV, Salt Lake City, Utah
ALLAN, BOB
WTSP, St. Petersburg, Fla.
ALLEN, EDWARD, JR.
WDOR, Sturgeon Bay, Wis.
ALLEN, HERB
WCKB, Dunn, N. C.
ALLEN, LEON
WTRL, Bradenton, Fla.
ALLEN, SPENCER
WGN-TV, Chicago, Ill.
ALLISON, BILL
WNNT, Warsaw, Va.
ALLISON, STEVE
WPEN, Philadelphia, Pa.
ALTMAN, LEN
WSAR, Fall River, Mass.
ANDREWS, CARL
WDBJ, Roanoke, Va.
ANDREWS, FREIDA
WHBI, Newark, N. J.
ANTHONY JULIAN
Events of the Day, This Year Around the World, WABC
ARMSTRONG, BILL
WNCA, Siler City, N. C.
AROUH, HARRY
KPRC, Houston, Tex.
ARTHUR, BOB
WEEK-TV, Peoria, Ill.
ASHLEY, CHARLES
WEEI, Boston, Mass.
ATKINS, TOM
KVOR, Colorado Springs, Col.
AYCRIGG, BEN
WLOF, Orlando, Fla.

— B —

BACK, GUNNAR
Events of the Day, World & You WABC, Washington, D.C.
BAGDASARIAN, A. C.
WNBZ, Saranac Lake, N. Y
BAHNSEN, ALVIN C. W.
WWRL, N. Y., N. Y.
BAINTER, WILLIAM
KIT, Yakima, Wash.
BAKER, DICK
WSAI, Cincinnati, Ohio
BAKER, HAROLD
WSM, Nashville, Tenn.
BAKER, JOHN
WHBC, Canton, Ohio
BAKER, ROLAND
KNYZ, Houston, Tex.
BALMERT, FRANK
WPAY, Portsmouth, Ohio
BANCROFT, GRIFFING
CBS Washington, D.C.
BANFIELD, BOB
WHIZ-TV, Zanesville, Ohio

BEN GRAUER

NBC

Radio TV

BANGHART, KENNETH
ESSO Reporter, Gov. Harriman Interviews, NBC-TV; 6 P.M. News, 11 P.M. News, Kool News, Biographies in Sound, WRCA

BANKS, BILLY
WETO, Gadsden, Ala.

BARENTS, BARRY
WKNB-TV, New Britain, Conn.

BAKER, EDDIE
Noon News Roundup
KRLD-TV, Dallas, Tex.

BARRETTE, GEORGE W.
WIRL, Peoria, Ill.

BARRINGTON, BRUCE
WEW, St. Louis, Mo.

BARRON, KARL
KTIM, San Rafael, Cal.

BARRY, GENE
WEBR, Buffalo, N. Y.

BARTHOLOMEW, JOHN
KKTV, Colorado Springs, Col.

BARTLETT, EDNA
WENY, Elmira, N. Y.

BASSO, NICK
WSAZ-TV, Huntington, W. Va.

BATE, RICHARD
WMMB, Melbourne, Fla.

BATES, JACK
KFOR, Lincoln, Neb.

BAUGHN, TED
WRGB, Schenectady, N. Y.

BAYER, BILL
WITV, Ft. Lauderdale, Fla.

BEACH, BILL
KLTZ, Glasgow, Mont.

BEARDSLEY, LEN
KABC, Hollywood, Cal.

BEATTY, MORGAN
News of the World & Monitor NBC

BECK, JACK
CBS, Los Angeles, Cal.

BECKSTRAND, PAUL
KELO-TV, Sioux Falls, S. Dak.

BEEHLER, E. G.
KGEK, Sterling, Col.

BELL, J.
KWBU, Corpus Christi, Tex.

BELL, ROBERT
WWCA, Gary, Ind.

BENESH, FRANK G.
WNEM-TV, Bay City, Mich

BENITEZ, RAFAEL H.
WAPA-TV, San Juan, Puerto Rico

BENNICK, DICK
WILD, Birmingham, Ala.

BENTLEY, JULIAN
WBBM-TV, Chicago, Ill.

BENTON, MONROE
WELM, Elmira, N. Y.

BERINGER, BOB
WOKY, Milwaukee, Wis.

BERGE, PEGGY
KLTF, Little Falls, Minn.

BERK, PHILIP E.
KOMU-TV, Columbia, Mo.

BERRAN, WALTER
WNRC, New Rochelle, N. Y.

BEST, VICTOR
WBZ-TV, Boston, Mass.

BEUKEMA, ROBERTS
WFUR, Grand Rapids, Mich.

BIBB, A. H.
WDKN, Dickson, Tenn.

BIGBEE, NELLE
WOWL, Florence, Ala.

BIGLER, TOM
WILK, Wilkes Barre, Pa.

BISHOP, CHARLES
WKY-TV, Oklahoma City, Okla.

BLAIR, DON
WPTR, Albany, N. Y.

BLAIR, ED
WAGA, Atlanta, Ga.

BLAIR, FRANK
Today, Monitor
NBC-TV, NBC

BLAIR, HARRY
WGL, Fort Wayne, Ind.

BLAKE, CHARLES
WTRL, Bradenton, Fla.

BLAKELY, L. E.
WATE, Albert Lee, Minn.

BLANCARD, MICHAEL
WJHL-TV Johnson City, Tenn.

BLANCHARD, DICK
WGEZ, Beloit, Wis.

BOAZ, BOB
Esso Reporter
WCHS-TV, Charleston, W. Va.

BODINE, WALT
WDAF-TV, Kansas City, Mo.

BOGARTE, HOWARD
KVOO-TV, Tulsa, Okla.

BOGGS, NEIL
Tri-State News
WCHS-TV, Charleston, W. Va.

BOLTON, BILL
WTPS, New Orleans, La.

BOLTON, LES
KARK, Little Rock, Ark.

BOLTON, PAUL
KTBC-TV, Austin, Tex.

GABE PRESSMAN

— • —

WRCA's ROVING REPORTER

BOOK, DUANE
KMO, Tacoma, Wash.
BORMANN, JIM
CBS, Minneapolis-St. Paul Minn.
BOSLEY, LYLE
WKTV, Utica, N. Y.
BOSMAN, JOHN
KLMN, Denver, Col.
BOSWORTH, ROGER
KVTV, Sioux City, Iowa
BOURGHOLITZER, FRANK
NBC
BOUWSMA, BOB
WTAM, Cleveland, Ohio
BOWER, BOB
WTIP, Charleston, W. Va.
BOWERS, W. D.
KTUL, Tulsa, Okla.
BOWLES, JOHN
WNEM-TV, Bay City, Mich.
BOWMAN, JERRY
WERE, Cleveland, Ohio
BOYES, HARRY
WION, Ionia, Mich.
BOY, DOUGLAS
WCYB, Bristol, Va.
BOYLE, CHARLES
WVSC, Somerset, Pa.
BOYES, HARRY
WION, Ionia, Mich.
BRADFORD, BOB
WRAD, Radford, Va.
BRADFORD, W. E.
KSST, Sulphur Springs, Tex.
BRADLEY, RULON L.
KSL, Salt Lake City, Utah
BRADWAY, HARRY
WFAM, Lafayette, Ind.
BRAND, PAUL
WCAX-TV, Burlington, Vt.
BREEDIN, J. K.
WFIG, Sumter, S. C.
BREEN, EDWARD
It Seems To Me
KQTV, Fort Dodge, Iowa
BRISCOE, ROY
WSTV, Steubenville, Ohio
BRIDGES, JONAS
WKMT, Kings Mountain, N. C.
BRIGHT, HARRY
WETZ, New Martinsville, W. Va.
BRINKLEY, DAVID
NBC
BROADHURST, CHARLES
KFRE, Fresno, Cal.
BROOK, PHIL
WDBO-TV, Orlando, Fla.
BROOKS, CLIFF
Our Town
WGBF, Evansville, Ind.
BROOKS, NED
Three Star Extra NBC
BROOKS, WEYMAN
WTRP, La Grange, Ga.
BROOKS, WILLIAM
KHMO, Hannibal, Mo.
BROUGHMAN, GLENN
WRBL, Columbus, Ga.
BROWN, CECIL
Kraft News
MBS
BROWN, DICK
WCSS, Amsterdam, N. Y.
BROWN, FRANK
KHUM, Eureka, Cal.
BROWN, FLOYD
WRMN, Elgin, Ill.
BROWN, GLENN
WDLB, Marshfield, Wis.
BROWN, HOWARD
WTVJ, Miami, Fla.
BROWN, MARY ESTHER
KANV, Shreveport, La.
BROWN, STAN
WWCA, Gary, Ind.
BRUCE, DONALD
WIRE, Indianapolis, Ind.
BRUGGEMAN, VERN
KUTV, Salt Lake City, Utah
BRYAN, GEORGE
WCBS
BRYSON, CONREY
KTSM, El Paso, Tex.
BUCHWALD, ART
Monitor
NBC
BUFFUM, DICK
KBRC, Mount Vernon, Wash.
BUICE, CHARLES N.
KDMS, El Dorado, Ark.
BUNDLIE, CHARLES
KNOX, Grand Forks, N. D.
BURDETT, WINSTON
CBS
London, England
BURGESS, TOM
WXEX-TV, Petersburg, Va.
BURKE, FRANK J.
KPOP, Los Angeles, Cal.
BURKE, MERLE
WLPO, La Salle, Ill.
BURMESTER, NEIL
KTW, Seattle, Wash.
BURNS, BILL
KDKA-TV, Pittsburgh, Pa.
BURNS, JOSEPH
WNHC-TV, New Haven, Conn.

DOUGLAS EDWARDS

CBS News Reporter

BURT, HARDY
MBS
BUTLER, COIT
KITE, San Antonio, Tex.
BUTLER, HOMER
WEBQ, Harrisburg, Ill.
BYRON, JAMES A.
WBAP, Fort Worth, Tex.

— C —

CADDELL, RAYMOND
WHSC, Hartsville, S. C.
CAINE, BEN
KDEF, Albuquerque, N. Mex.
CALDWELL, HOWARD
WTHI, Terre Haute, Ind.
CALMER, NED
CBS, N. Y. N. Y.
CAMP, DAVE
KNGS, Hanford, Cal.
CANNADY, BILL
KNCM, Moberly, Mo.
CARCIA, CARLOS
KCOR, San Antonio, Tex.
CARR, CLIFF
WCBY, Cheboygan, Mich.
CARR, JACK
WOTR, Corry, Pa.
CARLE, WAYNE
KOVO, Provo, Utah
CARLTON, BILL
WPME, Punxsutawaney, Pa.
CARLTON, SID
WPME, Punxsutawaney, Pa.
CARNAHAN, JAMES
WIBX, Utica, N. Y.
CARNEIGIE, JACK
KOOL, Phoenix, Ariz.
CARRINGTON, JOHN
WORD, Spartanburg, S. C.
CARRUTH, DOUGLAS
KOOL-TV, Phoenix, Ariz.
CARSON, ED
WTOM-TV, Lansing, Mich.
CARTER, JAMES
WLOU, Louisville, Ky.
CASPER, TEE
KHES, St. Joseph, Mo.
CASSIDY, HENRY
NBC
CASTBERG, RALPH E.
KNGS, Hanford, Cal.
CASTLE, BILL
WGLV, Easton, Pa.
CAYWOOD, D. T.
Capitol Comments
WFKY, Frankfort, Ky.
CEDERBERG, CARL
WWJ, Detroit, Mich.
CESSNA, HAL
WJIM-TV, Lansing, Mich.
CHANCELLOR, GREG
KFXJ-TV, Grand Junction, Col.
CHAMBERLIN, JACK
WIRI, Plattsburg, N. Y.
CHAMBERS, JIM
WHOL, Allentown, Pa.
CHAPMAN, DAVE
KAPB, Marksville, La.
CHAPMAN, R. A.
KWOS, Jefferson City, Mo.
CHAPEL, JOHN K.
KLX, Oakland, Cal.
CHASE, JACK
WBZ-TV, Boston, Mass.
CHASE, KENDRICK
WTVL, Waterville, Me.
CHAVEZ, FABIAN, JR.
State Reporter
KTRC, Santa Fe, N. Mex.
CHERRY, JAY
WMGW, Meadville, Pa.
CHESTER, HARVEY
KCCC-TV, Sacramento, Cal.
CHILDS, RALPH
KMA, Shenandoah, Iowa
CHILSON, WALTER J.
WSAU-TV, Wausau, Wis.
CHRISTIE, GEORGE
WFEA, Manchester, N. H.
CHURCH WELLS
CBS-TV
CIOFFI, LOU
CBS-TV
CLARK, BLAIR
CBS
Paris, France
CLARK, DALE
WAGA, Atlanta, Ga.
CLARK, HAL
KWIE, Kennewick, Wash.
CLARK, HARRY
WCBS
CLARK, KEITH
KIFI, Idaho Falls, Idaho
CLARK, RAY
WOW, Omaha, Neb.
CLARKE, LEE
WGNI, Wilmington, N. C.
CLARKE, NED
WNOW-TV, York, Pa.
CLAPPER, PETER
CBS
Washington, D.C.
CLAUSSEN, GENE
KXIC, Iowa City, Iowa
CLEARY, JOSEPH M.
WESB, Bradford, Pa.
CLEMENTS, JACK
WWNC, Asheville, N. C.
CLINE, CLAY
WSEV, Sevierville, Tenn.
CLINTON, ED
WJBO, Baton Rouge, La.

JOHN TILLMAN
WPIX

BOB WILSON
NBC — New York

CLOS, JEAN
WKLO, Louisville, Ky.
CLYDE, BOB
WREX-TV, Rockford, Ill.
COCHRAN, RON
CBS, N. Y., N. Y.
COLEMAN, DALE
WTVP, Decatur, Ill.
COLEMAN, STARLING
WJAX, Jacksonville, Fla.
COLEY, HAL
KMCO, Conroe, Tex.
COLLINGWOOD, CHARLES
CBS, N. Y., N. Y.
COLLYER, DICK
WARK, Hagerstown, Md.
COLVIN, WILLIAM
KMAN, Manhattan, Kan.
COMBS, GEORGE HAMILTON
WABC-TV
CONDON, GLENN
KRMG, Tulsa, Okla.
CONNOR, DAVID
WIOD, Miami, Fla.
CONSIDINE, BOB
MBS
COOK, ED
WLOU, Louisville, Ky.
COOK, JOHN
KCCA, Kilgore, Tex.
COOKE, DWIGHT
Events of the Day
WABC
CORCORAN, DANIEL
WHEB, Portsmouth, N. H.
CORDER, REECE
WKBL, Covington, Tenn.
CORDRAY, ROBERT
Passing Parade
WPFB, Middletown, Ohio
CORNELL, CAMERON
WABC
CORVESE, TONY
WWNH, Rochester, N. H.
COSGROVE, BOB
KNAL, Victoria, Tex.
COSLETT, FRANKLIN D.
WBRE-TV, Wilkes Barre, Pa.
COSTLEY, JAN
WINR, Binghamton, N. Y.
COTTON, JIMMY
KELP, El Paso, Tex.
CRADDOCK, CHARLES
WDIG, Dothan, Ala.
CRAWFORD, BILL
KNUZ, Houston, Tex.
CRISWELL WILLIAM
WCUM, Cumberland, Md.
CROCKETT, WALTER
WCYB, Bristol, Va.
CRONKITE, WALTER
CBS, N. Y., N. Y.
CUDWORTH, HELEN
KFTM, Ft. Morgan, Col.
CULLEN, RAY
KGNC-TV, Amarillo, Tex.
CUMMINS, ED
WHNY, Bogalusa, La.
CUNNINGHAM, PAUL
NBC
CURFMAN, DEAN
KWPW, Hutchison, Kan.
CURLEY, ROBERT
WKAL, Rome, N. Y.
CURRIE, CARLTON
KJUN, Redmond, Ore.
CUSHMORE, GRANT TAYLOR
WABC
CUTLER, JACK
WEOK, Poughkeepsie, N. Y.
CUTTER, JOE
WNAO-TV, Raleigh, N. C.

— D —

DALE, ALLEN
KEYS, Corpus Christi, Tex.
DANIEL, DAN
WAPI, Birmingham, Ala.
DAVIS, EDWARD
WFPG, Atlantic City, N. J.
DAVIS, MELTON
Events of the Day
WABC, Italy
DAVIS, REX
KMOX, St. Louis, Mo.
DAY, JOHN
WHDH, Boston, Mass.
DEAN, CAROL
WCOU, Lewiston, Me.
DEASON, DICK
WCRT, Birmingham, Ala.
DEEGAN, JOHN
WSRS, Cleveland, Ohio
DEFONTAINE, E. J.
KDTH, Dubuque, Iowa
DENMARK, E. T.
WOOF, Dothan, Ala.
DENNY, HAL
WTCS, Fairmont, W. Va.
DENTLER, WARREN
KNAL, Victoria, Tex.
DERBYSHIRE, JACK
WBTA, Batavia, N. Y.
DEVITA, NICK
WNNJ, Newton, N. J.
DIAB, GEORGE
WPRX, Bellaire, Ohio
DILLABER, MAYNARD E.
WMVA, Martinsville, Va.
DILLARD, WALT
WCOR, Lebanon, Tenn.
DILLINGHAM, ALEX
WOOD, Grand Rapids, Mich.
DILLMAN, BOB
KNTV, San Jose, Cal.
DODD, TOM
WDEV, Waterbury, Vt.
DOLTON, PAUL
KTBC, Austin, Tex.
D'ONOFRIO, SAM
WLNA, Peekskill, N. Y.
DOOLITTLE, LEW
WHYL, Carlisle, Pa.
DOUGLAS, JOHN
KCSJ-TV, Pueblo, Col.
DOUGLAS, LES
KPCT, Putnam, Conn
DOUGLASS, W. D.
WCNU, Crestview, Fla.
DOWNS, BILL
CBS, Rome, Italy
DOW, BOB
WJHP-TV, Jacksonville, Fla.
DOW, ROWLAND H.
KSDA, Redding, Cal.
DOYLE, TOM
WORZ, Orlando, Fla.
DREIER, ALEX
Man on the Go
NBC
DRISCOLL, CASSIDY
WICH, Norwich, Conn.
DRURY, RAY
WWLP, Springfield, Mass
DUFOOT, ROGER
WIRI, Plattsburg, N. Y.
DUNCAN, NORMAN
KFDX-TV, Wichita Falls, Tex.
DUNHAM, BOB
KCOW, Alliance, Neb.
DUNCAN, NORVIN C.
WFBC-TV, Greenville, S. C.
DUNLEVY, GEORGE
KOWH, Omaha, Neb.
DUNPHY, JERRY
WXIX, Milwaukee, Wis.
DUPLECHAIN, CHRIS
KVPI, Ville Platte, La.
DUPUY, MONTY
WFBC-TV, Greenville, S. C.
DWYER, DANIEL
WDLC, Port Jervis, N. Y.

— E —

EBEL, WALTER M.
KWFC, Hot Springs, Ark.
ECKDAHL, ART
KHOL-TV, Holdrege, Neb.
ECKERT, ED
WKNY, Kingston, N. Y.
EISENAUER, JOHN
WCMB, Harrisburg, Pa.
EADIE, DEANE
WSNJ, Bridgeton, N. J.
EARLE, GLENN
KPAC, Port Arthur, Tex.
EDNEY, KERMIT
WWIT, Canton, N. C.
EDWARDS, CURT
WTCN, Minneapolis, Minn.
EDWARDS, DOUGLAS
CBS, N. Y., N. Y.
EDMONDS, J. E.
WLOS-TV, Asheville, N. C.
EDWARDS, LARRY
KGGM-TV, Albuquerque, N. Mex.
EDWARDS, ROSS
WCHS, Charleston, W. Va
ELDERS, FRANK
WSIL-TV, Harrisburg, Ill.
ELIOT, LOU
WCAM, Camden, N. J.
ELLINGTON, EARL
KRRV, Sherman, Tex.
ELLIOT, I. A.
KATL, Miles City, Mont.
ELLIOTT, JAMES
WNAB, Bridgeport, Conn.
EMICH, HOWARD
WMAM, Mairinette, Wis.
ENGLE, CLIFF
KFRC, San Francisco, Cal
ENGLE, HOLLAND
Kraft News
MBS
ERICKSON, ED
WKRZ, Oil City, Pa.
ERK, CHRISTY E
WBRY, Waterbury, Conn
EVANS, LOU
KBUC, Corona, Cal
EVERSOLE, JACK
WKCT, Bowling Green, Ky.

— F —

FACENDA, FRANK
WAVY, Portsmouth, Va.
FAGAN, PAT
WGR-TV, Buffalo, N. Y.
FAHON, FRANK
KWTX, Waco, Tex.
FAIRBURN, TED
WLDS, Jacksonville, Ill.
FAIRCHILD, RALPH
KOCS, Ontario, Cal.
FALK, ED
KWWL-TV, Waterloo, Iowa

FALK, RAY
WABC, Tokyo
FARISS, WAYNE
WTVT, Petersburg, Fla.
FARNSWORTH, CLYDE
WCPO, Cincinnati, Ohio
FARRAR, ART
WLMJ, Jackson, Ohio
FARRELLE, PAUL S.
KSDA, Redding, Cal.
FARRINGTON, GLEN
WTAX, Springfield, Ill.
FEATHER, JACK
KSPA, Santa Paula, Cal.
FELOCK, MICHEL
WKPA, New Kensington, Pa.
FERRELL, LEE
KROG, Sonora, Cal.
FERRIE, ROBERT
KITE, San Antonio, Tex.
FETTES, STEWART C.
WELL, Battle Creek, Mich.
FIELD, JOHN
WKY-TV, Oklahoma City Okla.
FINN, ART
WOSA, Wausau, Wis.
FINNEY, FRED
KTUC, Tucson, Ariz.
FINNING, FRANK
WKNE, Keene, N. H.
FISHER, ALICE
KBIZ, Ottumwa, Iowa
FISHER, HAL
WALK, Patchogue, N. Y.
FISHER, WILFRED
WMTC, Vancleve, Ky.
FITZGIBBONS, JACK
WAKR-TV, Akron, Ohio
FIX, KERMIT
WJAM, Marion, Ala.
FLAHERTY, PAT
KPRC, Houston, Tex.
FLEMING, ALAN
Local Highlights
WBLN, Bloomington, Ill.
FLEMING, JAMES
Monitor
NBC
FLETCHER, GRAEME
KAKE, Wichita, Kans.
FLYNN, ARTHUR
WHAV, Haverhill, Mass.
FLYNN, FAHEY
WBBM-TV, Chicago, Ill.
FLYNN, JOHN T.
KWDM, Des Moines, Iowa
FLYNN, JOHN
WHBY, Appleton, Wis.
FORBES, GILBERT
WFBM-TV, Indianapolis, Ind.
FORDYCE, JERRY
WLRP, New Albany, Ind.
FOGARTY, JACK
WCPO, Cincinnati, Ohio
FONTAINE, HERBERT
WJDA, Quincy, Mass.
FOSTER, CEDRIC
MBS
FOSTER, CHUCK
KOIN-TV, Portland, Ore.
FOSTER, WALTON
KWFR, San Angelo, Tex.
FOX, BILL
WPTW, Piqua, Ohio
FOX, TOM
KPRC, Houston, Tex.
FRANCES, AL
WHBC, Canton, Ohio
FRANKLIN, JOHN
KYW, Philadelphia, Pa.
FRANK, PAUL
WTVN, Columbus, Ohio
FRANK, WILLIAM P
WILM, Wilmington, Del.
FREDERICK, PAULINE
NBC
FREDERICK, RALP
WDLC, Port Jervis, N. Y.
FREDERICKS, FRANK
Story of a Day
WKBW, Buffalo, N. Y.
FREELAND, MILDRED
WMID, Atlantic City, N. J.
FRICLE, ROGER
WBIW, Bedford, Ind.
FRIEND, GEORGE
WPLA, Plant City, Fla.
FRITZE, MEL
KYA, San Francisco, Cal.
FROGGE, JOHN
WGBB, Freeport, N. Y.
FROOME, GEORGE
KBLF, Red Bluff, Cal.
FUCHS, LAWRENCE
WCRB, Boston, Mass.
FULLER, BOB
KAVE-TV, Carlsbad, N. Mex.
FURNISS, WALTER
WCOL, Columbus, Ohio
FRY, KENNETH D.
WHCC, Waynesville, N. C.
FRYE, ALLEN J.
KBKI, Alice, Tex.

— G —

GAINES, WALTER T.
WCSS, Amsterdam, N. Y.
GAMBLE, E. R.
Town Crier
WBTA, Batavia, N. Y.
GAMMELL, SERENO
WGTH, Hartford, Conn.
GARDINER, DON
WABC
GARRETT, LEROY
KATV, Pine Bluff, Ark.
GARRISON, JACK
WBOF, Virginia Beach, Va.
GARRISON, JOHN
WFUN, Huntsville, Ala.
GASMAN, BILL
KREW, Sunnyside, Wash.
GAYNOR, BOB
WBSR, Pensacola, Fla.
GEARHART, NICK
KTBS, Shreveport, La.
GENTRY, BILL
WCHV, Charlottesville, Va.
GEORGE, PHILIP
KVAL-TV, Eugene, Ore.
GERAGHTY, LARRY
WCSH-TV, Portland, Me.
GIANARIS, HARRY
WCSC, Charleston, S. C.
GIBSON, PHIL
WMBD, Peoria, Ill.
GILLESPIE, JOE
KNBC, San Francisco, Cal.
GILLETTE, LOU
KJR, Seattle, Wash.
GINGELL, GEORGE
WRBL, Columbus, Ga.
GLEASON, JOHN H.
WIMS, Michigan City, Ind.
GLENN, TONY
KSTL, St. Louis, Mo.
GLYNN, BILL
WCNX, Middletown, Conn.
GOBBLE, J. R.
KID, Idaho Falls, Idaho
GODDARD, BILL
WGSM, Huntington, N. Y.
GODWIN, EARL
WRC, Washington, D. C.
GOLDER, HARRY
KMPC, Los Angeles, Cal.
GOLDEN, SID
WBNS, Columbus, Ohio
GOODE, MAL
WHOD, Pittsburgh, Pa.
GOODMAN, DOMINIC
KDTH, Dubuque, Iowa
GORDON, BILL
WIRK-TV, W. Palm Beach, Fla.
GORDON, G. B.
WICS, Springfield, Ill.
GORDON, LELAND
KRCG-TV, Jefferson City, Mo.
GORDON, LLOYD P.
WLSV, Wellsville, N. Y.
GORMAN, MARJORIE C.
KVOA, Tucson, Ariz.
GORDON, WILLIAM
WIRK, W. Palm Beach, Fla.
GOURLEY, JACK
KTVF, Fairbanks, Alaska
GOWEN, ORIS
WAIN, Columbus, Ky.
GRAMER, WILLIAM
WGTO, Haines City, Fla.
GRANT, TAYLOR
WPTZ, Philadelphia, Pa.
GRANT, GROVER
KLMR, Lamar, Col.
GRAUER, BEN
B. June 2, 1908, New York City. March of Medicine, The Big Story, NBC-TV; Citizens Union Searchlight, WRCA-TV, WRCA, Monitor, Boston Symphony, Ben Grauer-News, Radio Net. & WRCA
GRAVES, KATHRYN
WCMA, Corinth, Miss.
GRAY, CARL
WJDM-TV, Panama City, Fla.
GRAY, MARTIN
Kedd, Wichita, Kan.
GREEN, H. E.
KFKA, Greeley, Col.
GREENER, BILL
KFMA, Davenport, Iowa
GRIBBEN, PAUL
KOY, Phoenix, Ariz.
GRIFFIN, DARYL
WOZK, Ozark, Ala.
GRIFFIN, JERRY
WNBF, Binghamton, N. Y.
GRIFFIN, MICHAEL
WMTV, Madison, Wis.
GRIFFITH, HERMAN
WCIN, Cincinnati, Ohio
GRIFFITH, LES
WABC
GROINGER, GERRY
WRIT, Milwaukee, Wis.
GROVE, BILL
WMBR-TV, Jacksonville, Fla.
GRUBBS, WALTER B.
KVMC, Colorado City, Tex.
GRUMMERT, MEL
KWWL-TV, Waterloo, Iowa
GUERRA, HENRY
WOAI, San Antonio, Tex.
GUIFFRE, GUS
KLAS-TV, Las Vegas, Nev
GUINAN, JACK
WARM-TV, Scranton, Pa.
GUYMAN, BILL
KLX, Oakland, Cal.

— H —

HADLEY, BILL
KATV, Pine Bluff, Ark.

HADLEY, DOUG
WANE, Ft. Wayne, Ind.
HAEBERLE, FLORENCE
WHAI, Greenfield, Mass.
HAGEMAN, HAROLD
WADC, Akron, Ohio
HALL, HEDLEY
KUBA, Yuba City, Cal.
HAMILTON, WILLIAM
KOOL, Phoenix, Ariz.
HAMLYN, ED
KWFT, Wichita Falls, Tex.
HANEY, FRED
WCNC, Elizabeth City, N. C.
HANGER, BOB
KEKY, Richmond, Ky.
HANSEN, CHRISTY
KMMT, Austin, Minn.
HARDIN, JOSH
KWFR, San Angelo, Tex.
HARDEN, DEAN
WNES, Central City, Ky.
HARDY, GLENN
KMJ, Fresno, Cal.
HARMON, CARL
WOKZ, Alton, Ill.
HARRIER, BOYD
WTAR-TV, Norfolk, Va.
HARRIS, HAROLD
WNDU-TV, South Bend, Ind.
HARRINGTON, BILL
WAJR, Morgantown, W. Va.
HARRISON, ROBERT
WHNC, Henderson, N. C.
HART, JAMES
KLAS-TV, Las Vegas, Nev.
HARTZELL, HOWARD
WICU-TV, Erie, Pa.
HARVEY, BOYD
WKNX, Saginaw, Mich.
HARVEY, PAUL
WABC, N. Y., N. Y.
HARVEY, HENRY
KFBI, Wichita, Kan.
HARVEY, IVAN
WTOL, Toledo, Ohio
HARWOOD, GEOFFREY
KING, Seattle, Wash.
HATCH, DUANE A.
WSAV-TV, Savannah, Ga.
HAWLEY, DICK
WMCT, Memphis, Tenn.
HAYES, GEORGE
WABC
HAYES, SAM
KHJ, Los Angeles, Cal.
HAYWARD, BRUCE
KTVI, St. Louis, Mo.
HAZLITT, J. M.
KVLH, Pauls Valley, Okla.
HEALY, GENE
Noon Roundup
WPAC, Patchogue, N. Y.
HEATH, DON
KPRC, Houston, Tex.
HEATTER, GABRIEL
MBS
HEFFRON, NORM
KOTA-TV, Rapid City, S. D.
HELMS, J. C.
WGEA, Geneva, Ala.
HENDERSON, JIM
WBBZ, Ponca City, Okla.
HENLE, RAY
Three Star Extra
NBC
HENRY, BILL
WDAK, Columbus, Ga.
HENRY, BILL
NBC
HENRY, EARL
WHUM, Reading, Pa.
HENRY, H. D.
WHKY, Hickory, N. C.
HENRY, JACK
KQV, Pittsburgh, Pa.
HERBERT, ALLEN
WKNA, Charleston, W. Va.
HERMAN, GEORGE
CBS, Washington, D.C.
HERRINGTON, JOHN
KLWN, Lawrence, Kan.
HERZOG, BOB
WXIX, Milwaukee, Wis.
HIGBIE, LES
MBS
HICKMAN, BRUCE
WGL, Ft. Wayne, Ind.
HICKOX, RICHARD
WINT, Waterloo, Ind.
HICKS, GEORGE
WABC
HICKS, CAP
WRGA, Rome Ga.
HICKS, JOHN
WGBB, Freeport, L. I., N. Y.
HILGER, ANDY
KCIM, Carroll, Iowa
HILL, CAL
KCRA, Sacramento, Cal.
HILL, ZACK
WHBQ, Memphis, Tenn.
HILLEGAS, FRED
WSYR-TV, Syracuse, N. Y.
HILLIS, HARRY
WVLN, Olney, Ill.
HINSON, DON
KVIN, Vinita, Okla.
HODGKINSON, BRIAN
WHK, Cleveland, Ohio
HOLDER, RANDOLPH
WRFC, Athens, Ga.
HOLIDAY, JON
KTHV, Little Rock, Ark.
HOLLAND, BILL
KFFA, Helena, Ark.
HOLLEY, ODELL
WERH, Hamilton, Ala.
HOLMES, VIRGINIA
KIBS, Bishop, Cal.
HOOLEY, JACK
WHAM, Rochester, N. Y.
HOOPER, JACK
WHGB, Harrisburg, Pa.
HOOPES, BILL
WTSK, Knoxville, Tenn.
HOTTELET, RICHARD C.
CBS, Bonn, Germany
HOULE, ROBERT
WDUZ, Green Bay, Wis.
HOURIGAN, TERRY
WARK, Hagerstown, Md.
HOWE, QUINCY
WABC
HOWELL, HENRY
WOIA, San Antonio, Tex.
HOWELL, R. E.
WGEA, Geneva, Ala.
HOWARD, MARC
Bumper to Bumper
KBUR, Burlington, Iowa
HOY FRANK S.
WLAM, Lewiston, Me.
HUGHES, DICK
WKBZ, Muskegon, Mich.
HUGHES, DON
WLMJ, Jackson, Ohio
HUNT, RAY
KONO, San Antonio, Tex.
HUNTLEY, CHET
KRCA, Los Angeles, Cal.
HARTLEY, HOWARD
Hitting Headlines
WTAN, Clearwater, Fla.
HURLEIGH, ROBERT F.
MBS
HUSSEY, TOM
WKBR, Manchester, N. H

— I —

INGSTAD, BOB
KOVC, Valley City, N. D.
IRELAND, MILLARD
KOMO, Seattle, Wash.
IRVIS, LEROY
WILY, Pittsburgh, Pa.
ISSACS, JIMMIE
KDUB-TV, Lubbock, Tex.
IZZARD, BOB
KGNC-TV, Amarillo, Tex.
IZZARD, WESLEY S.
KGNC, Amarillo, Tex.

— J —

JACKSON, ALLAN
CBS-TV
JACOBI, BRUCE
WSLM, Salem, Ind.
JACOBS, RAY
KJEO, Fresno, Cal.
JAFFEE, TED
WAAM-TV, Baltimore, Md.
JAHNKE, HAROLD
WBIZ, Eau Claire, Wis.
JAMES, ROBERT A.
WMAN, Mansfield, Ohio
JAMES, STEVE
WBMS, Boston, Mass.
JAMES, WILLARD
WTTN, Watertown, Wis.
JANES, DOLPH
KORE, Eugene, Ore.
JARRETT, HUGH
WHIN, Gallatin, Tenn.
JASON, LEE
KJEO, Fresno, Cal.
JEFFREY, ED
KCRA-TV, Sacramento, Cal.
JEFFRIES, ALLEN
WIRE, Indianapolis, Ind.
JESSEE, RANDALL
WDAF, Kansas City, Mo.
JOHN, BOB
WHVH, Henderson, N. C.
JOHNS, BILL
KFDA-TV, Amarillo, Tex.
JOHNSON, ARV
KNJB-TV, Valley City, N. D.
JOHNSON, BOB
WSAZ, Huntington, W. Va.
JOHNSON, DAVE
KBOI, Boise, Idaho
JOHNSON, LEN
WJMS, Ironwood, Mich.
JOHNSON, PHIL
WCSH-TV, Portland, Me.
JOHNSON, ROBERT
WSEV, Sevierville, Tenn.
JOHNSON, ROLLIE
WCCO-TV, Minneapolis, Minn.
JOHNSON, RON
WHOK, Lancaster, Ohio
JOHNSON, TINY
WBLN, Bloomington, Ill.
JOHNSON, WALLY
WATW, Ashland, Wis.
JOHNSON WAYNE
WERE, Cleveland, Ohio
JOHNSTON, JACKIE
KVIN, Vinita, Okla.
JORGENSEN, CARL
WIBC, Indianapolis, Ind.

— K —

KAIN, RED
WSBA, York, Pa.
KAL, JOHN
WMBV-TV, Marinette, Wis.

KANE, DAVE
WLAU, Laurel, Miss.
KARNON, ROBERT
WLYC, Williamsport, Pa.
KAUFMAN, ROBERT
WISR, Butler, Pa.
KEATH, ED
KWK-TV, St. Louis, Mo.
KEEN, HAROLD
KFMB-TV, San Diego, Cal.
KEIFFER, RAMONA
WHIZ, Zanesville, Ohio
KELLEY, RAY
KFXJ, Grand Junction, Col.
KELLY, EARL R.
WWNY, Watertown, N. Y.
KENDRICK ALEXANDER
CBS, Africa
KENNEALLY, WILLIAM
KNX, Los Angeles, Cal.
KENNEDY, HAL
KXJB-TV, Valley City, N. D.
KENT, JOHN
WGGH, Marion, Ill.
KEOGH, WALTER
WTUX, Wilmington, Del.
KERLIN, J. C.
WGBF, Evansville, Ind.
KERNS, ROY K.
WGR-TV, Buffalo, N. Y.
KERR, BOB
WKYR, Keyser, W. Va.
KESSLER, DAVID E.
WHAM, Rochester, N. Y.
KEY, DICK
KOLD, Yuma, Ariz.
KIERNAN, WALTER
NBC
KIRKHAM, ART
KOIN-TV, Portland, Ore.
KIRKSEY, PAUL
WBAC, Cleveland, Tenn.
KNIEVEL, JOHN
KIMA, Yakima, Wash.
KNIGHT, JERRY
WBBW, Youngstown, Ohio
KNIGHT, KIRK
KNUTSON, MILO
WKTY, La Crosse, Wis.
KORDA, HENRY
KDLM, Detroit Lakes, Minn.
KRAMER, GUS
WKNY, Kingston, N. Y.
KREGELOH, HUBERT
WSPR, Springfield, Mass.
KREIGER, JOHN
KDUB, Lubbock, Tex.
KRISTOF, JOHN
WCHS, Charleston, W. Va.
KUHN, JOHN J.
WKIP, Poughkeepsie, N. Y.

— L —

LABORDE, RAYMOND
KAPB, Marksville, La.
LACY, JACK
KCSJ-TV, Pueblo, Col.
LAFFOON, HAL
KAFY, Bakersfield, Cal.
LAND, TOM
WFIW, Fairfield, Ill.
LANE, ART
WHAT, Philadelphia, Pa.
LANE, JOHN
WGIG, Brunswick, Ga.
LANE, RAY
WWTV, Cadillac, Mich.
LARIMER, BOB
WSIX, Nashville, Tenn.
LARSEN, WHITEY
WNAX, Yankton, S. D.
LARSON, BEN
WOW, Omaha, Neb.
LASHLEY, DON
WBIW, Bedford, Ind.
LAURENCE, JACK
WOKY, Milwaukee, Wis.
LAURIE, BILL
KEBE, Jacksonville, Tex.
LAWS, RAY
WHAM, Rochester, N. Y.
LECIUS, ED
WOTW, Nashua, N. H.
LEESON, DEL
KDYL, Salt Lake City, Utah
LEIGHTON, T.
WIPS, Ticonderoga, N. Y.
LEISURE, CLARENCE
KNBC, San Francisco, Cal.
LENHARDT, NORM
WJBK, Detroit, Mich.
LEONARD, ED
WICH, Norwich, Conn.
LEONARD, JESSE
KEX, Portland, Ore.
LEONARD, VINCE
WISH-TV, Indianapolis, Ind.
LEOPOLD, DAVE
WEBR, Buffalo, N. Y.
LESUEUR, LARRY
CBS-TV
LEVINE, IRVING R.
NBC
LEWIN, RICHMAN
KTRE, Lufkin, Tex.
LEWIS, CHARLES
WWJ Detroit, Mich.
LEWIS, FULTON, JR.
MBS
LE ZOTTE, GEORGE E.
WAVZ, New Haven, Conn.
LIPPOLD, HENRY
WMT-TV, Cedar Rapids, Iowa
LITTLE, JAMES G.
WTAG, Worcester, Mass.
LIVEZEY, THOMAS E.
WAEB, Allentown, Pa.
LOHMAN, PHILIP
WJOY, Burlington, Vt.
LONG, CHET
WBNS-TV, Columbus, Ohio
LONGE, JAMES E.
KWG, Stockton, Cal.
LOW, DALE
KNCM, Moberly, Mo.
LORING, DAVID W.
WGIL, Galesburg, Ill.
LOWE, PETE
KSDN, Aberdeen, S. D.
LOWERY, JAMES
WOHI, E. Liverpool, Ohio
LUCAS, BOB J.
KTVX, Muskogee, Okla.
LUND, JACK
KXRX, San Jose, Cal.
LUND, JACK W.
KFAM, St. Cloud, Minn.
LUPMAN, EDWIN
WTUX, Wilmington, Del.
LUTZ, BOB
KBTO, El Dorado, Kan.

— Mc —

McCAFFERY, JOHN K. M.
NBC-TV
McCAFFREY, JOSEPH
WMAL-TV, Washington, D.C
McCARTHY, CHARLES F.
WABC
McCARTHY, TOM
WKRC, Cincinnati, Ohio
McCLAY, PAUL
WTVL, Waterville, Me.
McCRAINE THELMA
WGLC, Centreville, Miss.
McCRARY, TEX
WABD, New York, N. Y.
MCCULLA, JIM
KABC, Hollywood, Cal.
McDONALD, ED
WAKR-TV, Akron, Ohio
McHALE, ROBERT
WSCR, Scranton, Pa.
McINTYRE, FRANK
KLIX-TV, Twin Falls, Idaho
McLEISH, ROD
WBZ, Boston, Mass.
McMAHON, MIKE
WEAV, Plattsburg, N. Y.
McMARTIN, COLE
WMT, Cedra Rapids, Iowa
McMULLEN, JOHN
WPFC, Panama City, Fla.
McMURRAY, SCOTT
WSTV-TV, Tacoma, Wash.
McMURTRIE, BURT
KTAC, Tacoma, Wash.
McNAMARA, JAMES
KLAC, Los Angeles, Cal.
McNAMARA, LARRY
WNHC, New Haven, Conn.
McNEIL, IDA A.
KGFX, Pierre, S. D.
McSHERRY, HARRY C.
WDOV, Dover, Del.

— M —

MacARTHUR, ARTHUR
WRFD, Worthington, Ohio
MacBRIAR, WALLY
WMBV-TV, Marinette, Wis.
MacDONALD, IRVING T.
WCRB, Boston, Mass.
MacFARLANE, IAN ROSS
WNAV, Annapolis, Md.
MacLEAN, JOHN
WMAR-TV, Baltimore, Md.
MAHAN, JOHN
WDAS, Philadelphia, Pa.
MANN, CLAUD
KSBW-TV, Salinas, Cal.
MANSON, LEE
WNHC, New Haven, Conn.
MARANO, ANTHONY
WCTC, New Brunswick, N. J.
MAREINISS, JOEL
WSYR-TV, Syracuse, N. Y.
MARINELLI, RON
WMFG, Hibbing, Minn.
MARION, MARK
KSPA, Santa Paula, Cal.
MARTIN, GEORGE
WTHI, Terre Haute, Ind.
MARTIN, LUTHER W.
One Man's Opinion
KTTR, Rolla, Mo.
MARTIN, DON
WHCU, Ithaca, N. Y.
MARSHALL, VEN
WFDF, Flint, Mich.
MASON, AL
KVOU, Uvalde, Tex.
MATERS, JOHN
WILS, Lansing, Mich.
MATLOCK, STAN
WKRC-TV, Cincinnati, O.
MAUGANS, BILL
WBBZ, Ponca City, Okla.
MAURER, JAMES F.
KLCB, Libby, Mont.
MAUTI, JOHN
WTNC, Thomasville, N. C.
MAYER, EDWIN
WGH, Norfolk, Va.
MAYES, DOUG
WBTV, Charlotte, N. C.
MAYS, BOB
KARD-TV, Wichita, Kan.
MEEKS, MAX
WMFR, High Point, N. C.

MERKER, GARY
KVEC-TV, San Luis Obispo Cal.
MERRY, DEAN W.
WESB, Bradford, Pa.
MERRYMAN, PHILIP
WICC, Bridgeport, Conn.
METCALF, CHARLES W.
WKIC, Hazard, Ky.
METCALF, ELLIOTT
KMO, Tacoma, Wash.
MEYNERS, JOSE ARNALDO
WAPA, San Juan, Puerto Rico
MEYERS, TED
KHJ-TV, Los Angeles, Cal.
MICHELSEN, BILL
KBTV, Denver, Col.
MIDDLETON, SAMMY
WGIG, Brunswick, Ga.
MILBURN, BOB
KGKL, San Angelo, Tex.
MILLAN, THEODORE
WPEO, Peoria, Ill.
MILLER, BILL
WTAX, Springfield, Ill.
MILLER, GEORGE JR.
KTEN, Ada, Okla.
MILLER, KEN
KVOO, Tulsa, Okla.
MILLER, RAY
KPRC, Houston, Tex.
MILLER, W F.
WMAY, Springfield, Ill.
MILLS, ANN
WPDR, Portage, Wis.
MILTNER, JAY
WTAM, Cleveland, Ohio.
MITCHELL, FORD
KENS, San Antonio, Tex.
MOCK, JACK
WTBC, Tuscaloosa, Ala.
MONK, CHARLIE
KIMP, Mt. Pleasant, Tex.
MONYPENNY, LESLIE
WGN-TV, Chicago, Ill.
MOODY, JOE
WHAB, Baxley, Ga.
MOONEY, JESS
WTOC-TV, Savannah, Ga.
MOORE, BROWN E.
KANV, Shreveport, La.
MOORE, JERRY D.
WKOK, Sunbury, Pa.
MOORE, JIM
Dateline
WTRF-TV, Wheeling, W Va
MOORE, MONTE
KSWO, Lawton, Okla.
MOORE, NORB
KLPW, Union, Mo.
MOORE, PETER
WHED, Washington N. C.
MORGAN, EDWARD P.
WABC
MORISOLI, MIKE
WSBW, Salinas, Cal.
MORRIS, JACK
KTUL, Tulsa, Okla.
MORRIS, JACK
KTVX, Muskogee, Okla.
MORRISON, HERBERT O.
WJAS, Pittsburgh, Pa.
MORSE, JIM
WENY, Elmira, N. Y.
MORSE, OTIS
WSPA, York, Pa.
MORSE, RALPH
WEEI, Boston, Mass.
MOZLEY, DON
CBS, San Francisco, Cal.
MUDD, ROGER
WRNL, Richmond, Va.
MUNGER, REX
WAPL, Appleton, Wis.
MUNN, E. H JR.
WTVB, Coldwater, Mich.
MUNYAN, HARRY
WIOD, Miami, Fla.
MURRAY, DICK
KBON, Omaha, Neb.
MURROW, EDWARD R.
CBS-TV
MUSTIN, HENRY
WMAL, Washington, D. C.
MYERS, TOM
KVPC, Cortez, Col.

— N —

NABER, BUD
KOTA-TV, Rapid City, S. C.
NADIG, HENRY
WNLK, Norwalk, Conn.
NAHAS, FRED
KNYZ, Houston, Tex.
NAKAI, RAYMOND
KCLS, Flagstaff, Ariz.
NASH, BOB
KFYO, Lubbock, Tex.
NAVEN, DEAN
KMA, Shenandoah, Iowa
NEEL, BILL
KTHV, Little Rock, Ark.
NELLANY, JAMES M.
WNAR, Norristown, Pa.
NELSEN, M. L.
WHO, Des Moines, Iowa
NELSON, GEORGE
WOOW, New Bern, N. C.
NELSON, ROBERT
WSYR, Syracuse, N. Y.
NEWCOMB, CHARLIE
WSPA, Spartanburg, S. C.
NEWMAN, ROBERT
WEEU, Reading, Pa.
NICKERSON, JAMES A.
WKAM, Goshen, Ind.
NORRIS, RANDY
KEYD, Minneapolis, Minn.
NORTON, MIKE
WHIL, Medford, Mass.
NORWOOD, CHARLES
WGTH-TV Hartford, Conn.

— O —

O'BRIEN, DON
WDGY, Minneapolis, Minn.
O'BRIEN, LEE
KIUP, Durango, Col.
O'BRIEN, LEO
WPTR, Albany, N. Y.
O'BRIEN, PAT
KIUP, Durango, Col.
O'CONNOR, DONALD
WEMP, Milwaukee, Wis.
ODENS, PETER
KOCS, Ontario, Cal.
O'DONNELL, JIM
WBEJ, Elizabethton, Tenn.
OGINZ, FRED
WWLP Springfield, Mass.
OLIVER, JIM
KIBS, Bishop, Cal.
O'NEILL, DICK
WICS, Springfield, Ill.
O'ROURKE, JACK
WAAB, Worcester, Mass.
OROZCO, DAVID J.
KOWL, Santa Monica Cal
OSBORNE TIM
KTHT, Houston, Tex.
O'SHEA, JOHN
WHUC, Hudson, N Y.
OSMUNDSON, DEAN
KBIZ, Ottumwa Iowa
OUTLAW, SIDNEY
KRLW, Walnut Ridge, Ark
OVERMAN HORACE
WGTM Wilson N C
OVERTON GEORGE
KMUS, Muskogee, Okla.
OWEN, ALAN
WMID, Atlantic City, N. J.
OYLER, HAL
KIRX, Kirksville, Mo.

— P —

PAGE, CURT
WPDR, Portage, Wis.
PALMER, BRUCE
KWTV, Oklahoma City, Okla.
PALMER, GEORGE
WKRC-TV, Cincinnati, O.
PARKER, CHARLES K.
WBEC, Pittsfield, Mass.
PARKER, PAUL
WLAS, Jacksonville, N. C.
PARKER, PHILIP
KUTI, Yakima, Wash.
PARKS, DEL
WDRF, Chester, Pa.
PASSAGE, ALICE & DICK
KYAK, Yakima, Wash.
PATTERSON, JIM
WBTV, Charlotte, N. C.
PEARCE, MARSHALL
WSMB, New Orleans, La.
PEARSON, LEON
Weekend & Monitor
NBC
PEART, JACK
KLIF, Dallas, Tex.
PENFIELD, ADD
WBIG, Greensboro, N. C.
PENNY, GAIL
WLEE, Richmond, Va.
PENTONY, LYNN
KEYS, Corpus Christi, Tex.
PENZA, RALPH
WCOJ, Coatesville, Pa.
PEPPER, BILL
WBNS-TV, Columbus, O.
PEPPER, FRANK
WCTV, Tallahassee, Fla.
PERRINI, MIKE
WJBK, Detroit, Mich.
PERRY, DICK
WFAI, Fayetteville, N. C.
PETERSEN, DALE
KIFI, Idaho Falls, Idaho
PETERSON, ARNOLD
WATW, Ashland, Wis.
PETERSON, JIM
KALL, Salt Lake City, Utah
PFISTER, ROBERT E.
WIMS, Michigan City, Ind
PHILLIPS, DON
WEW, St. Louis, Mo.
PHILLIPS, GEORGE T.
WAVN, New Haven, Conn
PIERCE, JENNINGS
KMED, Medford, Ore
PIERPOINT, RICHARD C.
CBS
Tokyo, Japan & Korea
PIERRE, WALLIE
WJIM-TV, Lansing, Mich.
PIEZE, ELLIOTT, J.
WMBM Miami Beach, Fla
PIGG, AL
WTVP Decatur Ill
PINCHBECK, DEAN
WRNL, Richmond, Va
PINKLEY, VIRGIL
KHJ, Los Angeles, Cal
PITTS, MARGO
WISR Butler Pa
PLATT, BILL
KFH Wichita Kan
POLLOCK, REED
KMBY, Monterey, Cal.
PORTA, PAT
KFSA-TV Ft Smith Ark
PORTER, BEN G.
WGOV, Valdosta, Ga.

POSTON, WILEY
KTXJ, Jasper, Tex.
POTTBERG, RICK
WNOG, Naples, Fla.
POWELL, RUSSELL
KFRE, Fresno, Cal.
POWER, TOM
WMUR-TV, Manchester, N.H.
PRELEE, MICHAEL
WBBW, Youngstown, O.
PRESSMAN, GABE
WRCA, Roving Reporter
PRESSLY, HARRIET
WPTF, Raleigh, N. C.
PRICE, GRANT
KXEL, Waterloo, Iowa
PRICE, JOHN
WKAT, Miami Beach, Fla.
PRINGLE, DAVID
WPAG-TV, Ann Arbor, Mich.
PRIOR, HARRY
WTAN, Clearwater, Fla.
PROTSMAN, NORMAN O.
WNER, Live Oak, Fla.
PROUTY, GERALD
WBRV, Boonville, N. Y.
PUTNAM, GEORGE
KTTV, Los Angeles, Cal.
PYNE, JOE
WILM, Wilmington, Del.

— R —

RUSSELL, DON
The Newstonite, Pres. Eisenhowers News Conf., DuMont; Monitor, NBC
RALEY, FRANK
WWGS, Tifton, Ga.
RAMOS, RALPH
KFDM-TV, Beaumont, Tex.
RAND, TED
KDRS, Paragould, Ark.
RANDALL, JIM
KFSB, Joplin, Mo.
RANDALL, PORTER
KFJZ-TV, Ft. Worth, Tex.
RASCO, LARRY
KRLD-TV, Dallas, Tex.
RASH, BRYSON
WMAL-TV, Washington, D. C.
RATHER, DAN
KTRN, Houston, Tex.
RAY, BOB
WJNO-TV, Palm Beach, Fla.
RAY, WALLY
KSAN, San Francisco, Cal.
REASONER, HARRY
KEYD-TV, Minneapolis, Minn.
REIG, HOWARD
WRCA, N. Y. C., N. Y.
RENDELL, RICHARD
WABC
RENICK, RALPH
WTVJ, Miami, Fla.
REUTER, JERRY
WSIL-TV, Harrisburg, Ill.
REVELLE, ORVILLE
WFTL, Lauderdale, Fla.
REYHONS, KEN
KGHF, Pueblo, Col.
REYNOLDS, RALPH
KWRT, Boonville, Mo.
RHODES, JOHN
WRRR, Rockford, Ill.
RHYNER, WARREN
WFRV-TV, Green Bay, Wis.
RICE, CONRAD C.
WSPB, Sarasota, Fla.
RICE, CRAWFORD
WSFA-TV, Montgomery, Ala.
RICE, JOHN D.
WKLJ, Sparta, Wis.
RICE, PHIL
WMYB, Myrtle Beach, S. C.
RICHARDSON, EARL
WFAM, Lafayette, Ind.
RICHARDSON, LACY
WIKC, Bogalusa, La.
RICHARDSON, LARRY
WFBM, Indianapolis, Ind.
RICHARDSON, MEL
KLGN, Logan, Utah
RIDDELL, CORWIN
KDAV, Lubbock, Tex.
RIDDLE, BOB
WHAB, Baxley, Ga.
RIDENOUR, GORDON
WENY, Elmira, N. Y.
RIDER, JACK
WELS, Kinston, N. C.
RILLING, PAUL
WDUN, Gainesville, Ga.
RION, VIRGINIA, L.
KCHI, Chillicothe, Mo.
RIPPE, BILL
NBC
RISNER, JIM
KFDX-TV, Wichita Falls, Tex.
ROBBINS, BILL
WSAI, Cincinnati, Ohio
ROBERTS, BILL
WMT-TV, Cedar Rapids, Iowa
ROBERTS, CLETE
KNXT, Los Angeles, Cal.
ROBERTS, DAVID
WVET-TV, Rochester, N. Y.
ROBERTS, JOHN
WFIL, Philadelphia, Pa.
ROBERTSON, BILL
KARK-TV, Little Rock, Ark.
ROBERTSON, DON
WNOK-TV, Columbia, S. C.
ROBINSON, HERB
Deadline
KOMO-TV, Seattle, Wash.
ROCK, ALAN
WFEA, Manchester, N. H.
RODDY, WILLIAM
KPIX, San Francisco, Cal.
ROGERS, ANN
WCVA, Culpeper, Va.
ROGERS, BERT
KXXL, Monterey, Cal.
ROGERS, JOHN
Around the Town
WCVA, Culpeper, Va.
ROLLISON, FRED
WFIE-TV, Evansville, Ind.
ROMANCE, ED
WPPA, Pottsville, Pa.
RONALD, STAN
WKAN, Kankakee, Ill.
ROPER, GENE
WHBQ-TV, Memphis, Tenn.
ROSS, A.
KGEK, Sterling, Col.
ROSS, JOSEPH
WTRY, Utica, N. Y.
ROSS, RICHARD
KING-TV, Seattle, Wash.
ROTH, JOE
KWPC, Muscatine, Iowa
ROUTT, EDD
KLIF, Dallas, Tex.
ROWAN, STEVE
WMIX, Mt. Vernon, Ill.
RUCKER, ROSS J.
KVKM, Monahans, Tex.
RUMMINGER, ELMER L.
WMUU, Greenville, S. C.
RUNDLES, JAMES
WOKJ, Jackson, Miss.
RUSSELL, DAVE
KFDM-TV, Beaumont, Tex.
RYAN, BOB
KING-TV, Seattle, Wash.

— S —

SACERDOTI, RENZO
WOV, N. Y., N. Y.
SANDERS, DICK
WLBT, Jackson, Miss.
SANDERS, STU
KFOX, Long Beach, Cal.
SAUER, BOB
KARD-TV, Wichita, Kan.
SAXE, JOHN R.
WPLY, Plymouth, Wis.
SAYRE, ROBERT
WNBH, New Bedford, Mass.
SCANLON, NEAL
WVDA, Boston, Mass.
SCHAEFFER, MARTIN E.
WSON, Henderson, Ky.
SCHEYING, KARL F.
WLAN, Lancaster, Pa.
SCHNEIDER, AUSTIN
KVTV, Sioux City, Iowa
SCHOEMACHER, DAVE
WEAW, Evanston, Ill.
SCHOENBRUN, DAVID
CBS, Paris, France
SCHON, CHARLES
WJHP-TV, Jacksonville, Fla.
SCHORR, DANIEL
CBS, Moscow, Russia
SCHOTTELKOTTE, AL
WSAI, Cincinnati, Ohio
SCHREIBER, ART
WHIZ-TV, Zanesville, O.
SCHUFFMAN, ED
WISP, Kinston, N. C.
SCHUSSLER, DALE
WKWK, Wheeling, W. Va.
SCOTT, JOHN W.
KENS-TV, San Antonio, Tex.
SEMPRINI, EDGAR
WOCB, W. Yarmouth, Mass
SETTERS, JIM
KWBB, Wichita, Kan.
SEVEREID, ERIC
CBS-TV
SEYMOUR, BROD
WEHT-TV, Evansville, Ind.
SHADEL, BILL
CBS-TV
SHAND, JOHN V.
WTVR, Richmond, Va.
SHAW, GORDON
WQAM, Miami, Fla.
SHAW, TOM
KDDD, Dumas, Tex.
SHAWVER, WILL
WARN, Ft. Pierce, Fla.
SHELLEY, JACK
WHO, Des Moines, Iowa
SHEPHERD, BILL
WBEL, Rockford, Ill.
SHERMAN, RAY
WLEC, Sandusky, Ohio
SHERRER, ED
WMOP, Ocala, Fla.
SHERWOOD, DON
WIMA-TV, Lima, Ohio
SHIELDS, A. T.
KAFP, Petaluma, Cal.
SHINN, JUNEAU
KLIX-TV, Twin Falls, Idaho
SHIPLEY, BOB
KENT, Shreveport, La.
SHORTER, CHARLES
WHAT, Philadelphia, Pa.
SHIREK, JIM
WMT, Cedar Rapids, Iowa
SHREVE LEN
KGW, Portland, Ore.
SILVA, FRANK
WPTS, Pittston, Pa.
SIMAN, MIKE
WRRR, Rockford, Ill.

SIMMS, HAL
WCBS
SINGISER, FRANK
MBS
SIPHERD, ARTHUR
KCMJ, Palm Springs, Cal.
SKINNER, MERRILL L.
KGEM, Boise, Idaho
SKINNER, RALPH B.
WLAM, Lewiston, Me.
SKINNER, THOMAS E.
WBRT, Bardstown, Ky.
SMITH, ALLEN H.
KANA, Anaconda, Mont.
SMITH, BECKLEY
WJAS, Pittsburgh, Pa.
SMITH, BILL
WPEN, Philadelphia, Pa.
SMITH, BURLEIGH
KERO-TV, Bakersfield, Cal.
SMITH, CAL
KROC-TV, Rochester, Minn.
SMITH, CONWAY
WMTA, Central City, Ky.
SMITH, DAVENPORT
WBRC, Birmingham, Ala.
SMITH, FARRELL
WMAZ-TV, Macon, Ga.
SMITH, HAMP
WMYB, Myrtle Beach, S. C.
SMITH, HOWARD K.
CBS, London, England
SMITH, JAMES B.
WJHP, Jacksonville, Fla.
SMITH, JOHN
KTRN, Houston, Tex.
SMITS, LEE
WXYZ, Detroit, Mich.
SNYDER, DWIGHT
WJAY, Mullins, S. C.
SOKOLSKY, GEORGE
WABC
SOLEM, JEFF
WNAX, Yankton, S. D.
SPRAGUE, WILLIAM
WRC-TV, Washington, D. C.
STANFIELD, RAY M.
WIS, Columbia, S. C.
STEANS, CHARLES
WHTN, Huntington, W. Va.
STEAWSER, NEIL
CBS-TV
STERNBERGER, ESTELLE
WLIB, N. Y., N. Y.
STEVENS, RALPH
WDQN, Du Quoin, Ill.
STEVENS, RUTH
WKGN, Knoxville, Tenn.
STEWART, AL
Deadline
KOMO-TV, Seattle, Wash.
STEWART, BILL
WPBC, Minneapolis, Minn.
STEWART, FAYE
KPIX, San Francisco, Cal.
STEWART, JACK
WADK, New Port, R. I.
STINSON, BILL
KWTX, Waco, Tex.
STONE, PHIL
KCMJ, Palm Springs, Cal.
STOUT, BILL
KNXT, Los Angeles, Cal.
STRAND, NORMA
WSAV-TV, Savannah, Ga.
STRAWSER, NEIL
CBS, Washington, D. C.
STREETER, RAY
WKOW, Madison, Wis.
SUCHER, LYNN
KFBI, Wichita, Kan.
SULLIVAN, J. A.
WCAZ-TV, Burlington, Vt.
SULLIVAN, PAUL
WIP, Philadelphia, Pa.
SWART, JACK
WGBS-TV, Miami, Fla.
SWAYZE, JOHN CAMERON
Armstrongs Circle Theatre, Monitor; NBC-TV, NBC

— T —

TAYLOR, HENRY J.
NBC
TEMPLETON, JOE
WFAA-TV, Dallas, Tex.
THOMAS, GEORGE
WTOB-TV, Winston-Salem, N. C.
THOMAS, LOWELL
CBS, N. Y., N. Y.
THOMAS, PETER
WCBS-TV, N. Y., N. Y.
THOMPSON, GEORGE
WNHC-TV, New Haven, Conn.
THOMPSON, KAY
KROC-TV, Rochester, Minn.
THORGERSEN, ED
Free-Lance, All Networks
TILLMAN, JOHN
Roving Reporter, WPIX, N. Y.
TOWNELL, ESKE
WHK, Cleveland, Ohio
TOWNSEND, DALLAS
CBS-TV
TROUT, BOB
WCBS-TV, N. Y., N. Y.
TUFTY, ESTHER VAN WAGONER
NBC-TV, NBC
TYLER, WAYNE
WLVA, Lynchburg, Va.

— U —

UEBELHART, JIM
WSPD, Toledo, Ohio
UNDERWOOD, BOB
WCOV-TV, Montgomery, Ala.
UPCHURCH, B. L.
WSMT, Sparta, Tenn.

— V —

VAN, LYLE
WOR-TV, N. Y., N. Y.
VON BERGEN, JOHN
WARM-TV, Scranton, Pa.
VAN DE CAR, HAROLD M.
WSNY, Schenectady, N. Y.
VANDERCOOK, JOHN W.
WABC, N. Y., N. Y.
VANDEERLIN, LIONEL
KFSD-TV, San Diego, Cal.
VAN HORN, ARTHUR
How To Fix It.
World & You
WABC
VON FREMD, CHARLES
CBS-TV

— W —

WAKELEE, ART
NBC
WALLACE, ED
KNBK, Cleveland, Ohio
WALLACE, MIKE
WABD, N. Y., N. Y.
WARD, BAXTER
KCOP, Hollywood, Cal.
WARD, MAC
KNOE-TV, Monroe, La.
WARREN, MATTHEW
WTTG, Washington, D. C.
WAY, DOUG
K-JOE, Shreveport, La.
WAYNE, MAURY
KTBS-TV, Shreveport, La.
WEAVER, MARK
KWTV, Oklahoma City, Okla.
WEBSTER, DAVE
WIRK-TV, W. Palm Beach, Fla.
WEST, BOB
WMFD-TV, Wilmington, N. C.
WEST, DICK
WFAA, Dallas, Tex.
WESTERKAMP, DICK
WBEN-TV, Buffalo, N. Y.
WHEELDON, DELVINA
WCKY, Cincinnati, Ohio
WHEELER, DICK
KOVR-TV, Stockton, Cal.
WHELAN, BILL
WICC, Bridgeport, Conn.
WHITE, JACK
WJR, Detroit, Mich.
WHITE, KEN
KOA, Denver, Col.
WIGGINTON, BILL
KELO-TV, Sioux Falls, S. D.
WILDER, WILLIAM
KOAT-TV, Albuquerque, N. Mex.
WILLIAMS, PAUL
WWJ-TV, Detroit, Mich.
WILSON, BOB
World News Round Up, WRCA; Industry on Parade, Syndicated; Savarin Saturday Night News, Narrator, News Caravan, Gillette Sports Parade, New Year's Eve at Times Square, NBC-TV
WILSON, DON
KRBC-TV, Abilene, Tex.
WILSON, RAY
KFMB-TV, San Diego, Cal.
WINCHELL, WALTER
MBS
WINTER, WILLIAM
KPIX, San Francisco, Cal.
WOOD, LEE
KHJ-TV, Los Angeles, Cal.
WOODING, FRANK
WKNB-TV, New Britain, Conn.
WORKHOVEN, MERRILL
WOW, Omaha, Neb.
WRIGHT, RICHARD
WQAM, Miami, Fla.

— Y —

YORK, TOM
WJOL, Florence, Ala.
YOUNG, J. N. JR.
KBST, Big Spring, Tex.
YOUNG, PAUL
KRIS, Corpus Christi, Tex.

— Z —

ZELLMAN, SAM
CBS, Los Angeles, Cal.
ZIEBARTH, E. W.
WCCO, Minneapolis-St. Paul, Minn.
ZEIGIN, JACK
WING, Dayton, Ohio
ZICARETTI, MARY
WLIP, Kenosha, Wis.

LIDO BELLI

RADIO

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RADIO-TV DIRECTORS

—and their work during 1955

☆ ☆ ☆

— A —

ALEXANDER, KIRK
CBS-TV
ANDERSON, ALAN
Star Tonight
ABC-TV
ANDREWS, CLARK
Modern Romances, Companion, Paging the New World & You, Your Better Tomorrow, Soundmirror, Offbeat
WABC
ANDREWS, MARTIN
My True Story, World & You, Your Better Tomorrow, Soundmirrow, Offbeat
WABC
ASHLEY, IRA
Young Dr. Malone
CBS

— B —

BARTHOLOMEW, GEORGE
Brighter Day
CBS
BASAYNE, HANK
Lanny Ross Showtime, Jim Lowe Show
WCBS
BEAL, BILL
WABC-TV

BELLI, LIDO
Producer, Director, Announcer, WBNX
BIRCH, PETER
CBS-TV
BISNEY, BRYAN
Ozark Jubilee
ABC-TV
BLEYER, ROBERT
CBS-TV
BROWN, WILLIAM
CBS-TV

— C —

CAMPBELL, RAY
World & You, Your Better Tomorrow, Soundmirror, Offbeat
WABC

CASTLE, NICK
B. Mar. 21, Brooklyn, N. Y. The Bob Hope Show, Martin & Lewis Comedy Hour, The Dinah Shore Show, NBC-TV
CATES, JOE
Stop the Music
ABC-TV
CHANIN, JOHN
Music Till Dawn
WCBS

CHEETHAM, WALTER
Martha Wright Show, Modern Lullaby
WCBS
CORDAY, TED
Guiding Light
CBS
COSGROVE, JOHN
CBS-TV

— D —

DANIS, LEW
B. Dec. 21, 1915, Italy. Italian Feature Film Theatre, Music Corner, WABC; Food For Thought, WABD; Where Was I Born, WATV

DAVIS, EDDIE
B. Jan. 10, New York City. Eddie Cantor Comedy Theater, Corliss Archer, I Led Three Lives, Mr. District Attorney, Favorite Story, Man Called X, ZIV-TV
DAVIS, HAROLD
Music from Meadowbrook
ABC-TV
DAVIS, LEE
WABC-TV
DAVIS, STAN
Second Mrs. Burton, City Hospital
CBS

MOTION PICTURE UNIT MANAGER AND ASSISTANT DIRECTOR

20th CENTURY-FOX
"THE 5th SEASON"

COLUMBIA PICTURES

"THE HARDER THEY FALL"
"THE EDDIE DUCHIN STORY"

MCA-TV

"THE GUY LOMBARDO SERIES"

CBS-TV
"WANTED SERIES"

BUDGETS PREPARED

SCRIPT & SHOOTING BREAKDOWN

CREW & STUDIO ARRANGEMENTS

MEMBER M.P.A.D.
LOCAL 161
I.A.T.S.E.

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JACK GROSSBERG

TRAFALGAR 4-0840

AL LEWIS

Directing and Co-Writing

"OUR MISS BROOKS"

CBS-TV

JOE QUILLAN

"OUR MISS BROOKS"

CBS-TV

DeCAPRIO, AL
CBS-TV
DEMAREST, BILL
World & You, Your Better Tomorrow, Soundmirror, Offbeat
WABC
DeVITO, TOM
WABC-TV
DIAMOND, VERN
CBS-TV
DISKIN, MARSHALL
Dean Pike, John Daly & The News, Outside USA
ABC-TV
DODSON, BILL
WABC-TV
DONOVAN, THOMAS
CBS-TV
DUERR, EDWIN
My Son Jeep
CBS

— E —

ELLIS, ANTONY
Suspense
CBS
ENGLANDER, ROGER
CBS-TV

— F —

FREEMAN, CHARLES
John Henry Faul Show, This is New York
WCBS
FRISTO, ALAN
Wendy Warren and the News
CBS
FROUG, BILL
Romance
CBS

— G —

GADETTE, FRED
You Asked For It
ABC-TV
GENUS, CARL
CBS-TV
GOMAVITZ, LEWIS
Kukla, Fran & Ollie
ABC-TV
GORMAN, WALTER
Road of Life
CBS

GRAHAM, JOE
B. Sept. 15. Whispering Streets, Sammy Kaye Show, It's Your Business, The Man From Hartford, ABC
GREINER, BOB
World & You, Your Better Tomorrow, Soundmirror, Offbeat
WABC
GROSS, LLOYD
Masquerade Party
ABC-TV

GROSSBERG, JACK
B. June 5, 1927, New York City. Wanted, Phil Silvers Show, Joe & Mabel Show, CBS-TV; The Guy Lombardo Show, NBC-TV; The Eddie Duchin Story, The Harder The Fall, Columbia Pics

NICK CASTLE

Directed and Staged For Night Club

MARTIN AND LEWIS
BETTY HUTTON
NANETTE FABRAY
DINAH SHORE
JOEL GREY
THE SKYLARKS
VAN JOHNSON
PATTY ANDREWS
TONI HARPER

CHOREOGRAPHY

Motion Pictures

"You're Never Too Young"
"The Eddie Foy Story"
"Anything Goes"
"That Certain Feeling"
"Birds and Bees"
"Pardners"

CHOREOGRAPHY

TV

The Bob Hope Shows
The Martin and Lewis Shows
The Dinah Shore Show

DICK SCHNEIDER

DIRECTOR

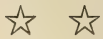
"WIDE WIDE WORLD"

NBC-TV

WALTER STRENGE

A.S.C.

Director of Photography



Management:

LESTER SALKOW AGENCY

Cort Steen

DIRECTOR

OF

"VOICE OF FIRESTONE"

ABC-TV

SID SMITH

Director

NBC-TV

Hollywood

TEXACO STAR THEATRE JIMMY DURANTE

Live and Film

Management:

WM. MORRIS

— H —

HANNA, ART
Our Gal Sunday, This Is Nora Drake
CBS

HARLIB, MATT
Break the Bank
ABC-TV

HENDERSON, JOHN T., JR.
Nick Carter, John Steele, Adventurer, Story Time, City Editor, Heartbeat of Industry Independent Network

HEWITT, DON
CBS-TV

HILL, CHARLES
CBS-TV

HOBSON, JAMES
Lawrence Welk Show
ABC-TV

HOWARD, SANDY
B. Aug. 1, 1923. The Merry Mailman, Colonel Venture, WOR-TV; Luncheon at Sardi's, Supper at Sardi's, WOR; Special Edition, MBS; Celebrity Club, ABC-TV

— I —

ICKES, DON
Bob Haymes Show, Melody in the Night, Man Around the House
WCBS

— K —

KENWITH, HERBERT
CBS-TV

— L —

LEAR, NORMAN
B. July 27, 1922, New Haven, Conn. Martha Raye Show, NBC

LEONARD, SHELDON
Make Room for Daddy
ABC-TV

LEVENS, PHIL
Dollar A Second
ABC-TV

LEWIS, AL
B. Oct. 25, 1912, Brooklyn, N. Y. Our Miss Brooks, CBS-TV

LOCKWOOD, GREY
B. April 18. The Martha Raye Show, The Red Buttons Show, Robert Montgomery Presents, Colgate Comedy Hour, NBC-TV

— Mc —

McDONALD, FRANK
Wyatt Earp
ABC-TV

— M —

MacALLEN, JAMES
CBS-TV

MANDEVILLE, BETTY
FBI in Peace & War
CBS

MANNO, CHARLES
ABC Football Games
WABC

MARSHALL, LEROY W.
Voice of Firestone, Metropolitan Opera, Boys Town Choir, World & You, Your Better Tomorrow, Sound mirror, Offbeat
WABC

MARYEL, TED
CBS-TV

MELAMED, LOU
Galen Drake Show
CBS

MONTY, GLORIA
CBS-TV

MORGAN, JIM
B. Oct. 28, Toledo, Ohio. Do You Trust Your Wife?, CBS-TV; Queen For a Day, MBS, KHJ-TV

MORGAN, NORMAN
Star Tonight
ABC-TV

— N —

NAZARRO, RAY
Top Gun, Edw. Small Prods.; Fury, TPA

NICKELL, PAUL
CBS-TV

NUGENT, EDWARD
Life Is Worth Living
ABC-TV

EDDIE DAVIS
director
★
ZIV-TV

FRED F. SEARS
DIRECTOR
SCREEN GEMS
Under Contract to
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Best Wishes

ED SIMMONS and
NORMAN LEAR

Writers-Directors

"The Martha Raye Show"

Every Third Tuesday, 8 P.M.
NBC-TV

RAY NAZARRO

DIRECTOR

"TOP GUN"

Edw. Small Prods. — United Artists

PRODUCER-DIRECTOR

"FURY" — TV Series

Television Programs of America

GREY LOCKWOOD

NBC-TV

DIRECTOR

JIM
MORGAN

Director

"Do You Trust Your Wife?"

— P —

PAUL BYRON
CBS-TV
PEMBERTON, MURDOCK
Bill Stern Program
WABC
POTTASCH, ALAN
WABC-TV
PURDY, RAI
CBS-TV

— R —

REGAN, KEN
Jack Sterling Show
WCBS
REYNER, KATHY
Housewives Protective League, Starlight Salute, Port of New York, Bill Randle Show
WCBS
RICCA, ERNIE
Romance of Helen Trent
CBS
RICHARDSON, DONALD
CBS-TV
RITTER, RICHARD
American's Town Meeting, Events of the Day, World & You, Your Better Tomorrow, Soundmirror, Offbeat
WABC
ROBERT, ROWE S.
CBS-TV

— S —

SAMETH, JACK
Famous Film Festival
ABC-TV
SAMMON, ROBERT
CBS-TV
SATENSTEIN, FRANK
CBS-TV
SCHAFFNER, FRANKLIN
CBS-TV
SCHIMMEL, CLARENCE
CBS-TV

SCHNEIDER, RICHARD N.
Wide Wide World, Circus, Today, Home, Tonight, Closed Circuit, Salute to Eisenhower, NBC
SHAW, JEROME
CBS-TV
SHEA, THOMAS
Life Is Worth Living
WABC

SEARS, FRED F.
B. July 7, Boston, Mass. Screen Gems, Syndicated
SHOPE, ROGER
WABC-TV
SILBERSHER, MARVIN
CBS-TV

SIMMONS, ED
Martha Ray Show, NBC-TV
SIMPSON, BOB
Aunt Jenny
CBS
SLATTERY, EDWARD
Backstage Wife
CBS

SMITH, SID
B. Nov. 11, 1920, Minneapolis, Minn. The Jimmy Durante Show, NBC-TV

SOMERVILLE, WARREN
When A Girl Marries, It's Time, World & You, Your Better Tomorrow, Soundmirror, Offbeat
WABC
SPOSA, LOU
Chance of a Lifetime
ABC-TV
STANLEY, PAUL
CBS-TV

STEEN CORT
B. July 14, 1918, Pittsburgh, Pa. Voice of Firestone, ABC-TV
STONE, EZRA
CBS-TV

STRENGE, WALTER
B. May 2, 1898, Albany, N. Y. Waterfront, My Little Margie, Syndicated
STROTHER, CHARLES
Wednesday Night Fights
ABC-TV
SWING, MARLIN
Morning Meditations, Herman Hickman Show
WCBS

— T —

TRENNER, BARON
Down You Go, Mennen Commercials on Wednesday Night Fights
ABC-TV

— V —

VOLPICELLI, LOU
WABC-TV

— W —

WALLACH, GEORGE
Wanted, CBS-TV; Cornerstones, General Tele-Radio; Adventures of the Falcon, Inner Sanctum, Watch the World, NBC Film Division
WALSH, JAMES
Super Circus
ABC-TV
WALTERS, VINCENT
CBS-TV
WESTIN, AVRAM
CBS-TV
WHELAN, KENNETH T.
CBS-TV
WIEST, GEORGE
My True Story, World & You, Your Better Tomorrow, Soundmirror, Offbeat
WABC
WOLFE, ED
Ma Perkins
CBS-TV

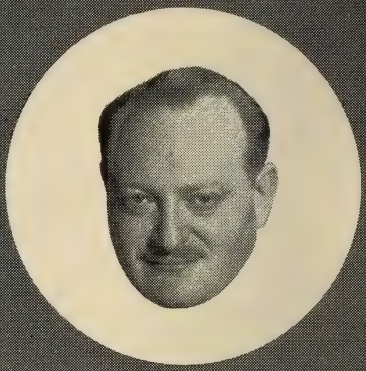
WOOD, BARRY
B. Feb. 12, 1909, New Haven, Conn. A-Bomb Coverage, Combat, Wide, Wide World Tournament of Roses Parade, Look Award Show, NBC-TV; Director of Special Events, NBC
WRAY, JOHN
CBS

— Z —

ZIRATO, BRUNO
Robert W. Lewis Show
CBS

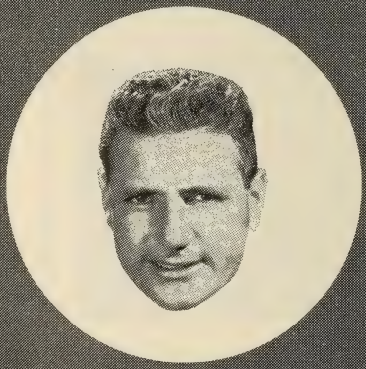
JOE GRAHAM
WRITER — DIRECTOR

BARRY WOOD



HERBERT SUSSAN

WIDE WIDE WORLD



ROBERT BENDICK

NORMAN FRANK

RADIO-TV PRODUCERS

Network and Independent—and their work during 1955

☆ ☆ ☆

— A —

AARON, JOHN
CBS-TV

ADAMS, HENRY J.
KMBC-TV, Kansas City, Mo.

ALDREDGE, HARRY
KHSL-TV, Chico, Cal.

ALEXANDER, RAY
Lady of the House
KLOR, Portland, Ore.

ALLINGHAM, ROBERT
KVAR, Mesa, Ariz.

ANDREWS, CHARLES
CBS-TV

ANTHONY, JACK
WLWC, Columbus, Ohio

ARNELL, PETER
I'll Buy That, What's in a World, The Name's the Same, CBS

ASBEL, HELEN
Organ Melodies
WSIL-TV, Harrisburg, Ill.

ASHBY, ROBERT
Living Word
WDAN-TV, Danville, Ill.

ASHER, WILLIAM
B. Aug. 8, 1921, New York City.
Jane Wyman's Fireside Theater, NBC-TV

ASHLEY, IRA
Kathy Godfrey Show
CBS

AUGUSTINE, WILLIAM
KHQA-TV, Hannibal, Mo.

AYERS, TED
CBS-TV

— B —

BARD, BEN
KVVG, Tulare, Cal.

BAILEY, JUDSON
CBS-TV

BARE, RICHARD
Warner Brother Presents
ABC-TV

BEACH, HUGH
CBS-TV

BEIER, CARL
CBS-TV

BELL, JOHN J.
WGTH-TV, Hartford, Conn.

BENDICK, ROBERT L.
B. Feb. 8, 1917, New York City.
Today, Wide Wide World, NBC-TV

BENNETT, GIL
KVTV, Sioux City, Iowa

BERDAHL, DICK
WDAY-TV, Fargo, N. D.

BLACKWELL, BURT
WAVE-TV, Louisville, Ky.

BLAIR, LEONARD
Valiant Lady, CBS-TV

BOSTIAN, ROBERT I.
Hinky Dinks
WAKR-TV, Akron, Ohio

BOZARTH, WILLIAM
KOAT-TV, Albuquerque, N. Mex.

BREEN, TOM
KCRA-TV, Sacramento, Cal.

BRILL, RICHARD
CBS-TV

BROSSEAU, TED
WTSK, Knoxville, Tenn.

BROWN, DAVE
Dollar A Second
ABC-TV

BROWN, HARRY JOE
Crossroads
ABC-TV

BROWN, PAUL
KTBS-TV, Shreveport, La.

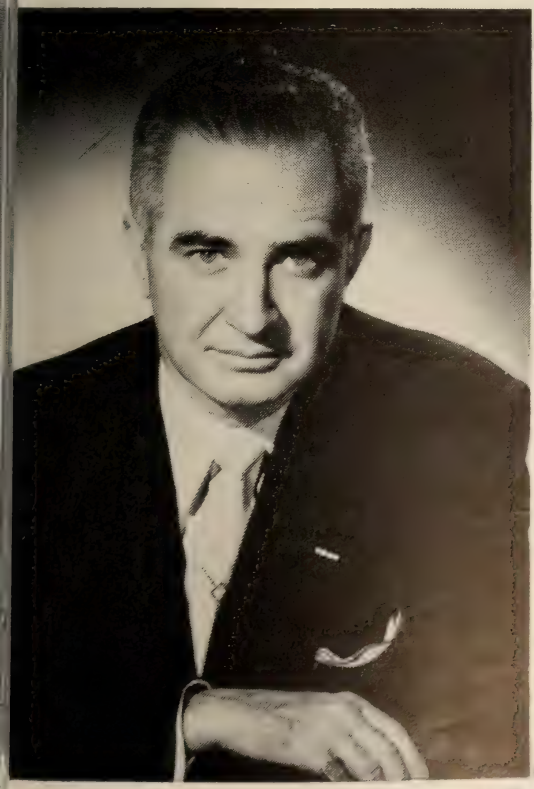
BROWN, WILLIAM H.
Studio One, CBS-TV

BRUTON, RUSTY
WTVJ, Miami, Fla.

BRYANT, FLOYD
KIDO-TV, Boise, Idaho

BURGESS, DON
KHQ-TV, Spokane, Wash.

BURKE, CAROLINE
Vacation Wonderlands, Pirandello's Six Characters in Search of an Author, Wanda Landowska at Home, Three Steps to Heaven, NBC



NBC
MATINEE THEATER
Devised
and
Produced
by
Albert McCleery
NBC-TV

FELIX JACKSON
PAUL NICKELL
FRANKLIN SCHAFFNER
WILLIAM H. BROWN

STUDIO ONE

AXEL GRUENBERG

Producer-Director
for

RALPH EDWARDS'
"THIS IS YOUR LIFE"
Now In Its Third TV Year*

*1953 Academy of TV Arts and Sciences Award Winner
*1954 Academy of TV Arts and Sciences Award Winner

BURNETT, SUSAN
KPIX, San Francisco, Cal.
BUSTARD, DON
Mr. Party
WGLV, Easton, Pa.
BUTTS, VIRGINIA
WBBM-TV, Chicago, Ill.
BYRNE, ERNIE
KTHV, Little Rock, Ark.

— C —

CARL, CLIFF
Iowa Barn Dance Frolic
WHO-TV, Des Moines, Iowa
CARLINI, ULYSSES
WEHT-TV, Evansville, Ind.
CARLIN, STEVE
Stop the Music
ABC-TV
CARNEY, FRED
Medical Horizons
ABC-TV
CARSON, GEORGE
KTVI, St. Louis, Mo.
CATES, JOE
Stop the Music
ABC-TV
CHERTOK, JACK
Lone Ranger
ABC-TV
CHRISTENSON, DICK
WREX-TV, Rockford, Ill.
CHRISTIAN, LYNN
Shop on Television
WCHS-TV, Charleston, W. Va.
CLARKSON, ROBERT
Offbeat
WABC
CLAUSEN, AL
Bowling Sweepstakes
KTVX, Muskogee, Okla.
COLLIGAN, JAMES
World & You
WABC
CORT, HARVEY
CBS-TV
COVINGTON, JANET
The Woman's Angle
WMAR-TV, Baltimore, Md.
COWEN, ABE
Dottie Mack Show
ABC-TV
CRAFT, JIMMY
Open House
KNOE-TV, Monroe, La.
CRANDALL, JERRY
KIDO-TV, Boise, Idaho
CRANE, TOM
KFDX-TV, Wichita Falls, Tex.
CROFT, DON
Theatre Matinee
KTVX, Muskogee, Okla.
CURTIS, ASTRID
Phone Your Answer
WATR-TV, Waterbury, Conn.
CUSENBERRY, DON
Ladies' Fare
WKY-TV, Oklahoma City, Okla.

— D —

DANIELS, ALFRED
WLBT, Jackson, Miss.
DARGAN, CHARLES K.
WNBK, Cleveland, Ohio
DAUGHERTY, JEAN
Magic Toy Shop
WHEN-TV, Syracuse, N. Y.
DAVIS, BOB
WXEX-TV, Petersburg, Va.
DAVIES, TED
KVEC-TV, San Luis Obispo, Cal.
DAVIS, W. A.
WBZ-TV, Boston, Mass.
DEDRICK, DAVE
KELO-TV, Falls, S. D.
DEGAN, CARL
WRC-TV, Washington, D. C.
DEKER, LEO
Home Cookin' Country Style
WTVD, Durham, N. C.
DeLUCIA, CAMILLO
WSTV-TV, Steubenville, Ohio
DEL VALLE, JAIME
B. Jan. 19, 1910, Los Angeles, Cal.
The Line Up, CBS-TV
DeMUND, CHARLES
KOOL-TV, Phoenix, Ariz.
DENKER, HENRY
Greatest Story Ever Told
WABC
DeVOE, ROBERT
KHQA-TV, Hannibal, Mo.
DISNEY, WALT
Disneyland, Mickey Mouse Club
ABC-TV
DONOVAN, BILL
WDAF-TV, Kansas City, Mo.
DORN, BILL
WDAN-TV, Danville, Ill.
DORN, LARRY
Events of the Day
WABC
DOUGLAS, MILTON
CBS-TV
DOWNEY, JOHN O.
WGTH-TV, Hartford, Conn.
DRABANT, JACK
Romper Room
WFAA-TV, Dallas, Tex.

PETER ARNELL

CREATOR AND PRODUCER

of

TELEVISION PROGRAMS

Exclusive Management
ASHLEY-STEINER, INC.

Press Representative
SOLTERS-O'ROURKE & ASSOCIATES

WILLIAM KAYDEN

Producer

NBC-TV

Special Events

LEON FROMKESS

DUNNING, HARLAN
Mitch Miller Show
CBS
DUTCHER, BILL
WMT-TV, Cedar Rapids, Iowa

— E —

EDELMAN, LOUIS F.
Make Room for Daddy
ABC-TV
ELLSWORTH, WHITNEY
B. Nov. 17, 1908, Brooklyn, N. Y.
Superman, Syndicated
END, JACK
WHAM, Rochester, N. Y.
EPTON, LOU
WREX-TV, Rockford, Ill.
ERSKINE, CHESTER
TV Reader's Digest
ABC-TV
ESKILSON, JAMES
KEYT, Santa Barbara, Cal.

— F —

FEATHERSTONE, CHARLES
WSYR-TV, Syracuse, N. Y.
FETTER, TED
CBS-TV
FIELD, BILL
Mr. Nobody
WBRE-TV, Wilkes Barre, Pa.
FLEISCHMAN, STEPHEN
CBS-TV
FORREST, RAYMOND E.
B. Jan. 7, 1916. Children's Theatre, WRCA-TV
FOSTER, ROBERT
Medical Horizons
ABC-TV
FOX, CARL
Ozark Jubilee
ABC-TV
FRANCKS, KEN
KWWL-TV, Waterloo, Iowa
FRANK, NORMAN
B. Feb. 18, 1925, New York City. Wide Wide World, World at Home, Kick-Off 1955, NBC-TV
FRANKEL, WIN
KWTX, Waco, Tex.
FRIENDLY, FRED
CBS-TV

— G —

GARDNER, JERRY
KFDA-TV, Amarillo, Tex.
GAUVITTE, JACK
WDAY-TV, Fargo, N. D.
GAY, CONNIE B.
WMAL-TV, Washington, D. C.
GOERSS, JON ARTHUR
No School Today
WAEC
GORDON, BOB
KOMO-TV, Seattle, Wash.
GORDON, SHELBY
CBS-TV
GOODE, JIM
KXJB-TV, Valley City, N. D.
GOORIAN, LEN
WCPO-TV, Cincinnati, Ohio
GOTTLIEB, ALEX
CBS-TV
GRAHAM, LEWIS
Ted Mack & Original Amateur Hour
ABC-TV
GRAY, JIM
I'll Clue You
WVEC-TV, Norfolk, Va.
GREY, LANNY & GINGER
Yonkers Raceway, Adam Hats, Barricini Candy, Marlin Blades, Carpet Industry, Sunoco, Blatz, Chase Bank, Jingles
GREENOUGH, LEW
WOI-TV, Ames, Iowa
GRESHAM, AL
WMCT, Memphis, Tenn.
GRUENBERG, AXEL
B. Aug. 17, Riga, Latvia. This Is Your Life, NBC-TV
GURWIT, MONTE
WTVT, Petersburg, Fla
GUY, ROBERT I.
KNTV, San Jose, Cal.

— H —

HAGY, RUTH GERI
College Press Conference
ABC-TV
HALL, STUART
Weather Wise
WCAX-TV, Burlington, Vt.
HALLACK, EDDIE
Council Comes to Call
KRLD-TV, Dallas, Tex.
HAMMOND, BILL
KFDM-TV, Beaumont, Tex.
HANDLEY, ALAN
B. March 11, Indianapolis, Ind.
HANSEN, DOROTHY
KGO-TV, San Francisco, Cal.

STANLEY
SHAPIRO

•

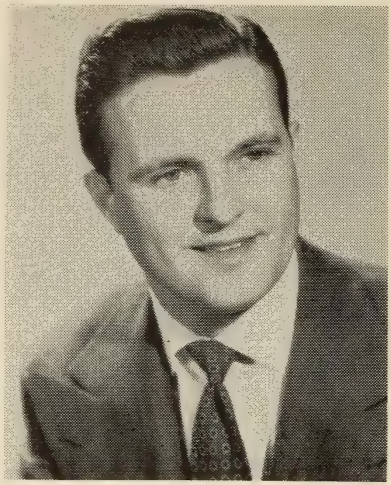
Writer

Producer

CAROLINE BURKE

Producer-Director

NBC-TV



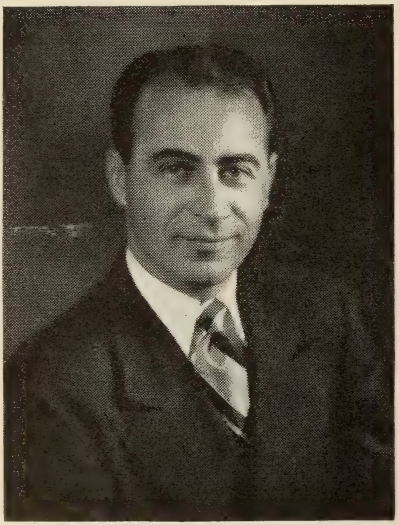
RAY FORREST

PRODUCER-HOST
CHILDREN'S THEATRE
WRCA-TV

BARRY SHEAR

Executive Producer-Director

Du Mont Broadcasting Corp.



LEONARD "BUZZ" BLAIR

PRODUCER

"Valiant Lady" CBS-TV

Management, William Morris Agcy.

spend
your
next
vacation
touring
colorful
romantic
historic
old
Hal
Kanter.

HANSEN, TED
KWWL-TV, Waterloo, Iowa
HARE, WILLIAM
KMBC-TV, Kansas City, Mo.
HARMON, WILLIAM
B. Dec. 20, 1915, Poughkeepsie, N. Y. Jimmy Durante Show, The Duke, NBC-TV
HARRIS, SID
Hunting & Fishing
WARM-TV, Scranton, Pa.
HARRISON, JACK
KTRE-TV, Lufkin, Tex.
HART, LEN
KCRG-TV, Cedar Rapids, Iowa
HART, WALTER
Ethel & Albert
ABC-TV
HART, WILLIAM
KHSL-TV, Chico, Cal.
HEIDER, FREDERICK
Voice of Firestone, Life Is Worth Living
ABC-TV
HENLEY, ARTHUR
B. Sept. 9, 1921, New York City. Make Up Your Mind, CBS
HENRY, JIM
KVTV, Sioux City, Iowa
HERMAN, HARRY
Star Tonight
ABC-TV
HERRIDGE, ROBERT
CBS-TV, New York, N. Y.
HERVEY, ALLEN
WNDU-TV, South Bend, Ind.
HEUSTESS, ROLAND
WMFD-TV, Wilmington, N. C.
HILL, DUANE C.
KSL-TV, Salt Lake City, Utah
HIKEN, NAT
CBS-TV
HINES, DREX
Events of the Day, World & You, Your Better Tomorrow, Soundmirror, Offbeat
WABC
HODGES, RALPH
KLAS-TV, Las Vegas, Nev.
HOFFSES, DONALD
WGAN-TV, Portland, Me.
HOLLINGER, BETH
Your Better Tomorrow
WABC
HOLMAN, CLIFF
Tip Top Clubhouse
WABT, Birmingham, Ala.
HOSKINS, H. J.
WICS, Springfield, Ill.
HOWARD, SANDY
B. Aug. 1, 1923. The Merry Mailman, Colonel Venture, WOR-TV; Luncheon at Sardi's, Supper at Sardi's, WOR; Special Edition, MBS; Celebrity Club, ABC-TV
HUGHES, JOHN
Invitation to Charm
WDAK-TV, Columbus, Ga.
HUGGINS, ROY
Warner Brothers Presents
ABC-TV
HUTTE, VAN
KCEN-TV, Temple Waco, Tex.

— I —

ILOTT, PAMELA
CBS-TV
IRWIN, CAROL
Mama, CBS-TV

— J —

JACKSON, FELIX
B. June 5, 1902, Hamburg, Germany. Studio One, CBS-TV
JACOBSEN, GENE
WSFA-TV, Montgomery, Ala.
JANCEWICZ, ED
Carnival
WBZ-TV, Boston, Mass.
JARVIS, IRV
WHIZ-TV, Zanesville, Ohio
JENSEN, JERREL R.
At Home
KNTV, San Jose, Cal.
JOHNS, ROBERT L.
Woman's World
WKRG-TV, Mobile, Ala.
JOHNSON, JOHNNY
WABT, Birmingham, Ala.
JOHNSON, RICHARD S.
WICU-TV, Erie, Pa.
JOHNSON, VANCE
WFBC-TV, Greenville, S. C.
JONES, CALVIN B.
WPTZ, Philadelphia, Pa.

— K —

KANNA, RALPH
Birthday Party
WKNB-TV, New Britain, Conn.
KANTER, HAL
George Gobel Show, NBC-TV
KAYDEN, WILLIAM
B. Dec. 31, New York City. NBC-TV, Special Events
KLYM, EDWARD J.
Quiz Down
WJAC-TV, Johnstown, Pa.
KNIGHT, LLOYD
WGAN-TV, Portland, Me.
KNIGHT, ROBERT
WMAZ-TV, Macon, Ga.
KRANTZ, STEVE
WRCA-TV, New York, N. Y.
KUNEY, JACK
CBS-TV
KURTZ, JOHN
WTVD, Durham, N. C.

— L —

LACKNER, ED
KOMO-TV, Seattle, Wash.
LAND, GEORGE T.
WLBT, Jackson, Miss.
LATHAM, WAYNE
WWLP, Springfield, Mass.
LAUNER, JACK
WCPO-TV, Cincinnati, Ohio
LEE, STAN
CBS-TV
LEICHNER, FRITZ
Coffee Time
WSAZ-TV, Huntington, W. Va.
LEISER, ERNEST
CBS-TV
LEONARD, LARRY
KHJ-TV, Los Angeles, Cal.
LE ROY, BUD
Three Speeds Forward
KXJB-TV, Valley City, N. D.
LESTER, CHARLES
WMAZ-TV, Macon, Ga.
LEVY, PARKE
B. July 15, 1908, Philadelphia, Pa. December Bride, CBS-TV
LEVY, RALPH
B. Dec. 18, 1919, Philadelphia, Pa. The Jack Benny Show, Shower of Stars, CBS-TV
LEWINE, RICHARD
CBS-TV
LEWIS, JACOBS
CBS-TV
LEWIS, MARLO
CBS-TV
LEWIS, WARREN
Dupont Cavalcade Theatre
ABC-TV
LIEBMAN, MAX
Spectaculars, NBC-TV
LOOBY, JAMES
Parade of Youth
WKNB-TV, New Britain, Conn.
LOVETON, JOHN
Topper
ABC-TV
LUBEN, RICHARD
WFBC-TV, Greenville, S. C.
LYNAGH, JAMES
WSIX, Nashville, Tenn.

— Mc —

McDONALD, AL
KOTA-TV, Rapid City, S. D.
McCLEERY, ALBERT
B. Lawrence, Kansas. Hallmark Hall of Fame, Matinee Theatre, NBC-TV
McGAUGHEY, CARROLL
Our Town
KATV, Pine Bluff, Ark.
McGHIE, JOHN
KOIN-TV, Portland, Ore.
McGREW, RALPH
KPTV, Portland, Ore.
McHENDRIX, BOB
WKRC-TV, Cincinnati, Ohio
McKENZIE, BLAIR
WVEC-TV, Norfolk, Va.
McMANUS, BOB
KFDM-TV, Beaumont, Tex.

— M —

MacKENZIE, WILLIAM
WNDU-TV, South Bend, Ind.
MAHONEY, WILLIAM
No School Today
WABC
MANSFIELD, IRVING
CBS-TV
MARTIN, GIL
WKNY-TV, Kingston, N. Y.
MASON, HOMER
KHQ-TV, Spokane, Wash.
MITTAG, CARLOS
WLW-D, Dayton, Ohio
MONTERO, SERAFIN
WAPA-TV, San Juan, Puerto Rico
MONTGOMERY, ROBERT
American Tobacco Theatre, Johnson's Wax Program, NBC-TV
MORRIS, BEN
WKY-TV, Oklahoma City, Okla.
MORRIS, STAN
WLW-C, Columbus, Ohio
MOSBY, LEONARD
Open House
WMBR-TV, Jacksonville, Fla.
MOSIER, BUD
KARD-TV, Wichita, Kans.
MOSS, BOB
Martin Block Films
WABC
MOSS, HERBERT
Chances of a Lifetime
ABC-TV
MUNT, PAUL B.
KOLN-TV, Lincoln, Neb.
MURDOCK, JACK
For Men Only
KTVI, St. Louis, Mo.

— N —

NEALE, STERRETT
Old Timer
WSAZ-TV, Huntington, W. Va.
NELSON, JAMES
WDBO-TV, Orlando, Fla.
NELSON, OZZIE
ABC-TV
NESLKOG, WALLY
KTVW, Tacoma, Wash.
NICKELL, PAUL
Studio One, CBS-TV
NORTHSHIELD, ROBERT
CBS-TV

— O —

OLESKER, HARRY
CBS-TV
OPENSHAW, BYRON J.
KSL-TV, Salt Lake City, Utah

— P —

PALMER, TOM
WFAA-TV, Dallas, Tex.
PARK, JACK
KARD-TV, Wichita, Kan.
PARKER, CLYDE
Melody Boys
KARK-TV, Little Rock, Ark.
PARKER, ROBERT
WHBQ-TV, Memphis, Tenn.
PATTERSON, JIM
KNXT, Los Angeles, Cal.
PEEPLES, DON
KSWO-TV, Lawton, Okla.
PEHLMAN, CARL
KKTV, Colorado Springs, Col.
PEPPER, JOHN
KFSD-TV, San Diego, Cal.
PERRIN, NAT
B. Mar. 15, 1912, Brooklyn, N. Y. Shower of Stars, Red Skelton Show, Johnny Carson Show, CBS-TV
PETERSEN, LESLIE
MGM Parade
ABC-TV
PEYSER, JOHN
Warner Brothers Presents
ABC-TV
PIERCE, SAM
Edgar Bergen Hour
CBS
POERNER, VERNON
KDUB-TV, Lubbock, Tex.
POOLE, JACK
WEAT-TV, W. Palm Beach, Fla.
POOLE, LYNN
Tomorrow's Careers
ABC-TV
PREVOU, IRVIN
Daytime
KCEN-TV, Temple-Waco, Tex.
PRYOR, WALLY
KTBC-TV, Austin, Tex.

— Q —

QUINTANA, OSCAR
WAPA-TV, San Juan, Puerto Rico

— R —

RALSTON, GILBERT A.
CBS-TV
REED, BOB
Hit or Miss
WBRZ, Baton Rouge, La.
RENDELY, RICHARD
Soundmirror
WABC
REZNICK, MAX
WTTG, Washington, D. C.
RICHARDS, KEN
WJIM-TV, Lansing, Mich.
ROCKEFELLER, KENNETH
Famous Film Festival, Afternoon Film Festival
ABC-TV
ROBINSON, JEROME
Warner Brothers Presents
ABC-TV
ROMINE, CHARLES
CBS-TV
ROMPF, EVERETT
WHAM, Rochester, N. Y.
ROSEN, BERNIE
WTVJ, Miami, Fla.
ROSENMAN, MORT
Championship Bowling
WXIX, Milwaukee, Wis.

— S —

SACK, TED
CBS-TV
SANFORD, HERBERT
CBS-TV
SCHAFFNER, FRANKLIN
Studio One, CBS-TV
SCHREIBER, HERKE
KOIN-TV, Portland, Ore.
SCHUBERT, BERNARD
Topper
ABC-TV
SELF, WILLIAM
B. June 21, 1921, Dayton, Ohio. Schlitz Playhouse of Stars, CBS-TV
SHAPIRO, STANLEY
B. July 16, 1925, Brooklyn, N. Y. Ray Bolger Show, ABC-TV
SHEAR, BARRY
B. March 23, 1923, New York City. Muscular Dystrophy Telethon, Arthritis Telethon, George Jessel Show, Electronicam; Igor Cassini's Million Dollar Showcase, ANTA Album 1955, Closed Circuit; Shoestring Revue, Startime, DuMont Broadcasting Corp.
SHEEHAN, FRED
Events of the Day
WABC
SHUMAN, JOHN
Space Funnies
WXIX, Milwaukee, Wis.
SINCLAIR, DALE
KCSJ-TV, Pueblo, Col.
SINGER, BOB
WKRC-TV, Cincinnati, Ohio
SILVER, MIKE
WNAO-TV, Raleigh, N. C.
SIMON, AL
B. Nov. 10, New York City. Burns & Allen Show, Bob Cummings Show, CBS-TV
SKLAR, MICHAEL
CBS-TV
SLINGLAND, FRANK
WRC-TV, Washington, D. C.
SMITH, WOODY
WGLV, Easton, Pa.
SOBOL, ED
Lawrence Welk Show
ABC-TV
SPAN, ALFRED
B. May 28, 1910, England. Robert Q. Lewis, Stage Show, CBS
SPEAR, JIM
The Moppet Shop
WTAP, Parkersburg, W. Va.
SPIVEN, SAM
Shaping Your Future
WSFA-TV, Montgomery, Ala.
SPURGEON, JAY
WOW, Omaha, Neb.
ST. JOSEPH, E.
Warner Brothers Presents
ABC-TV
STEFFNER, WAYNE
You Asked for It
ABC-TV
STEPHENS, MICHAEL
KGO-TV, San Francisco, Cal.
STERNFIELD, TOMMY
Teen-Age Barn
WRGB, Schenectady, N. Y.
STEWART, PAUL
Warner Brothers Presents
ABC-TV
STONE, MARTIN
Super Circus
ABC-TV
STORY, DICK
KATV, Pine Bluff, Ark.
STRAND, PETER
WXYZ-TV, Detroit, Mich.
STROTHER, CHARLES
Wednesday Night Fights
ABC-TV
STUHL, JOSEPH
Down You Go
ABC-TV
SUSSAN, HERBERT
B. Feb. 24, 1921, New York City. Wide Wide World, Coke Time Starring Eddie Fisher, NBC-TV; Guy Lombardo Show, Syndicated Film Series
SWANSON, NILES
WBBM-TV, Chicago, Ill.

— T —

TANSKI, JOSEPH S.
WNBK, Cleveland, Ohio
TAYLOR, FRED
KTVR, Denver, Col.
THORNTON, PHILIP
KPIX, San Francisco, Cal.

— V —

VANDA, CHARLES
WCAU-TV, Philadelphia, Pa.
VENZA, JAC
CBS-TV

— W —

WALLS, WOODSON
WHBQ-TV, Memphis, Tenn.
WASSERMAN, AL
CBS-TV
WAUGH, IRVING
Grand Ole Opry
ABC-TV
WEBB, LEIGH
KRLD-TV, Dallas, Tex.
WEISS, MILT
KHJ-TV, Los Angeles, Cal.
WEINSTEIN, WILLIAM
CBS-TV
WHITLEY, WILLIAM
KNXT, Los Angeles, Cal.
WILLIAMS, PALMER
CBS-TV
WOLF, HERB
Break the Bank, Masquerade Party
ABC-TV
WOLFF, PERRY
CBS-TV
WOOD, BARRY
Wide, Wide World, NBC-TV
WRIGHT, ROBERT
KERO-TV, Bakersfield, Cal.
WYSE, BILL
KEDD, Wichita, Kan.

— Z —

ZACHARY, BEULAH
Kukla, Fran & Ollie
ABC-TV
ZOUSMER, JESSE
CBS-TV

RADIO-TV WRITERS

Advertising Agency—Network—Free Lance and their work in 1955

☆ ☆ ☆

— A —

ADAMSON, EDWARD J.
Free-Lance

— B —

BARNOUW, ERIK
Free-Lance

BAUMER, MARIE
Free-Lance

BELLAK, GEORGE
Free-Lance

BERG, GERTRUDE
The Goldbergs
DuMont

BIXBY, CARL
Life Can Be Beautiful, NBC.

BLACK, HILDA
Edgar Bergen Hour
CBS

BORTZ, ALVIN
Free-Lance

BUSS, CARL A.
Free-Lance

— C —

CARROLL, JEAN
Free-Lance

CAVANAGH, JAMES
Free-Lance

CHEVIGNY, HECTOR
Second Mrs. Burton
CBS

CLARK, WILLIAM KENDALL
Free-Lance

COCHRAN, JOSEPH
Free-Lance

COOLEY, LEE
Free-Lance

COOPER, HAL
Magic Cottage
DuMont

COOPERSMITH, JEROME
Free-Lance

CONNELLY, JOE
B. Aug. 22, 1918, New York City. Amos 'N Andy, CBS; Amos 'N Andy, CBS-TV; The Ray Milland Show, Syndicated TV

COTLER, GORDON
Mitch Miller Show
CBS

— D —

DeFILITTA, FRANK
Free-Lance

DENKER, HENRY
Free-Lance

DIGBY, NOEL
WSM, Nashville, Tenn.

DOUGALL, BERNARD
Modern Romances, When A Girl Marries
WABC

JOE CONNELLY ★ BOB MOSHER

"AMOS 'N' ANDY"—CBS

"THE PRIVATE WAR OF MAJOR BENSON"—U.I.

CARLTON E. MORSE
Enterprises

Hollywood

☆

ONE MAN'S FAMILY
THE WOMAN IN MY HOUSE
I LOVE A MYSTERY

— E —

EHRLICH, MAX
Free-Lance

ELMAN, IRVING
Free-Lance

ETTINGER, DON
Free-Lance

ETTINGER, EDWARD
Dancing Party, Jimmy Nelson Show
ABC

— F —

FASS, GEORGE
Free-Lance

FASS, GERTRUDE
Free-Lance

FERRO, MATHILDE
Free-Lance

FERRO, THEODORE
Free-Lance

FLENDER, HAROLD
Free-Lance

— G —

GAST, HAROLD
Free-Lance

GERSON, NOEL B.
Free-Lance

GILROY, FRANK
Free-Lance

GLIEKMAN, WILL
Free-Lance

GOLDBERG, MEL
Free-Lance

GOODMAN, HANNA GRAD
Free-Lance

GREY, LANNY & GINGER
Yonkers Raceway, Adam Hats, Barricini Candy, Marlin Blades, Carpet Industry, Sunoco, Blatz, Chase Bank, Jingles

GUSSMAN, CHARLES
Road of Life
CBS

— H —

HAGGERT, JOHN
Brighter Day
CBS

HANFF, HELEN
Free-Lance

HANSER, RICHARD
NBC

HART, ELIZABETH
Free-Lance

HAYES, RAPHAEL
Free-Lance

HECHT, BEN
Free-Lance

HENDERSON, JOHN T., JR.
Nick Carter, John Steele, Adventurer, Storytime, Radio Novels, Heartbeat of Industry Network, Independent

HESS, JOHN D.
Free-Lance

HEYWARD, LOUIS
Free-Lance

HOWARD, SANDY
B. Aug. 1, 1923. The Merry Mailman, Colonel Venture, WOR-TV; Luncheon at Sardi's, Supper at Sardi's, WOR; Special Edition, MBS; Celebrity Club, ABC-TV

HUMMERT, ANNE & FRANK
Backstage Wife, Our Gal Sunday, Romance of Helen Trent
CBS

— I —

IRVING, PETER
Free-Lance

— J —

JACOBY, LOIS
Free-Lance

CARL BIXBY

Life Can Be Beautiful

•

Television

•

Sturges Highway

Southport, Conn.

Clearwater 9-3275

JOHNSON, JAY
Kathy Godfrey Show
CBS

JUNKIN, HARRY W.
Free-Lance

— K —

KANTER, HAL
B. Dec. 18, 1918, Savannah, Ga.
George Gobel Show, NBC-TV

KLEE, LAWRENCE
Free-Lance

KLINKER, ZENO
Edgar Bergen Hour
CBS

— L —

LEAR, NORMAN
Martha Ray Show
NBC-TV

LESAN DAVE
Young Dr. Malone
CBS

LEWIS, MILTON
This Is Nora Drake
CBS

LINSAY, ROBERT HOWARD
Free-Lance

LOCKE-ELLIOTT, SUMNER
Free-Lance

LOWTHER, GEORGE
Free-Lance

— Mc —

McCRACKEN, ELLEN
Free-Lance

McCRACKEN, RICHARD
Free-Lance

McGIFFERT, JOHN
Free-Lance

McGREEVEY, JOHN W.
Free-Lance

— M —

MARION, IRA
World & You, Your Better Tomorrow, Soundmirror, Offbeat
WABC

MARKES, LARRY W., JR.
Free-Lance

MARTIN, PETER
When A Girl Marries, Companion, Paging the New
WABC

MARVIN, EDGAR
Your Better Tomorrow
WABC

MELTZER, NEWTON
Free-Lance

MISROCK, HENRY
Free-Lance

MORSE, CARLTON E.
B. June 4, Jennings, La. One Man's Family, The Woman in My House, NBC; I Love a Mystery

MOSHER, BOB
B. Jan. 18, 1915, Auburn, N. Y. Amos 'N Andy, CBS; Amos 'N Andy, CBS-TV; The Ray Milland Show, Syndicated TV

MUHEIM, HARRY
Free-Lance

— N —

NAGLER, BARNEY
Free-Lance

NEIMAN, ROBERT GAYNOR
Free-Lance

NEWMAN, PAUL S.
Free-Lance

NEWMAN, ROBERT
Free-Lance

NICKERSON, KATE
Free-Lance

NISS, STANLEY
Free-Lance

NOAH, ROBERT
Free-Lance

— O —

O'NEILL, CHARLES
Free-Lance

— P —

PELLETIER, LOUIS
FBI in Peace & War
CBS

PHILLIPS, IRNA
Guiding Light
CBS

PICKARD, JOHN
Wendy Warren & The News
CBS

POLLOCK, EILEEN
Free-Lance

POLLOCK, ROBERT MASON
Free-Lance

PROVO, FRANK
Wendy Warren & The News
CBS

— Q —

QUILLAN, JOE
B. Aug. 31, 1915, Philadelphia, Pa.
Our Miss Brooks, CBS-TV

— R —

ROCHE, JOHN F.
Free-Lance

RODMAN, HOWARD
Free-Lance

ROSE, REGINALD
Free-Lance

ROSE, SI
Edgar Bergen Hour
CBS

RIPLEY, BETTE
Companion, Paging the New
WABC

— S —

SANGSTER, MARGARET
True Story, Whispering Streets
WABC

SAPINSLEY, ALVIN
Free-Lance

SERLING, ROD
Free-Lance

SHAW, ROBERT J.
Free-Lance

SILVERMAN, STANLEY H.
Free-Lance

SIMMONS, ED
MARTHA RAYE SHOW, NBC-TV

STARK, SHELDON
Modern Romances, Robert Mills, World & You
ABC, WABC

— T —

THOMPSON, HAL
Soundmirror
WABC

THOMPSON, PALMER
Free-Lance

TOVROV, ORIN
Ma Perkins
CBS

TRAVERS, VIRGINIA
Companion, Paging the New
WABC

— W —

WALLACE, ART
Free-Lance

WALPOLE, HELEN
Free-Lance

WELLES, HALSTED
Free-Lance

WILBER, CAREY
Captain Video, DuMont
Free-Lance

WITTY, DON
Offbeat
WABC

WOOD, ARLENE
Soundmirror
WABC

JACK PLEIS

MUSICAL DIRECTOR

DECCA RECORDS

Personal Management

WYNN LASSNER ASSOCIATES

MUSICAL DIRECTORS

RADIO AND TELEVISION
—their work during 1955

☆ ☆ ☆

— A —

ADDISON, HAROLD
KTBS, Shreveport, La.
ADEY, LEONARD H.
WGOV, Valdosta, Ga.
AGNEW, JOHN
WTVN, Columbus, Ohio
ALEXANDER, MAX
WAIN, Columbia, Ky.
ALLAN, ROGER
WOTW, Nashua, N. H.
ALLDREDGE, J.
WBRC, Birmingham, Ala.
ALLEN, ALTA M.
WLAF, La Follette, Tenn.
ALLEN, OWEN C.
KODI, Cody, Wyo.
ALLEN, JAMES C.
WTJS, Jackson, Tenn.
AMUNDSEN, CARL
WIMS, Michigan City, Ind.
ANDERSON, GUY
WFAA, Dallas, Tex.
ANDREWS, ULYSS S.
WOZK, Ozark, Ala.
ANNO, NANCY
WATW, Ashland, Wis.

ARMBRUSTER, ROBERT
B. Oct. 9, Philadelphia, Pa. Western Division, NBC; Victor Records, RCA

ARMEY, JOE
KBRC, Mount Vernon, Wash.
ATTEBERRY, TERRY
KCOL, Ft. Collins, Col.
AYRES, MITCHELL
Perry Como Show
NBC-TV
AYRES, NORMAN
WCSH, Portland, Me.

— B —

BAILEY, CHARLES
WKGN, Knoxville, Tenn.
BAKER, GENE
WSLM, Salem, Ind.
BALDWIN, LEE
WLS, Chicago, Ill.
BALZER, LUDWIG
WRC, Washington, D. C.
BARDO, GENE
WSEV, Sevierville, Tenn.
BARDO, LYLE
KFRC, San Francisco, Cal.

BARGY, ROY
B. July 31, Newaygo, Mich. The Jimmy Durante Show, NBC-TV; Father Knows Best, CBS-TV

BARHAM, FRANK
WCHV, Charlottesville, Va.
BARKLEY, RONALD R.
KPIG, Cedar Rapids, Iowa
BARR, FRED
WWRL, N. Y., N. Y.

BASSETT, RALPH
KWDM, Des Moines, Iowa
BAUGHMAN, JOYCE
KVON, Napa, Cal.
BEAUMONT, SAL
WWGS, Tifton, Ga.
BELL, FRANK
WEEI, Boston, Mass.
BENNETT, WILLIAM
WNHC, New Haven, Conn.
BENSMAN, MARVIN
WSHE, Sheboygan, Wis.
BENSON, BROWNIE
Coffee Time
WSAZ-TV, Huntington, W. Va.
BENTON, DICK
Time Out for Fun
KVTV, Sioux City, Iowa
BERK, SAMMY
WSRS, Cleveland, Ohio
BETTS, HARRY
KHJ-TV, Los Angeles, Cal.
BILSKE, ROBERT F.
WNEB, Worcester, Mass.
BIRDSONG, LAWRENCE
KTVE, Longview, Tex.
BISHOP, DON
KTW, Seattle, Wash.
BLACK, NORMAN
WFIL, Philadelphia, Pa.
BLACKBURN, MARILYN
What's Your Answer
WKNB-TV, New Britain, Conn.

CHARLES SANFORD

MUSICAL CONDUCTOR
for
Max Liebman Presents

BERNIE WAYNE

Recording for
ABC Paramount
Records

JACK SHAINDLIN

20th CENTURY-FOX

COLUMBIA PICTURES

LOUIS DE ROCHEMONT PRODUCTIONS

CORAL RECORDS

Steinway Hall
New York City

BLACKWOOD, CLAUDE
KEX, Portland, Ore.
BLAKE, LOREN
WEHT-TV, Evansville, Ind.
BLAKE, MARY
KFKA, Greeley, Col.
BLANK, RALPH
WJJD, Chicago, Ill.
BLEAM, FRANK
WAYB, Waynesboro, Va.
BLISS, ALICE
KBOR, Brownsville, Tex.
BLOCH, RAY
Robert W. Lewis Show
CBS
BOAHN, WILLIAM
WHED, Washington, N. C.
BOISVERT, LOUIS A.
WBRY, Waterbury, Conn.
BOONE, MARV
WMMN, Fairmont, W. Va.
BONET, JOHN
KSUN, Bisbee, Ariz.
BORDELON, DONALD
KAPB, Marksville, La.
BORTEL, CLAUDE
WSYR, Syracuse, N. Y.
BOVERO, PHIL
KGO-TV, San Francisco, Cal.
BOWER, CHUCK
KXOC, Chico, Cal.
BRADY, WILLIAM P.
WEDC, Chicago, Ill.
BRASCIA, VINCE
KBMI, Henderson, Nev.
BRASHER, JAMES
KTXJ, Jasper, Tex.
BRASSFIELD, JIM
KCRV, Caruthersville, Mo.
BREEN, BERNARD
Caesar's Hour
NBC-TV
BRESTOFF, PHIL
WXYZ, Detroit, Mich.
BRIDGES, DORIS
WKMT, Kings Mountain, N. C.
BRIGHAM, BEVERLY
KGFL, Roswell, N. Mex.
BRIGHT, WELDON
KGNC-TV, KGNC, Amarillo, Tex.
BRINK, ART
KGFW, Kearney, Neb.
BRINKMAN, HELEN
WDLB, Marshfield, Wis.
BRITT, WESTON
WCOV, Montgomery, Ala.
BRITTAIN, HERB
CKY, Winnipeg, Man.
BROWN, BOB
WSOY, Decatur, Ill.
BROWN, CARL
WWYO, Pineville, W. Va.
BROWN, LES
Bobe Hope Show
NBC-TV
BRUCE, PEGGY
KQV, Pittsburgh, Pa.
BRYANT, MARNA
KOTV, Tulsa, Okla.
BUCHANAN, MILLIE
KDDD, Dumas, Tex.
BUCK, GEORGE
WJNO, W. Palm Beach, Fla.
BUNCH, GLEN
WMAR-TV, Baltimore, Md.
BURGESS, RALPH
WPNX, Phenix City, Ala.
BURR, NAUDEAN
WICA, Ashtabula, Ohio
BURT, GARLAND
WLAK, Lakeland, Fla.
BUTLER, CLIFF
WLOU, Louisville, Ky.
BUTTERFIELD, WILLIAM
Strictly from Dixie
WABC
BYRD, JAMES L.
KCHR, Charleston, Mo.
BYRD, VIRGINIA
WISH-TV, WISH, Indianapolis, Ind.

— C —

CADDELL, RAYMOND
WHSC, Hartsville, S. C.
CALABRESE, RAY
WHLM, Bloomsburg, Pa.
CALDER, TINY
WLEE, Richmond, Va.
CAMARGO, MATEO
KCOR, San Antonio, Tex.
CAMPBELL, DeWITT
WING, Dayton, Ohio
CARDEN, JOHN
WROK, Rockford, Ill.
CARN, DURWOOD
WJIM-TV, Lansing, Mich.
CASE, ED
KTHT, Houston, Tex.
CARLEY, JAMES
WPIN, St. Petersburg, Fla.
CARRIER, JEAN
KUFD, Ft. Dodge, Iowa
CARTER, CHARLES
WBKH, Hattiesburg, Miss.
CASKE, HELEN
WNMP, Evanston, Ill.
CAVIN, PATSY
KMUS, Muskogee, Okla.
CAYLOR, GLADYS
WPME, Punxsutawney, Pa.
CESNER, CHARLES
WLWC, Columbus, Ohio
CHARLES, GEORGE
WATH, Athens, Ohio
CHASINS, ABRAM
WQXR, New York, N. Y.
CHATHAM, BLANCHE
WGST, Atlanta, Ga.
CHECCHI, CLAIRE
WORL, Boston, Mass.

JOHN GART

COMPOSER — CONDUCTOR

VICTOR
YOUNG

DAVID ROSE

HANK SYLVERN

Musical Director-Composer

MU. 8-6600

JOHN
SCOTT
TROTTER

Musical Director

"THE GEORGE GOBEL SHOW"

NBC-TV

CHENEVERT, AL
KLOR, Portland, Ore.
CHIDDIX, FRANK
WLBT, Jackson, Miss.
CHOATE, HANFORD
KLAN, Renton, Wash.
CHRISTENSON, ROYCE
KTRE, Lufkin, Tex.
CLARK, ALLAN
WKY-TV, Oklahoma City, Okla.
CLARK, BILL
WMBV-TV, Marinette, Wis.
CLARK, DOUG
WOL, Washington, D. C.
CLARK, JIMMY
WJR, Detroit, Mich.
CLAUS, DICK
KWSO, Wasco, Cal.
CLEMENT, MEL
WRC-TV, Washington, D. C.
CLOUTIER, NORMAN L.
WHAI, Greenfield, Mass.
COKER, LOUISE
WAGA, Atlanta, Ga.
COLEMAN, ALBERT
WQXI, Atlanta, Ga.
CONCIE, BOB
KPUG, Bellingham, Wash.
CONE, JOY
WSPB, Sarasota, Fla.
COFFRON, IRMA
KEYD-TV, Minneapolis, Minn.
COGGESHALL, A. O.
WGY, Schenectady, N. Y.
COLE, CLIFTON
KERG, Eugene, Ore.
COLE, FRANCES
WJRD, Tuscaloosa, Ala.
COLLINS, FAY N.
WLSI, Pikeville, Ky.
COLLINS, JERRY
WNOX, Knoxville, Tenn.
COLLINS, PAUL
WFRD, Rosenberg, Tex.
COMISKEY, LILLIE MAE
KWFT, Wichita Falls, Tex.
CONE, JOY
WSPB, Sarasota, Fla.
CONN, MARGREAT
WATM, Atmore, Ala.
CONWAY, GAIL
WLMJ, Jackson, Ohio
CONWAY, WALTER
KVOE, Emporia, Kans.
COOK, RICHARD F.
WBRN, Big Rapids, Mich.
COOPER, A. R.
WAKR, Akron, Ohio
COOPER, HARRY
WHOM, New York, N. Y.
CORTIMIGLIA, LEO
WMT, Cedar Rapids, Iowa
COTE, BERT
WCOU, Lewiston, Me.
COTTONGIM, EARL
WSFC, Somerset, Ky.
COVINGTON, DICK
WHBQ, Memphis, Tenn.
CUTCHAN, KEN
WIKY, Evansville, Ind.

— D —

D'AMICO, HANK
Strictly from Dixie
WABC
DANNA, VIC
WEBR, Buffalo, N. Y.
DAUGHERTY, STAN
KMOX, St. Louis, Mo.
DAULTON, ERNIE
WMAZ-TV, Macon, Ga.
DAVIS, AL
KPTV, Portland, Ore.
DAWKINS, ANDREW
WBCO, Bessemer, Ala.
DEARBORN, ELIZABETH
KARK, Little Rock, Ark.
DEATON, BILL
KVRC, Arkandelphia, Ark.
DECK, PAUL
KJSK, Columbus, Neb.
DENNIS, SHIRLEY
KIRO, Seattle, Wash.
DERRICK, JIM
WPLA, Plant City, Fla.
DeVOL, FRANK
Dinah Shore Show
NBC
DICK, LARRY
KISD, Sioux Falls, S. D.
DiNAPOLI, MIKE
WBZ-TV, Boston, Mass.
DISMUKES, LUCY
WMTS, Murfreesboro, Tenn.
DONALDSON, EARL
KALL, Salt Lake City, Utah
DOUGHERTY, JIM
WHOL, Allentown, Pa.
DOWD, N.
WHAT, Philadelphia, Pa
DOYLE, SHIRLEY
KWTX, Waco, Tex.
DRAKE, FRED
WDON, Wheaton, Md.
DRZEWICKI, STAN
WNEM-TV, Bay City, Mich.
DuBOSE, FRANCIS
WMSC, Columbia, S. C.
DUNNING, OWEN C.
KOIN-TV, Portland, Ore.

— E —

EDWARDS, DONALD
WEKZ, Monroe, Wis.
EDWARDS, GENE
WRIT, Milwaukee, Wis.

NELSON RIDDLE

Conductor - Composer - Arranger

☆

TV

BETTY HUTTON - MAX LIEBMAN
SPECTACULAR ON NBC-TV

THE ROSEMARY CLOONEY SHOW
NBC-TV

☆

Conducting and Arranging
on
CAPITOL RECORDS for
NAT "KING" COLE FRANK SINATRA

BETTY HUTTON
Night Club Engagements

☆

MOTION PICTURES

"IT HAPPENED ONE NIGHT"
Col.

"JOHNNY CONCHO"
U. A.

"LISBOA"
Republic

CHARLES F. PAUL

Love of Life — CBS-TV
Road of Life — CBS
Nora Drake — CBS
Secret Storm — CBS-TV

WILBUR HATCH

MUSICAL DIRECTOR

Television:

"I LOVE LUCY"

"DECEMBER BRIDE"

Radio:

"SUSPENSE"

"OUR MISS BROOKS"

CBS

ROY BARGY

MUSICAL DIRECTOR

The Jimmy Durante Show

Management

"Scrappy" Lambert

ROBERT ARMBRUSTER

Musical Director

NBC Western Division

RCA-VICTOR
RED SEAL RECORDS

Management
ART RUSH, Inc.

WALTER SCHARF

Musical Composer-Director

EXECUTIVE MUSICAL DIRECTOR

Mark Stevens TV Company

pictures completed:

"The Birds and the Bees" — Para.

"Artists and Models" — Para.

"Time Table" — U.A.

EIDUS, ARNOLD
Showtime Revue, Holiday For Strings
WABC
ELBAUM, LOUIS
WNAU, New Albany, Miss.
ELLIOTT, DEAN
KHUM, Eureka, Cal.
ELLSWORTH, JACK
WALK, Patchougue, N. Y.
ENTZ, GEORGE G.
KGMC, Englewood, Colo.
EPPEL, RAY
KORN, Mitchell, S. D.
ERNI, ART
WPDR, Portage, Wis.
ETTERS, CLARENCE
Meet Her Majesty
WBTV, Charlotte, N. C.
EUGENE, LES
KTFS, Texarkana, Tex.
EWING, CLIFF
KOOK, Billings, Mont.

— F —

FARR, THOMAS
WINX, Rockville, Md.
FARRELL, PETE
WWPA, Williamsport, Pa.
FENDALL, CHUCK
KPTV, Portland, Ore.
FERGUSON, CHARLETON
WJAX, Jacksonville, Fla.
FERGUSON, JAMES
WOAP, Owosso, Mich.
FERGUSON, TOMMY
WCAU-TV, Philadelphia, Pa.
FIELDS, BUDDY
WRHI, Rock Hill, S. C.
FITTS, LEW
KSVP, Artesia, N. Mex.
FLEMING, DAVID W.
WQUA, Moline, Ill.
FORD, JANE E.
WDEH, Sweetwater, Tenn.
FOWLER, BETTY
KATV, Pine Bluff, Ark.
FRANK, ALAN
KUTV, Salt Lake City, Utah
FRANZ, DON
KATE, Albert Lea, Minn.
FREEDE, HAL
WDCL, Tarpon Springs, Fla.
FULLER, RONALD
WOWL, Florence, Ala.
FUNNELL, BOB
KSBW, Salinas, Cal.

— G —

GANZ, GEORGE
KBOI, Boise, Ind.
GART, JOHN
Valient Lady, CBS-TV; Mister Citizen, Chance of a Lifetime, ABC-TV; Date With Life, WRCA-TV
GEHL, DICK
KLTZ, Glasgow, Mont.
GEYER, BILLY
WFDF, Flint, Mich.
GIDDENS, BILL
WAGC, Chattanooga, Tenn.
GIERSDORF, H. W.
KRLD-TV, Dallas, Tex.
GILMORE, BARBARA
WKBV, Richmond, Ind.
GLUSKIN, LUD
KNX, Los Angeles, Cal.
GODSEY, JULIA
WCPO, Cincinnati, Ohio
GODWIN, LOWELL
WMGY, Montgomery, Ala.
GOOD, KAY
WMRO, Aurora, Ill.
GORDON, DAVID
WPAT, Paterson, N. J.
GORDON, HAL
WXYZ-TV, Detroit, Mich.
GOW, ART
KLZ, Denver, Colo.
GRACE, PAT
KSWO, Lawton, Okla.
GRANVILLE, WILLIAM
KFAB, Omaha, Neb.
GREEN, HAL
WBAC, Cleveland, Tenn.
GREENBERG, SYLVIA
KECK, Odessa, Tex.
GRIBBEN, ROBERT
KDTH, Dubuque, Iowa
GRIEB, HERBERT
WILD, Birmingham, Ala.
GRUBBS, WALTER B.
KVMC, Colorado City, Tex.

— H —

HAACKE, LAUREN
KDIX, Dickinson, N. D.
HACKETT, BOBBIE
Strictly from Dixie
WABC
HADLEY, EDWARD
WCLO, Janesville, Wis.
HAGSTROM, EMILY
WTOC, Savannah, Ga.
HAINES, FRANK
KVEN, Ventura, Cal.
HALL, HAROLD
WFNS, Burlington, N. C.
HALL, STEVE
WRGB, Schenectady, N. Y.
HALTER, BUD
WLDS, Jacksonville, Ill.
HAMANN, GLORIA
WDOK, Cleveland, Ohio
HARHAI, TED
WLOH, Princeton, W. Va.
HARRISON, HERBERT
KFBK, Sacramento, Cal.
HARTWELL, SHIRLEY
WIRL, Peoria, Ill.
HATCH, WILBUR
B. May 24, 1902, Mokena, Ill. I Love Lucy, December Bride, CBS-TV; Suspence, Our Miss Brooks, CBS
HAUSER, JERRY
KAFP, Petaluma, Cal.
HAVEN, BROOK
KRAL, Rawlins, Wyo.
HAWKINS, ROBERT
KERO, Bakersfield, Cal.
HAYES, REX
WNAX, Yankton, S. D.
HECKMAN, FRED
WCRS, Greenwood, S. C.
HENDERSON, SKITCH
Tonight, Best of All
NBC-TV, NBC
HENRY, JUDY
WAJR, Morgantown, W. Va.
HENTON, ETHEL
WNBF, Binghamton, N. Y.
HERMANN, RALPH
Dancing Party
WABC
HERRON, JOE
WMGM, New York, N. Y.
HICKS, HELEN
WLOX, Biloxi, Miss.
HILL, J.
KLIX-TV, Twin Falls, Idaho
HOBKIRK, GEORGE
KIBS, Bishop, Cal.
HODKIN, DICK
WPAC, Patchogue, N. Y.
HOGAN, HARLAN
WSBT, South Bend, Ind.
HOLMES, MARGARET WALKER
WNNJ, Newton, N. J.
HOLST, HOWARD
WOI-TV, Ames, Iowa
HOLT, LEAH
KWJJ, Portland, Ore.
HOPKINS, RAYMOND L.
WIBC, Indianapolis, Ind.
HORNE, TANCIL
WGNI, Wilmington, N. C.
HOWARD, BUDDY
KXJB-TV, Valley City, N. D.
HOY, WALLACE, D.
WGVM, Greenville, Miss.
HUDDLESTON, JOHNNY
KTRN, Wichita Falls, Tex.
HUDGENS, RAY
KMBC-TV, Kansas City, Mo.
HUFFERD, JAMES
WCNB, Connersville, Ind
HUGHES, RALPH
WJON, St. Cloud, Minn.
HUNT, GEORGE
KAKE, Wichita, Kans.

— I —

IHRKE, ELMER
WEMP, Milwaukee, Wis.
IMBROUGLIO, JOSEPH
WFBR, Baltimore, Md.

— J —

JACKSON, MAURICE
WVKO, Columbus, Ohio
JAKLE, KEN
WLBH, Mattoon, Ill.
JAMES, DON
WEAT-TV, W. Palm Beach, Fla.
JASPER, ALAN J.
WWNH, Rochester, N. H.
JENKINS, POLLY
WKTV, Utica, N. Y.
JOHNSON, BOB
KRIZ, Phoenix, Ariz.
JOHNSTON, EDDIE
WTRF-TV, Wheeling, W. Va.
JOHNSON, LAURA S.
WJMS, Ironwood, Mich.
JONES, CLAUDE V.
WTJH, E. Point, Ga.
JONES, HUGH C.
KVOM, Morrilton, Ark.
JONES, JON JASON
WCHS, Charleston, W. Va.
JONES, PAUL
WTVT, Petersburg, Fla.
JORDAHL, Bernhard
WKAN, Kankakee, Ill

— K —

KALER, RANDALL
WFAS, White Plains, N. Y
KANE, M. J.
WKOK, Sunbury, Pa.
KARANT, MARTIN
WKPT, Kingsport, Tenn
KAUFMAN, HARRY J.
WDAF, Kansas City, Mo
KAY, LARRY
KCMJ, Palm Springs, Cal
KAYE, SAMMY
Serenade Room, Sunday Serenade, ABC; So You Want to Lead a Band, ABC-TV; Columbia Records; RCA; Thesaurus
KELLEY, STEVE
WLIP, Kenosha, Wis.

KEM, JOHNNY
B. May 19, 1928, Missouri. The Johnny Kem Show, KSWM-TV

KEY, CALVIN
WAAG, Adel, Ga.

KEYES, JOHN
WBOF, Virginia Beach, Va.

KILGORE, BILL
WCYB, Bristol, Va.

KILIAN, JIM
WAAM-TV, Baltimore, Md.

KILEY, JOHN
WMEX, Boston, Mass.

KIMBLE, WALTER
WDBO-TV, Orlando, Fla.

KING, PEE WEE
NBC

KLINGER, EDYTHE
KPOP, Los Angeles, Cal.

KNICK, WALTER
WBNS-TV, Columbus, Ohio

KOTTLER, MISCHA
WWJ-TV, Detroit, Mich.

KOURY, REX
KABC, Hollywood, Cal.

— L —

LARGE, DON
Make Way for Youth
CBS

LAVALLE, PAUL
Cities Service Band of America
NBC

LEIGHTON, BERNIE
Galen Drake Show
CBS

LEYDEN, NORMAN
Kathy Godfrey Show
CBS

LINDSEY, MORT
WCBS-TV, New York, N. Y.

LOCKART, HARRY
WAVE-TV, Louisville, Ky.

LOMBARDO, GUY
B. June 2, 1901, London, Ont., Canada. Lombardoland, USA, Mutual; Guy Lombardo Show, Transcribed Syndicated

LOPEZ, VINCENT
MBS

LORD, EDWIN J.
WDBO-TV, Orlando, Fla.

LUBIN, HARRY
Loretta Young Show
NBC-TV

LUCAS, LYN
WTVJ, Miami, Fla.

— M —

MATA, RUFUGIO C.
KNUZ, Houston, Tex.

METCHNEK, WILLIAM
WCCO-TV Minneapolis, Minn

MONEY, BOB
WFAI, Fayetteville, N. C.

MORGAN, CLARKE
WABC

MUNCH, CHARLES
Boston Symphony Orchestra
NBC

— N —

NOBLE, RAY
Edgar Bergen Hour
CBS

NOLL, RAY
KSOP, Salt Lake City, Utah

NORWOOD, BILL
WNCT, Greenville, N. C.

— O —

ODDOM, LYLE
KOOL-TV, Phoenix, Ariz.

O'HARA, JANE
WARM-TV, Scranton, Pa.

OLINDA, VAN
WPTR, Albany, N. Y.

OSSER, GLENN
Soundmirror, Barry Valentino, Dancing Party
WABC

— P —

PAUL, CHARLES F.
B. New York City. Road of Life, Nora Drake, CBS; Love of Life, Secret Storm, CBS-TV; Ave Maria

PERSON, VIOLET
WMTC, Vancleve, Ky.

PETRILLO, CAESAR
WBBM-TV, Chicago, Ill.

PIERSON, SELMA D.
WCAW, Charleston, W. Va.

PINNICK, PAT
WITZ, Jasper, Ind.

PLAGENS, RAY
I Hear Music
WFAA-TV, Dallas, Tex.

PLEIS, JACK
Decca Records

POINDEXTER, RUTH
KLOK, San Jose, Cal.

POLASINI, LUCILLE
WNLA, Indianola, Miss.

POWELL, MEL
Soundmirror
WABC

— R —

RACKETT, RAY
KCBS, San Francisco, Cal.

RALSTON, HARLAN
WHBF, Rock Island, Ill.

RAMSEUR, DABNEY, JR.
WTUP Tupelo, Miss.

RASE, BILL
KCRA, Sacramento, Cal.

RATLIFF, DAVID W.
KDWT, Stamford, Tex.

RECORE, ARVIE
WLW-D, Dayton, Ohio

REISZ, JERRY
KENT, Shreveport, La.

REYNOLDS, JEAN
WKWK, Wheeling, W. Va.

REYNOLDS, MICKEY
KWTV, Oklahoma City, Okla

REYNOLDS, TOM
WOR, New York, N. Y.

RICARDO, DON
Dancing Party
WABC

RICHARDSON, KAY
KRSN, Los Alamos, N. Mex.

RIDDLE, NELSON
B. June 1, 1921, Hackensack, N. J. Max Liebman Spectacular, Our Town, The Betty Hutton Chevvy Show, NBC-TV

RIESENBERG, MELVIN E.
WKSY, Asheville, N. C.

RIO, ROSA
Companion, My True Story, Ted Malone, When A Girl Marries, Barry Valentino
WABC

RIPOSO, TONI
Magic Toy Shop
WHEN-TV, Syracuse, N. Y.

ROBBINS, ED
WKNB, New Britain, Conn.

ROBBINS, MARIE
WKBV, Richmond, Ind.

ROBERTS, ANNE
WSAV, Savannah, Ga.

ROGOZA, CHET
WNEM-TV, Bay City, Mich.

ROPER, PAT
WGBF, Evansville, Ind.

ROSAS, GIL
KEYT, Santa Barbara, Cal.

ROSE, DAVID
B. London, England. Red Skelton Show, It's a Great Life, CBS-TV; Pasadena Pops Playhouse, KABC-TV

ROSE, GEORGE
WHOS, Decatur, Ala.

ROSS, TONY
WBBW, Youngstown, Ohio

ROTH, ALAN
Buick-Berle Show
NBC-TV

RYAN, PATTI
WTVT, Petersburg, Fla.

RUFF, BOB
WNES, Central City, Ky.

— S —

SANDEFEUR, FAYE
WSIX, Nashville, Tenn.

SANDERS, ALECIA
WCEH, Hawkinsville, Ga.

SANDERS, GORDON
KGKO, Dallas, Tex.

SANFORD, CHARLES
B. June 17, 1905, New York. Max Liebman Presents

SANDS, LARRY H.
WFCB, Dunkirk, N. Y.

SANSABRINO, JANET
WGTH, Hartford, Conn.

SARGEANT, MICHAEL
WBIW, Bedford, Ind.

SAUNDERS, BILL
WMFG, Hibbing, Minn.

SCANDRETT, E. D.
WKEI, Kewanee, Ill.

SCHABACKER, LYDIA
KLPW, Union, Mo.

SCHARF, WALTER
B. Aug. 1, New York City. Donald O'Connor Show, Hey Mulligan, NBC-TV; Mark Stevens TV Co.

SCHLESGINGER, BOB JOHN
WHVH, Henderson, N. C.

SCHMITT, PAUL
KPRC, Houston, Tex.

SCHULZ, MYRON
WAAF, Chicago, Ill.

SCHULTZ, STEVEN
WOR-TV, New York, N. Y.

SCOTT, RAYMOND
Your Hit Parade
NBC-TV

SCOTT, FRANK
WDAY-TV, Fargo, N. D.

SEIDEL, LEN
WICH, Norwich, Conn.

SEESE, LUCILLE
WSAZ, Huntington, W. Va.

SHAINDLIN, JACK
20th Century - Fox, Columbia, Louis deRochemont Prods., Coral, Mercury Records

SHERIDAN, EDWARD, JR.
WAVY, Portsmouth, Va.

SHERWOOD, BOBBY
Caesar Presents
NBC-TV
SHORE, BLAIR
WTRN, Tyrone, Pa.
SHULL, CALVIN
WDRF, Chester, Pa.
SIEBENEICHEN, PAUL
WDAR, Savannah, Ga.
SISTO, DON
WESK, Escanaba, Mich.
SLACK, PETER
KGER, Long Beach, Cal.
SLACKS, DEAN
SLATON, NORMA
WEBQ, Harrisburg, Ill.
SLATTERY, JOE
KWTO, Springfield, Mo.
SMITH, DUANE
WTHI, Terre Haute, Ind.
SMITH, FRANK
KJUN, Redmond, Ore.
SMITH, LOLA
WSPD-TV, Toledo, Ohio
SMITH, LYNN
KOWB, Laramie, Wyo.
SONTAG, GEORGE
WOC, Davenport, Iowa
SOREY, CATHEY
WLOF, Orlando, Fla.
SOSNIK, HARRY
Treasury of Stars
NBC
SOWARDS, JOHN B.
WCMI, Ashland, Ky.
STABILE, DICK
Martin & Lewis Show
NBC-TV
STANLEY, ROWLAND
WACB, Kittanning, Pa.
STANZIOLA, JOHN
WAZL, Hazleton, Pa.
STARWYCK, STEVE
KGRH, Fayetteville, Ark.
STEPHENS, ROBERT H.
WCDL, Carbondale, Pa.
STERLING, VIC
KYOS, Merced, Cal.
STITELER, FRANK
WGLS, Decatur, Ga.
STORDAHL, AXEL
Coke Time Starring Eddie Fisher
NBC-TV
STRACENER, JOHN ROY
WJBO, Baton Rouge, La.
STRAUB, GARY
WJBW, New Orleans, La.
STUART, EARL
WWJ-TV, Detroit, Mich.
STUBBLEFIELD, PHILIP
KSDA, Redding, Cal.
SULIK, LEONARD
WGBB, Freeport, N. Y.
SULLIVAN, JOHN
WEKY, Richmond, Ky.
SWEARINGEN, JAMES D.
WJBB, Haleyville, Ala.

SYLVERN, HANK
Jane Froman Show, Phil Silvers, CBS-TV; Comic Weekly Man, NBC; Morning Show, CBS; Signature Music

— T —

TAYLOR, KAY
WHAP, Hopewell, Va.
TAYLOR, MARION
WJWL, Georgetown, Del.
THOMPSON, BILL
WICU-TV, Erie, Pa.
THOMPSON, JAMES
WPPA, Pottsville, Pa.
TIERNEY, GEORGE
WBYS, Canton, Ill.
TRENDLER, ROBERT
WGN-TV, Chicago, Ill.
TRIGG, STEVE
KOSA, Odessa, Tex.

TROTTER, JOHN SCOTT
B. June 14, 1908, Charlotte, N. C.
Bing Crosby Show, CBS, CBS-TV; George Gobel Show, NBC-TV

TRUESDELL, GEORGE
KOA, Denver, Colo.
TURNER, HARRY
KGHL, Billings, Mont.

— U —

UPCHURCH, RICHARD
WSMT, Sparta, Tenn.

— V —

VAETH, PAT
KKTV, Colorado Springs, Colo.
VAGNONI, FRANCISCO
WABC
VAN DRIEL, BOB
KGGM, Albuquerque, N. Mex.
VAN PELT, PAULINE
KFJB, Marshalltown, Iowa
VENN, MARLENE
KSUM, Fairmont, Mont.
VINCENT, PAT
WBNY, Buffalo, N. Y.
VOEGELI, DON
WMTV, Madison, Wis.
VON KANEL, ELMER
KTUC, Tucson, Ariz.
VOORHEES, DONALD
Telephone Hour
NBC
VOSS, JOSEPH
KSTL, St. Louis, Mo.

— W —

WACKER, PHIL
KXRO, Aberdeen, Wash.
WAHLEN, BERT
KSET, El Paso, Tex.
WALKER, BILL
WGH, Norfolk, Va.
WALKER, HENRY
WEDO, McKeesport, Pa.
WALTERS, WANDA
KVLH, Pauls Valley, Okla.
WARD, BOBBY
KJOE, Shreveport, La.
WARDLE, WILLIAM
WTAQ, LaGrange, Ill.
WARDRIP, JEAN
WGRC, Louisville, Ky.

WARING, FRED
The Fred Waring Show, NBC-TV

WARNER, JO
KORT, Grangeville, Idaho
WARREN, JAMES
KXA, Seattle, Wash.
WALTERS, FAUSTINE
KMJ, Fresno, Cal.
WALTERS, FRANK H.
KUIN, Grants Pass, Ore.

WAYNE, BERNIE
Composer, Author, Director, Free-Lance

WAYNE, ROGER
WHLI, Hempstead, N. Y.
WEAVER, BARBARA
KOVO, Provo, Utah
WEBBER, BUDDY
WIRE, Indianapolis, Ind.
WEBER, HENRY
WGN-TV, WGN, Chicago, Ill.
WEED, BUDDY
WABC
WEISS, BEULAH
KCHS, Truth or Consequences, N. Mex.
WELLENHOFFER, JOHN
WOTR, Corry, Pa.
WELSH, ROBERT O.
WLAN, Lancaster, Pa.
WGUTTENTON, RETA
WCKB, Dunn, N. C.
WHIDDEN, SCOOTER
KBTM, Jonesboro, Ark.
WHUTTLE, JIMMIE
KPHO, Phoenix, Ariz.
WIDENHOFER, NORMAN C.
WGL, Ft. Wayne, Ind.
WILCOX, JOHN
KBOL, Boulder, Colo.
WILLIAMS, BENNIE
WFTC, Kinston, N. C.
WILLIAMS, JAMES
WGBG, Greensboro, N. C.
WILLIAMS, MARC
KHOZ, Harrison, Ark.
WILLIAMS, TEX
NBC
WILLIAMS, JEAN
KLX, Oakland, Cal.
WILLIS, JOYCE
WBMA, Beaufort, N. C.
WILLMS, CHARLES J.
KFAM, St. Cloud, Minn.
WILLSON, MEREDITH
Music Room
NBC
WILSON, DONALD S.
WDYK, Cumberland, Md.
WILSON, KENNETH H.
WHDH, Boston, Mass.
WINN, JOHNNY
WFBM-TV, Indianapolis, Ind.
WINTERS, JOHN
Paging the New, Whispering Streets
WABC
WOITA, RODNEY
KRWC, Forest Grove, Ore.
WOODS, DALE
KPQ, Wenatchee, Wash.
WOOD, TOMMY
WMBR-TV, WMBR, Jacksonville, Fla.
WOODWARD, LEE
WBAP, Ft. Worth, Tex.
WYANT, ELDEN
WHAK, Rogers City, Mich.

— Y —

YATES, GLORIA
KVOO-TV, Tulsa, Okla.
YOHE, CHARLES RUSS
WBOC, Salisbury, Md.

YOUNG, VICTOR
B. Aug. 8, 1900, Warsaw, Poland

YOUNGBLOOD, JIM
WPAD, Paducah, Ky.
YOUNTS, ELIZABETH M.
WEEB, Southern Pines, N. C.

— Z —

ZIMMERMAN, HARRY
KHJ-TV, Los Angeles, Cal.
ZIMMERMAN, HARRY
Martha Raye Show
NBC-TV
ZWICK, MARSHALL
KXLW, St. Louis, Mo.

WOMEN COMMENTATORS

HOME ECONOMISTS
of U. S. Radio and TV Stations

☆ ☆ ☆

— A —

Abdou, Gloria.....WCAE, Pittsburgh, Pa.
Abeyta, Vergie...KGGM, Albuquerque, N. Mex.
Accola, Dorothy.....KASL, New Castle, Wyo.
Adams, Bette.....WKEI, Kewanee, Ill.
Adams, Carol.....WHBC, Canton, Ohio
Adams, Georgia.....WMFG, Hibbing, Minn.
Adams, Kay.....WQUA, Moline, Ill.
Adamson, Shirley.....KAFY, Bakersfield, Cal.
Aders, Edna M.....WLSI, Pikeville, Ky.
Alexander, Jeanne.....WBT, Charlotte, N. C.
Allen, Dolores.....WDOR, Sturgeon Bay, Wis.
Allen, Eve.....WHWL, Nanticoke, Pa.
Altizer, Betty.....WRIC, Richlands, Va.
Anderson, Carol.....KAYS, Hays, Kan.
Anderson, Blanch.....WLOA, Pittsburgh, Pa.
Anderson, Fran.....KXRA, Alexander, Minn.
Anderson, Jo.....KXJB-TV, Valley City, N. D.
Anderson, Jo.....KVOX, Moorhead, Minn.
Angell, Barbara.....KPTV, Portland, Ore.
Antes, Marian.....WRAK, Williamsport, Pa.
Antoine, Frances.....WVIM, Vicksburg, Miss.
Antonetti, Clara.....WTSA, Brattleboro, Vt.
Andrews, Betty.....WJEJ, Hagerstown, Md.
Ames, Jane Ellen...WKIP, Poughkeepsie, N. Y.
Amsler, Barbara.....KATV, Pine Bluff, Ark.
Amspaugh, Faith.....WMTC, Vancleve, Ky.
Arch, Shirley.....WHLD, Niagara Falls, N. Y.
Arden, Georgie.....WDAY-TV, Fargo, N. D.
Ariens, Phyllis.....WLBH, Mattoon, Ill.
Arlen, Margaret....WCBS-TV, New York, N. Y.
Armand, Dorothy.....WCOV, Montgomery, Ala.
Armstrong, Jennie Belle..WSYR, Syracuse, N. Y.
Arrington, Dera.....KTVE, Longview, Tex.
Artman, Marion.....WGAP, Maryville, Tenn.
Ashburn, Virginia.....WLNA, Peekskill, N. Y.
Ashlock, Marguerite.WMT-TV, Cedar Rapids, Iowa
Ashton, Ruth.....KNX, Los Angeles, Cal.
Aska, Marie.....WREX-TV, Rockford, Ill.
Asper, Myrtle.....KID, Idaho Falls, Idaho
Axton, Louise.....KTOP, Topeka, Kan.

— B —

Bacher, Jeanne.....KGST, Fresno, Cal.
Baer, Mid.....WGRD, Grand Rapids, Mich.
Bagley, Harriet.....KOVE, Lander, Wyo.
Bahwell, Marilyn.....WKTY, La Crosse, Wis.
Bahakel, Dia.....WKIN, Kingsport, Tenn.
Bailey, Francille.....KWOS, Jefferson City, Mo.
Bailey, Martha.....WLOS-TV, Asheville, N. C.
Baker, Evangeline..KGO-TV, San Francisco, Cal.
Baker, Dorothy.....KGKO, Dallas, Tex.
Baker, Jane.....KNTV, San Jose, Cal.
Baker, Virginia.....KCKY, Coolidge, Ariz.
Baldwin, Bette.....WHEP, Foley, Ala.
Baldwin, Bettie.....KSIS, Sedalia, Mo.
Baldwin, Helen..WNBF-TV, Binghamton, N. Y.
Ball, Jane Ellen.....WJAS, Pittsburgh, Pa.
Bancroft, Barbara.....WMMB, Melbourne, Fla.
Banford, Dawa.....KOOL-TV, Phoenix, Ariz.
Barkwell, Patsy.....KOOS, Coos Bay, Ore.
Barnaby, Beatrice..WDCL, Tarpon Springs, Fla.
Barnes, Jackie.....WWGP, Sanford, N. C.
Barnes, Jo Ann.....WJRD, Tuscaloosa, Ala.
Barrie, Wendy.....WARD, New York, N. Y.
Bastion, Vic.....KFSA-TV, Ft. Smith, Ark.
Batross, Ellen.....WHIZ-TV, Zanesville, Ohio
Batten, Vivian....KWTV, Oklahoma City, Okla.
Bauby, Cathy.....WMCT, Memphis, Tenn.
Baxter, Betty.....KWJJ, Portland, Ore.
Beane, Jacqueline.....WNES, Central City, Ky.
Bechtel, Ethel.....WACB, Kittanning, Pa.
Bedell, Diane.....WRAL, Raleigh, N. C.
Beeley, Helen.....WORD, Spartanburg, S. C.
Beilfuss, Trudy.....WXIX, Milwaukee, Wis.
Belaval, Angela....WAPA-TV, San Juan, P. R.
Bender, Leona.....KTSA, San Antonio, Tex.
Benell, Julie.....WFAA-TV, Dallas, Tex.
Bennett, Mickey.....WWOK, Charlotte, N. C.
Bergstrom, M.....WKNB-TV, New Britain, Conn.
Berentsen, Margarette.....WDON, Wheaton, Md.
Bergeron, Marie.....KTIB, Thibodaux, La.
Berry, Marilou.....WJPS, Evansville, Ind.
Berryman, Diane....KROC-TV, Rochester, Minn.
Best, Natalie.....KNX, Los Angeles, Cal.
Bickel, Helen.....WMMN, Fairmont, W. Va.
Bielch, Ival.....KBLO, Hot Springs, Ark.
Bigley, Patricia.....WSNY, Schenectady, N. Y.
Bingham, Constance...WOHI, E. Liverpool, Ohio
Binns, Barbara.....WVCG, Coral Gables, Fla.
Birdwell, Betty.....WHUB, Cookeville, Tenn.
Bisgaard, Jo Ann.....KXO, El Centro, Cal.
Bishop, Phyllis.....WMBR, Jacksonville, Fla.
Black, Mabel.....WMGY, Montgomery, Ala.
Blades, Pat.....WFUN, Huntsville, Ala.
Blair, Liz.....KMBY, Monterey, Cal.
Blake, Julie.....WFEA, Manchester, N. H.
Blake, Nancy.....WHOL, Allentown, Pa.
Blanton, Liz.....KRBC-TV, Abilene, Tex.
Blazer, Eleanor.....WHOK, Lancaster, Ohio
Bleck, Ruth.....WIMS, Michigan City, Ind.
Block, Rosemary.....KWPC, Muscatine, Iowa
Blunt, Carolyn.....WOKJ, Jackson, Miss.
Bochman, Robbie.....WBEU, Beaufort, S. C.
Boehm, Mary Kay.....WITZ, Jasper, Ind.
Bohne, Marion.....KBTM, Jonesboro, Ark.
Bolding, Pat.....WCGC, Belmont, N. C.
Bond, Betty.....WSLS, Roanoke, Va.
Bond, Jane.....WENY, Elmira, N. Y.
Booth, Bette.....KLWN, Lawrence, Kan.
Bosley, Mary.....WOWL, Florence, Ala.
Bowden, Jane Jr.....WBGR, Jesup, Ga.
Bowen, Jerry.....KHSL-TV, Chico, Cal.
Bowman, Helen.....WIKE, Newport, Vt.
Box, Mary Jane.....WFRX, W. Frankport, Ill.
Boyette, Martha.....WTRP, La Grange, Ga.
Bracken, Virginia.....WDOV, Dover, Del.
Braddley, Mary.....WMTR, Morristown, N. J.
Brandenburg, Catharine...WREN, Topeka, Kan.
Brent, Ruth.....KGNC-TV, Amarillo, Tex.
Brennan, Nora.....WRBL-TV, Columbus, Ga.
Bridges, Evelyn.....KGAL, Lebanon, Ore.
Bright, Betty.....KUTV, Salt Lake City, Utah
Bringas, Consuelo....KCCT, Corpus Christi, Tex.
Briscoe, Charlotte.....KTUH, Hutchinson, Kan.
Broeg, Heloise.....WEEI, Boston, Mass.
Bromon, Kitty.....WWLP, Springfield, Mass.
Brooks, Bonnie Jean...KBHS, Hot Springs, Ark.
Brooks, Helen.....WFBR, Baltimore, Md.
Brooks, Jane.....WTVR, Richmond, Va.
Brooks, Martha.....WGY, Schnectady, N. Y.
Broughton, Betty.....WSAV-TV, Savannah, Ga.
Brown, Beverly.....KIMA-TV, Yakima, Wash.
Brown, Gerry.....KDKD, Clinton, Mo.
Brown, Miriam.....WOZK, Ozark, Ala.
Browne, Olivia.....WMCT, Memphis, Tenn.
Brunton, Alberta.....KXIC, Iowa City, Iowa
Brunton, Beverly.....KVAL-TV, Eugene, Ore.
Bryant, Rosemary.....WJPF, Herrin, Ill.
Buratti, Vivian.....WIST, Charlotte, N. C.
Burbank, Sara.....WNBF, Binghamton, N. Y.
Burchett, Lillian.....WBMS, Boston, Mass.
Burke, Kathy.....WDLC, Port Jervis, N. Y.
Burleson, Lois.....KION, Pecos, Tex.
Burner, Rose..WHTN-TV, Huntington, W. Va.
Burnshaw, M. J...WHTN-TV, Huntington, W. Va.
Burris, Vina.....KNAL, Victoria, Tex.
Burt, Ellen T.....WIBX, Utica, N. Y.
Busek, Anita.....KNBX, Kirkland, Wash.
Bushnell, Georgiana..WPIN, St. Petersburg, Fla.
Bull, Peggy.....KCMJ, Palm Springs, Cal.
Butler, Eugenia.....WGAU, Athens, Ga.
Butler, Jane.....WGBS, Miami, Fla.
Butterworth, Ann.....KDON, Salinas, Cal.
Byerly, Jeannine....WTNC, Thomasville, N. C.

Byrne, Maggi.....WNBK, Cleveland, Ohio
Byrne, Mary Margaret.WDAK-TV, Columbus, Ga.
Byron, Eva.....WTVT, Petersburg, Fla.

— C —

Cain, Jeanne.....KKTV, Colorado Springs, Col.
Calfee, Lu.....WAAM-TV, Baltimore, Md.
Calloway, Elizabeth.....KTRE, Lufkin, Tex.
Cameron, Barbara.....WCPO, Cincinnati, Ohio
Campbell, Dorothy M.....WRDO, Augusta, Me.
Campbell, Lanthe.....WHKY, Hickory, N. C.
Canady, Ann.....KWBB, Wichita, Kan.
Capland, Letha Lee....KPAC, Port Arthur, Tex.
Carol, Ann.....WWTV, Cadillac, Mich.
Carlson, Mary Alice.....KGBX, Springfield, Mo.
Carlson, Mildred.....WBZ, Boston, Mass.
Carlson, Norah.....WLYC, Williamsport, Pa.
Carpenter, Pat....WHFB, Benton Harbor, Mich.
Carper, Hallie.....KXLW, St. Louis, Mo.
Carr, Elizabeth.....WBBZ, Ponca City, Okla.
Carroll, Helen.....WILO, Frankfort, Ind.
Carroll, Joan.....WBIS, Bristol, Conn.
Carter, Francis.....WAZL, Hazleton, Pa.
Carter, Joan.....KTSM-TV, El Paso, Tex.
Carter, Mary.....KRLD-TV, Dallas, Tex.
Casey, Mary Ann....KEYT, Santa Barbara, Cal.
Casey, Wynne.....WJOY, Burlington, Vt.
Cass, Betty.....WIBA, Madison, Wis.
Castile, Lynn.....KHJ, Los Angeles, Cal.
Cato, Evelyn.....WMFS, Chattanooga, Tenn.
Caulkins, Lynn.....WFRM, Coudersport, Pa.
Cavanagh, Gloria.....WJIM-TV, Lansing, Mich.
Cavanaugh, Jo.....WGLV, Easton, Pa.
Cavin, Patty.....WRC, Washington, D. C.
Chaffee, Darlene.....KOSI, Aurora, Col.
Chambers, Jo Elyn.....KVOL, Lafayette, La.
Chapman, Martha.....WCDL, Carbondale, Pa.
Chase, Julie.....WTAG, Worcester, Mass.
Check, Nell.....WKRM, Columbia, Tenn.
Cherry, Opal E.....WKAY, Glasgow, Ky.
Chinn, Mary Jane.....KRNT, Des Moines, Iowa
Clark, Gail.....KSBW-TV, Salinas, Cal.
Clarke, Betty.....WFDF, Flint, Mich.
Clary, Mavorine....WJAN, Spartanburg, S. C.
Clayton, Reba.....WQXI, Atlanta, Ga.
Clemons, Connee....WFJB, Marshalltown, Iowa
Cochran, J. T.....WAIN, Columbia, Ky.
Cochran, Mary B.....WTBC-TV, Tuscaloosa, Ala.
Cochrane, Bette Rae.....WTOD, Toledo, Ohio
Cole, Betty.....WICH, Norwich, Conn.
Cole, Jean.....WHIE, Griffin, Ga.
Coleman, Dottie.....WGTH, Hartford, Conn.
Collier, Arlene.....WGNI, Wilmington, N. C.
Collier, Dorothy.....KCOL, Fort Collins, Colo.
Collins, Edna G.....KCIM, Carroll, Iowa
Collins, Helen.....KTTN, Trenton, Mo.
Collins, Kay.....WIS, Coulmbia, S. C.
Collins, Margo.....WWNC, Asheville, N. C.
Collins, Marjorie.....WTRL, Bradenton, Fla.
Colnik, Gretchen....WISN-TV, Milwaukee, Wis.
Comfort, Mary.....KTRC, Santa Fe, N. Mex.
Commer, Carol.....WABJ, Adrian, Mich.
Conner, Dorothy.....WGL, Fort Wayne, Ind.
Connelly, Jeanne.....WNEB, Worcester, Mass.
Conrad, Carolyn.....KCOY, Santa Maria, Cal.
Cook, Connie.....WOW, Omaha, Neb.
Cook, Eve.....WSBA, York, Pa.
Cook, Irene.....KGER, Long Beach, Cal.
Cooke, Kay B.....WKBW, Buffalo, N. Y.
Cooke, Patti.....KPOJ, Portland, Ore.
Cox, Dorothy.....KRRV, Sherman, Tex.
Coppens, Nancy.....WMAM, Marinette, Wis.
Costello, Beverly C...WGAY, Silver Spring, Md.
Cotton, Dorothy.....WHEC, Rochester, N. Y.
Crahan, Mary Kaye.....KDTH, Dubuque, Iowa
Craig, Julie.....WICS, Springfield, Ill.
Cramb, Beryle.....KLMR, Lamar, Colo.
Cramer, Alma.....WARD, Johnstown, Pa.
Crane, Joan.....WCAU-TV, Philadelphia, Pa.
Crane, Martha.....WLS, Chicago, Ill.
Craven, Marie.....WGBG, Greensboro, N. C.
Crawford, Jeanette..WFIE-TV, Evansville, Ind.
Crawford, Lee.....WJNO-TV, Palm Beach, Fla.
Crowther, Joan..WNHC-TV, New Haven, Conn.
Cummins, Hilda.....WBMA, Beaufort, N. C.
Curet, Marge.....WVMI, Biloxi, Miss.
Currier, Bernice.....KMA, Shenandoah, Iowa
Curry, Cathy.....WLOU, Louisville, Ky.

— D —

Daehler, Polly.....WPAY, Portsmouth, Ohio
Daffron, Polly.....WRNL, Richmond, Va.
Dalton, Jane.....WSPA, Spartanburg, S. C.
Daly, Anne.....WPDQ, Jacksonville, Fla.
Dame, Paula.....WDOT, Burlington, Vt.
Daniels, Bennie.....KSWO-TV, Lawton, Okla.
Daniels, Catherine..WISH-TV, Indianapolis, Ind.
Daniels, Nan.....WLEA, Hornell, N. Y.
Davis, Betty.....KOIN-TV, Portland, Ore.
Davis, Dorothy P.....KIST, Santa Barbara, Cal.
Davis, Jerry.....WGIG, Brunswick, Ga.
Davis, Sara.....KAGR, Yuba City, Cal.
Davis, Velda..... KSPI, Stillwater, Okla.
Dawson, Virginia.....WGEA, Geneva, Ala.
Day, Erin.....KGVO, Missoula, Mont.
Day, Louise.....WRFS, Alexander City, Ala.
Dean, Lois.....KSL-TV, Salt Lake City, Utah
Deane, Martha.....WOR, New York, N. Y.
Dearth, Jacqueline G...WBEX, Chillicothe, Ohio
Decker, Kay.....KODI, Cody, Wyo.
Dees, Grace.....WAJF, Decatur, Ala.
Dennis, Joyce.....KRHD, Duncan, Okla.
Demas, Jana.....WKRC-TV, Cincinnati, Ohio
Dettinger, Alma.....WQXR, New York, N. Y.
De Vore, Gloria.....KFDM-TV, Beaumont, Tex.
Dickens, Dean.....WGST, Atlanta, Ga.
Difilippo, Kim.....WNOK-TV, Columbia, S. C.
Ditmer, Beverly...WHGR, Houghton Lake, Mich.
Dixon, Martha.....WJIM-TV, Lansing, Mich.
Donat, Esther.....KFEQ-TV, St. Joseph, Mo.
Doane, Dorothy.....WILS, Lansing, Mich.
Dodier, Verna.....WHIL, Medford, Mass.
Doke, Dele.....KWTO, Springfield, Mo.
Donald, Vivian.....WAIP, Prichard, Ala.
Donges, Cathy.....WATG, Ashland, Ohio
Donovan, Joyce P.....WTRY, Troy, N. Y.
Dooley, Edna.....WTVD, Durham, N. C.
Doonan, Katie....WCHS-TV, Charleston, W. Va.
Doran, Jeanne.....WMRO, Aurora, Ill.
Dorsey, Polly.....WBMD, Baltimore, Md.
Doyle, Elaine.....KVSM, San Mateo, Cal.
Drooz, Elaine.....WPTR, Albany, N. Y.
Duvall, Carol....WOOD-TV, Grand Rapids, Mich.
Duakte, Gwen.....WPFC, Panama City, Fla.
Duke, Ann.....WDBL, Springfield, Tenn.
Duncan, Eleanor.....WSOY, Decatur, Ill.
Duncan, Earline.....WPNX, Phenix City, Ala.
Duncan, Florence....WTTG, Washington, D. C.
Duncan, Jean.....WGGH, Marion, Ill.
Duncan, Martha.....WOI-TV, Ames, Iowa
Dunlop, Ruth.....KPHO, Phoenix, Ariz.
Dunn, Jo Anne.....WTRX, Bellaire, Ohio
Dwyer, Mary.....WRDW, Augusta, Ga.

— E —

Eason, Imogene....WGAI, Elizabeth City, N. Y.
Eckloff, Maurine.....KHOL-TV, Holdrege, Neb.
Edwards, Cookie..WTRF-TV, Wheeling, W. Va.
Edwards, Eleanor.....WCLI, Corning, N. Y.
Edwards, Evelyn K.....WWGS, Tifton, Ga.
Edwards, Mary Lou.....WORZ, Orlando, Fla.
Elizabeth, Faye.....WWJ-TV, Detroit, Mich.
Ellen, Kaytee.....KTLN, Denver, Col.
Elliott, Martha.....WHIR, Danville, Ky.
Elliott, Pat.....WAGF, Dothan, Ala.
Ellis, Suzy.....WCPM, Cumberland, Ky.
Englebrecht, Charlene..WKLA, Ludington, Mich.
Erlandson, Marian.....KXOB, Stockton, Cal.
Erpenbeck, Beverly....WMUS, Muskegon, Mich.
Eubanks, L.....WETZ, New Martinsville, W. Va.
Eubanks, Velma.....WMUU, Greenville, S. C.
Evans, Christine.....WHDH, Boston, Mass.
Evans, Joan.....WIBC, Indianapolis, Ind.
Evans, Fran....WMUR-TV, Manchester, N. H.
Evans, Sally.....WMT, Cedar Rapids, Iowa
Eward, Fran.....WKBV, Richmond, Ind.
Exum, Loretta.....WDAK, Columbus, Ga.

— F —

Fabian, Irene.....WICU-TV, Erie, Pa.
Fabiani, Rozell.....WRBL-TV, Columbus, Ga.
Falger, Mary Jane..WPME, Punxsutawney, Pa.
Falkenburg, Jinx..WRCA-TV, New York, N. Y.
Farmer, Helen.....WBML, Macon, Ga.
Farmer, Pat.....WHLN, Harlan, Ky.
Farrar, Mary.....WLMJ, Jackson, Ohio

Farrington, Vivian.....WPKO, Waverly, Ohio
Faye, Dorothy.....WDAF, Kansas City, Mo.
Freezor, Betty.....WBTV, Charlotte, N. C.
Felton, Maggie.....WFAI, Fayetteville, N. C.
Fenley, Maurine.....KMCO, Conroe, Tex.
Ferris, Jill.....KBTV, Denver, Col.
Fitzgerald, Pegeen....WRCA, New York, N. Y.
Flanders, Lyda.....WTAG, Worcester, Mass.
Fletcher, Ruth.....KSEI, Poctatello, Idaho
Flower, Elsie.....KGDM, Stockton, Cal.
Flowers, Helen B...WMOD, Moundsville, W. Va.
Flournoy, Rose.....WRBL, Columbus, Ga.
Floyd, Odell.....WCEH, Hawkinsville, Ga.
Fontaine, Pat.....KARK, Little Rock, Ark.
Foran, Margaret H.....WAAF, Chicago, Ill.
Ford, Beverly.....KNOX, Grand Forks, N. D.
Ford, Jackie.....KSAN, San Francisco, Cal.
Forehand, Ruth.....WDKN, Dickson, Tenn.
Forgue, Sonia.....WLAM, Lewiston, Me.
Foster, Joan.....WVOK, Birmingham, Ala.
Foster, Joanne.....WCHV, Charlottesville, Va.
Foster, Marilyn.....WDEH, Sweetwater, Tenn.
Fortescue, Priscilla.....WEEI, Boston, Mass.
Fowler, Fern.....WKOW-TV, Madison, Wis.
Fox, N. L...KCHS, Truth or Consequences, N. Mex.
Foy, Evelyn.....WCIN, Cincinnati, Ohio
Francis, Arlene...WRCA, WRCA-TV, N. Y., N. Y.
Frank, Betty J.....WJCM, Sebring, Fla.
Freeman, Lois.....WGBF, Evansville, Ind.
Friberg, Alice.....WCYB, Bristol, Va.
Friis, Betty.....WGOV, Valdosta, Ga.
Fritz, Alene.....KNAF, Fredericksburg, Tex.
Fry, Kay.....KRIS, Corpus Christi, Tex.
Fujak, Rose.....WHWL, Nanticoke, Pa.

— G —

Gaillard, Katherine.....WFIG, Sumter, S. C.
Gaines, Myrtle.....WOKZ, Alton, Ill.
Gainey, Evelyn.....WCKB, Dunn, N. C.
Gale, Virginia.....WGN, Chicago, Ill.
Galvin, Grace H.....WBRY, Waterbury, Conn.
Gay, Dottie.....WDOK, Cleveland, Ohio
Gay, Pat.....KLZ, Denver, Col.
Gellerstedt, Barbara.....WTVY, Dothan, Ala.
Geyer, Marion.....WAKR, Akron, Ohio
Gibbs, Agnes.....WCSH, Portland, Me.
Gilchrist, Norma.....KTTV, Los Angeles, Cal.
Gilmer, Betty.....KGBX, Springfield, Mo.
Godofsky, Mariam.....WHLI, Hudson, N. Y.
Godwin, Katherine.WMFD-TV, Wilmington, N. C.
Goodman, Ruth M.....WTOC, Savannah, Ga.
Goodell, Katch..WIRK-TV, W. Palm Beach, Fla.
Goodman, Betty.....WTAO, Boston, Mass.
Goodnough, Helen.....WHDL, Olean, N. Y.
Gorman, Johnny....KVMC, Colorado City, Tex.
Gorman, Marjorie C...KVCA-TV, Tucson, Ariz.
Gothberg, Ozelle.....WFPA, Ft. Payne, Ala.
Gottlieb, Ruth.....WMSC, Columbia, S. C.
Graff, Shirlee.....KLGN, Logan, Utah
Graham, Lee.....WABD, New York, N. Y.
Graham, Virginia....WABD, New York, N. Y.
Granger, Betty.....WLIB, New York, N. Y.
Gray, Katherine.....WBOC, Salisbury, Md.
Gray, Louise,.....WBBW, Youngstown, Ohio
Green, Connie.....KBOR, Brownsville, Tex.
Green, Linda.....KSVP, Artesia N. Mex.
Greene, June K.....WHAI, Greenfield, Mass.
Gregoire, Juliet.....KXOC, Chico, Cal.
Grey, Ethel.....WSBA, York, Pa.
Griffin, Virginia...WSTV-TV, Steubenville, Ohio
Grindlay, Hilary.....WTTS, Bloomington, Ind.
Grover, Gertrude.....WHCU, Ithaca, N. Y.
Groves, Jean.....KBIM, Roswell, N. Mex.
Gunning, Betty.....WJAR, Providence, R. I.

— H —

Haden, Evelyn.....WKWK, Wheeling, W. Va.
Hadley, June.....WANE, Ft. Wayne, Ind.
Haeberle, Arle...WCCO-TV, Minneapolis, Minn.
Hagen, Viola.....WCOV-TV, Montgomery, Ala.
Hall, Frances.....WJBF, Augusta, Ga.
Hall, Harriet.....WNBH, New Bedford, Mass.
Hall, Martha.....WCOV-TV, Montgomery, Ala.
Halle, Jane.....WSON, Henderson, Ky.
Hamilton, Priscilla P...WHEB, Portsmouth, N. H.
Hancock, Shirley.....WMTA, Central City, Ky.
Harbe, Marie.....WKOA, Hopkinsville, Ky.
Harper, Ann.....KFJZ-TV, Ft. Worth, Tex.
Harrell, Bets...WJHL-TV, Johnson City, Tenn.
Harris, Betty.....WHOW, Clinton, Ill.
Harris, Fran.....WWJ, Detroit, Mich.
Hart, Connie.....KTBS-TV, Shreveport, La.
Hartman, Hazel.....WFPG, Atlantic City, N. J.
Hasting, Ann.....KFTM, Ft. Worth, Colo.
Hatcher, Julia Virginia....WPKE, Pikeville, Ky.
Hay, Beverly.....KEYT, Santa Barbara, Cal.
Hayes, Bette.....WDAF-TV, Kansas City, Mo.
Hayward, Joyce.....WGAC, Augusta, Ga.
Headrick, Earle W.....KGAE, Salem, Ore.
Healy, Dolores.....KBRC, Mount Vernon, Wash.
Healy, Meg.....KIXL, Dallas, Tex.
Heath, Martha Ann...WPFC, Panama City, Fla.
Hepburn, Winnie.....KVIC, Victoria, Tex.
Heck, Jane.....WLCR, Torrington, Conn.
Heckel, Faith.....WHAP, Hopewell, Va.
Heckler, Doris.....WPTZ, Philadelphia, Pa.
Henderson, Louise.....WSNJ, Bridgeton, N. J.
Henderson, Margaret..WGSV, Guntersville, Ala.
Herold, Florence.....WTTN, Watertown, Wis.
Hession, Jean.....WLOX, Biloxi, Miss.
Hicken, Patsy.....WCSC-TV, Charleston, S. C
Hickox, Mary.....KFI, Los Angeles, Cal.
Hileman, William.....KVOC, Casper, Wyo.
Hill, Ann.....KFBK, Sacramento, Cal.
Hines, Maryalice.....KIMA, Yakima, Wash.
Hoffman, Emily G.....WULA, Eufaula, Ala.
Holland, Jo.....WLBT, Jackson, Miss.
Holmes, Audrey.....WLAC, Nashville, Tenn.
Hollensworth, Mayme.....KWRF, Warren, Ark.
Home, Clare.....KELO, Sioux Falls, S. D.
Hopkins, Dorothy.....KDRO-TV, Sedalia, Mo.
Holden, Ann.....KGO, San Francisco, Cal.
Holgate, Helen.....KSDN, Aberdeen, S. D.
Holliday, Mary.....WACO, Waco, Tex.
Horn, Elaine.....KVOS, Bellingham, Wash.
Horning, June.....WALA-TV, Mobile, Ala.
Hoover, Jo.....WNCT, Greenville, N. C.
Hoover, Roberts,.....WLDS, Jacksonvile, Ill.
Hoskins, Phyl .....WMMB, Melbourne, Fla.
Hoyt, Isabelle.....KVAN, Vancouver, Wash.
Hudgins, Virginai.....WLOE, Leaksville, N. C.
Huffman, Helen M.....WAYB, Waynesboro, Va.
Hughes, Claire.....KWKW, Pasadena, Cal.
Hughes, Shirley.....WTAN, Clearwater, Fla.
Hulbert, Marie.....KOLN-TV, Lincoln, Neb.
Hummel, Barbara...WHBQ-TV, Memphis, Tenn.
Humphreys, Ruth....WWSC, Glens Falls, N. Y.
Hutch, Nita.....WTVN, Columbus, Ohio
Hutchison, Elizabeth...WGVM, Greenville, Miss.
Hutson, Lee.....WSAC, Radcliff, Ky.
Hylland, Miriam.....KMMT, Austin, Minn.

— I —

Imholz, Dorothy.....KRBC, Abilene, Tex.
Indgren, Irene.....WFBM-TV, Indianapolis, Ind.
Ingalls, Mary.....KGRH, Fayetteville, Ark.
Ingram, Marian.....WJWS, South Hill, Va.
Irving, Bertie.....WKOY, Bluefield, W. Va.
Irving, Peggy.....WMAY, Springfield, Ill.
Ison, Janice.....WKBV, Richmond, Ind.

— J —

Jackson, Libby.....WMDC, Hazlehurst, Miss.
Jackson, Pat.....KADA, Ada, Okla.
Jacobson, Carolyn.....WCSH-TV, Portland, Me.
Jacobson, Dorothy....KPUG, Bellingham, Wash.
Jacobson, Evelyn.....WGEZ, Kalispell, Mont.
Jarman, Frances.....WDNC, Durham, N. C.
Jedezerek, Theresa.....KAWT, Douglas, Ariz.
Jenks, Mary Ellen.....WMTV, Madison, Wis.
Jennemann, Doris.....KSTL, St. Louis, Mo.
Jennings, Sunnie.....WRGB, Schenectady, N. Y.
Jenson, Marie.....KTBC-TV, Austin, Tex.
Jernquist, Dorothy..WMBV-TV, Marinette, Wis.
John, Alma.....WWRL, New York, N. Y.
Johnson, Marilyn.....WGIL, Galesburg, Ill.
Johnson, Bea.....KMBC-TV, Kansas City, Mo
Johnson, Dianne.....WCIA, Champaign, Ill.
Johnson, Fern.....KSUB, Cedar City, Utah
Johnson, Gerry.....KRLD-TV, Dallas, Tex.
Johnson, Margaret...KCRG, Cedar Rapids, Iowa
Johnson, Min.....WMON, Montgomery, W. Va.
Johnson, Pat.....WHAV, Haverhill, Mass.
Johnson, Rosemary.....WFAA, Dallas, Tex.
Jones, Ann.....WLAP, Lexington, Ky.
Jones, Bess.....WJEH, Gallipolis, Ohio

Jones, Evelyn.....WDSR, Lake City, Fla.
Jones, Mary.....WFIL, Philadelphia, Pa.
Jordan, Meredith.....WCOU, Lewiston, Me.
Jostedt, Peggy.....KWK-TV, St. Louis, Mo.
Junker, Dee.....KOOL, Phoenix, Ariz.
Junod, Connie.....KWBW, Hutchison, Kan.

— K —

Kahler, Jean.....WFIN, Findlay, Ohio
Karlin, Fay.....KXXX, Colby, Kan.
Kaufman, Yvonne.....WVSC, Somerest, Pa.
Kay, Kathryn.....KVOA, Tucson, Ariz.
Kay, Marti.....WKRC-TV, Cincinnati, Ohio
Kaye, Barbara.....WKRG, Mobile, Ala.
Kelly, Nancy.....KRIB, Mason City, Iowa
Kemp, Marian....WCAU-TV, Philadelphia, Pa.
Kercheval, Mary....WSAZ, Huntington, W. Va.
Kern, Carolyn.....KERN, Bakersfield, Cal.
Kerr, Myrl.....KTKR, Taft, Cal.
Keys, Ennis.....WAAG, Adel, Ga.
Kierson, Walter.....WAYX, Waycross, Ga.
Kimbrel, Joan.....WIPC, Lake Wales, Fla.
Kincaid, Earsley F.....WILY, Pittsburgh, Pa.
King, Carol.....WCAX, Burlington, Vt.
King, June.....WLBT, Jackson, Miss.
King, Marjorie.....KNBC, San Francisco, Cal.
King, Shirley.....WEAU-TV, Eau Claire, Wis.
Kingbay, Meg.....WCCO, Minneapolis, Minn.
Kirk, Henrietta.....WAJF, Decatur, Ala.
Kirsh, Helen.....KMOP, Ocala, Fla.
Kitchen, Katherine.....KFBK, Sacramento, Cal.
Klamer, Arlene.....WICA, Ashtabula, Ohio
Klein, Betty.....KOGT, Orange, Tex.
Klossner, Jane.....KBRV, Boonville, N. Y.
Knapp, La Vonne.....WATK, Antigo, Wis.
Kneeland, Vere.....KLOR, Portland, Ore.
Knight, Doris.....WKAM, Goshen, Ind.
Knight, Lee.....WSPD, Toledo, Ohio
Kooreman, Jean.....KBIZ, Ottumwa, Iowa
Korey, Kay.....KORE, Eugene, Ore.
Kounovosky, Rosella.....KLPM, Minot, N. D.
Kowing, Shirley.....WRRR, Rockford, Ill.
Kruegall, Nita.....KRES, St. Joseph, Mo.
Kuhlman, John R.....KCRA, Sacramento, Cal.
Kurland, Patricia..WKNB, New Britain, Conn.
Kyber, Davis.....KOIN-TV, Portland, Ore.
Kyle, Peggy.....WGTC, Greenville, N. C.

— L —

Lake, Nancy.....WLEC, Sandusky, Ohio
Lane, Barbara.....WISC, Madison, Wis.
Lane, Judith.....KIRO, Seattle, Wash.
Lane, Marian.....WRKD, Rockland, Me.
Lane, Mary.....KERG, Eugene, Ore.
Lane, Milly.....WWCA, Gary, Ind.
Langdon, Harriet.....WARN, Ft. Pierce, Fla.
Lankford, Ginny.....WZOB, Ft. Payne, Ala.
Larkin, Jean.....WATS, Sayre, Pa.
Larson, Kay.....WHEN-TV, Syracuse, N. Y.
Lauferty, Lillian.....WDBO-TV, Orlando, Fla.
Lauten, Jane.....WGAN-TV, Portland, Me.
Lavitan, Gladys.....WIST, Charlotte, N. C.
Lawshe, Eleanor.....KFNF, Shenandoah, Iowa
Lawton, J.....KXJB-TV, Valley City, N. D.
Lee, Betty.....KMJ, Fresno, Cal.
Lee, Carroll.....KECK, Odessa, Tex.
Lee, Dorothy.....KPQ, Wenotchee, Wash.
Lee, Edna.....KHQA-TV, Hannibal, Mo.
Lee, Linda.....KTBC-TV, Austin, Tex.
Lee, Jetta Sue.....KBTO, El Dorado, Kan.
Lee, Patsy.....WADE, Wadesboro, N. C.
Lee, Linda.....KTBC, Austin, Tex.
Lee, Toni.....WHJB, Greensburg, Pa.
Lee, Virginia.....WLEE, Richmond, Va.
Leonard, Beth.....KING-TV, Seattle, Wash.
Leonard, Elizabeth.....KING, Seattle, Wash.
Lescoulie, Sylvia.....KVAR, Mesa, Ariz.
Lewis, Kitty....KITI, Chehalis Centralia, Wash.
Lewis, Wilma.....KAVL, Lancaster, Cal.
Lewallen, Dorothy.....WGWR, Asheboro, N. C.
Lindamood, Linda.....WYVE, Wytheville, Va.
Lindgren, Irene.....WFBM, Indianapolis, Ind.
Lirette, Jamie....WMBR-TV, Jacksonville, Fla.
Livermore, Mercer.....WKKO, Cocoa, Fla.
Lloyd, Dollye.....KJOE, Shreveport, La.
Lohmann, Paula.....WMBD, Peoria, Ill.
Lordan, Margaret....KSEM, Moses Lake, Wash.
Love, Nancy.....WAGC, Chattanooga, Tenn.
Lovelace, Claire.....KCSJ-TV, Pueblo, Col.
Lowrimore, Goldie.....KVKM, Monahans, Tex.
Lustig, Elaine.....WDBO-TV, Orlando, Fla.
Lukinen, Jeanne.....WIRL, Peoria, Ill.
Lynch, Ellen.....WTOM-TV, Lansing, Mich.
Lynn, Kathryn.....KFAL, Fulton, Mo.
Lynn, Melda G.....WBCM, Bay City, Mich.
Lynn, Merrie.....KUOD, Denver, Colo.
Lyons, Mary.....KKTV, Colorado Springs, Col.

— Mc —

McBride, Jean.....WWJ-TV, Detroit, Mich.
McCarthy, Josephine.....WRCA-TV, N. Y., N. Y.
McCook, Marion..KFXM, San Bernardino, Cal.
McCroy, Jeannette.....WBAC, Cleveland, Tenn.
McClure, Helen.....KTSM-TV, El Paso, Tex.
McDonald, Dorothy Day.....WRFC, Athens, Ga.
McDonald, Margret.....WBAP, Ft. Worth, Tex.
McDonald, Margaret....WBAP, Ft. Worth, Tex.
McEwen, Effie.....WTAO-TV, Boston, Mass.
McGeary, Ruth....WPAR, Parkersburg, W. Va.
McGregor, Marguerite..WPEP, Taunton, Mass.
McGregor, Rosemary....KBNZ, La Junta, Colo.
McIntyre, Millie..WRCO, Richland Center, Wis.
McIntyre, Susie.....WBTV, Charlotte, N. C.
McJoynt, Pat.....WCLO, Janesville, Wis.
McKellar, Mildred.....WLOX, Biloxi, Miss.
McKiernan, Vivian....KXRO, Aberdeen, Wash.
McKinnon, Mattie Laura..WLAU, Laurelx, Miss.
McLane, Jean.....WCAO, Baltimore, Md.
McLellan, Annette.....KBMX, Coalinga, Cal.
McMahon, Betty.....KGNC-TV, Amarillo, Tex.
McMurray, Barbara....WLRP, New Albany, Ind.
McNeel, Sherri.....KOCA, Kilgore, Tex.
McNeely, Beth.....WTSP, St. Petersburg, Fla.
McNellis, Maggi.....WABD, New York, N. Y.
McNally, Mary Anne.....KANS, Wichita, Kan.
McShane, Lu.....KFXD, Nampa, Idaho

— M —

MacDonald, Marie.....KFBI, Wichita, Kan.
Mack, Ellyn,.....KBUR, Burlington, Iowa
Mack, Lois.....WWKY, Winchester, Ky.
Madden, Gertrude....WWPA, Williamsport, Pa.
Maguire, Kathy.....WRGB, Schnectady, N. Y.
Mallory, Martha.....WWNH, Rochester, N. H.
Malmgren, Loys..WNHC-TV, New Haven, Conn.
Mann, Peggy.....WTVD, Durham, N. C.
Manners, Martha.....WKTV, Utica, N. Y.
Manship, Mary Ann...WHSC, Hartsville, S. C.
Mar, Ann.....WMAR-TV, Baltimore, Md.
March, Dona.....WADK, Newport, R. I.
Marin, Fina.....KWKW, Pasadena, Cal.
Marks, Louise.....KMHL, Marshall, Minn.
Martin, Clara.....WBIG, Greensboro, N. C.
Martin, Jean.....KEEN, San Jose, Cal.
Martin, Josephine...KFRC, San Francisco, Cal.
Martin, Margaret.....WSLM, Salem, Ind.
Martell, Tony.....WEJL, Scranton, Pa.
Martz, Gayle.....WHLM, Bloomsburg, Pa.
Marshall, Jane.....WTTH, Port Huron, Mich.
Marshall, Mary Louise...WOC, Davenport, Iowa
Mathis, Sue.....KVOP, Plainview, Tex.
May, Agnes.....WJR, Detroit, Mich.
May, Bea.....WITV, Ft. Lauderdale, Fla.
May, Catherine.....KIT, Yakima, Wash.
May, Arlene.....WXRA, Buffalo, N. Y.
Mead, Dorothy.....WSPB, Sarasota, Fla.
Medrow, Virginia.....WDWS, Champaign, Ill.
Melrose, Edythe Fern....WXYZ, Detroit, Mich.
Mendelson, Jean....WJNC, Jacksonville, N. C.
Mercer, Martha.....WKKO, Cocoa, Fla.
Merchant, Liz.....KFDA-TV, Amarillo, Tex.
Merman, Rayleen...KERO-TV, Bakersfield, Cal.
Merritt, Leonore.....KIHR, Hood River, Ore.
Metzger, Jean.....KVAR, Mesa, Ariz.
Meyer, Ann.....WGGA, Gainesville, Ga.
Mickley, Lillian.....WHGB, Harrisburg, Pa.
Miles, Rory.....WBRE-TV, Wilkes-Barre, Pa.
Miller, Dorothy.....WTAC, Flint, Mich.
Miller, Helen K.....KVCA-TV, Tucson, Ariz.
Miller, Janet.....WARM-TV, Scranton, Pa.
Miller, Jean.....WBOF, Virginia Beach, Va.
Miller, June.....WSAR, Fall River, Mass.
Milligan, Marian.....KHQA-TV, Hannibal, Mo.
Miller, Mildred.....WBEN-TV, Buffalo, N. Y.
Milligan, June.....KRLC, Lewiston, Idaho
Mingle, Evonne.....WMTS, Murfreesboro, Tenn.

Mitchell, Ruth.....WTTB, Vero Beach, Fla.
Mitchell, Verlee.....WEOA, Evansville, Ind.
Moore, Edna.....WJWL, Georgetown, Del.
Moore, Eleanor.....WSBT, South Bend, Ind.
Moore, Mary.....WJAG, Norfolk, Neb.
Moore, Meade.....WCNC, Elizabeth City, N. C.
Morgan, Pearlwixon....KWFR, San Angelo, Tex.
Mork, Carol.....WPDR, Portage, Wis.
Morris, Hallie.....KVTV, Sioux City, Iowa
Mosier, Sue.....KFKA, Greeley, Col.
Mortenson, Luella.....WKOW, Madison, Wis.
Mounteer, John.....WVDA, Boston, Mass.
Mull, Trudy.....KMDO, Fort Scott, Kan.
Munsch, Louise.....WEW, St. Louis, Mo.
Munoz, Margarita.....KTXN, Austin, Tex.
Mullen, Miriam.....WOSA, Wausau, Wis.
Murrell, Glenda.....KDBS, Alexandria, La.
Myerson, Bess.....WABC, New York, N. Y.

— N —

Nackos, Mary J.....WGTM, Wilson, N. C.
Nannini, Nita.....KLAS, Las Vegas, Nev.
Neal, Eleanor.....WMBM, Miami Beach, Fla.
Neely, Nancy.....WFAA-TV, Dallas, Tex.
Neff, Joan.....WBNY, Buffalo, N. Y.
Nelco, Betty....WKNB-TV, New Britain, Conn.
Nelson, Emilie.....KLTZ, Glasgow, Mont.
Nelson, Gertrude.....WAOK, Atlanta, Ga.
Nelson, Irene Buri.....WLIP, Kenosha, Wis.
Nelson, Romona.....KRAL, Rawlins, Wyo.
Nesbit, Gene.....WKTV, Utica, N. Y.
Nethery, Carol.....KOSY, Texarkana, Ark.
Neville, Helen.....WGR, Buffalo, N. Y.
Newman, Ida.....WJDA, Quincy, Mass.
Nolting, Gladys.....WHDM, McKenzie, Tenn.
Norman, Adele.....WIOU, Kokomo, Ind.
Norman, Dee.....WTTG, Washington, D. C.
Norman, Nancy.....WDZ, Decatur, Ill.
Norris, Joan.....WJMJ, Philadelphia, Pa.
Norris, Ruth.....KBKI, Alice, Tex.
Notari, S.....WEDC, Chicago, Ill.
Nutley, Pat.....WGEZ, Beloit, Wis.
Nyberg, Gertrude.....KGHL, Billings, Mont.

— O —

O'Blinger, Jackie.....WHIS, Bulefield, W. Va.
O'Brien, Barbara.....KTVW, Tacoma, Wash.
O'Brien, Margie.....KFBC, Cheyenne, Wyo.
O'Brien, Mark.....KWK-TV, St. Louis, Mo.
O'Brien, Mary Lou.....KTBS, Shreveport, La.
O'Dames, Elizabeth.....WRUN, Utica, N. Y.
O'Day, Billie.....WIOD, Miami, Fla.
Olson, Dee.....WABO, Waynesboro, Miss.
Oppenheimer, Kitty....KTIM, San Rafael, Cal.
Owen, Gordon....KALL, Salt Lake City, Utah
Owens, Dottie.....WISL, Shamokin, Pa.
Owens, Oma.....KWTX, Waco, Tex.

— P —

Pace, Iona.....WHAB, Baxley, Ga.
Paige, Ann.....WILD, Birmingham, Ala.
Pagnotti, Ellie.....WPTS, Pittston, Pa.
Paige, Evalyn.....WTVL, Waterville, Me.
Palmer, Barbara.....KRMW, The Dalles, Ore.
Palmer, Margaret.....WCLB, Camilla, Ga.
Palmer, Shirley.....WORC, Worcester, Mass.
Palmour, Claire.....WDUN, Gainesville, Ga.
Panetta, Gene.....WBLK, Clarksburg, W. Va.
Parker, Ethel.....WELM, Elmira, N. Y.
Parker, Faye.....WDAR, Savannah, Ga.
Parker, Pat.....WNNT, Warsaw, Va.
Parr, Dorothy.....WWNY, Watertown, N. Y.
Parr, Sally.....KFJZ-TV, Ft. Worth, Tex.
Parrish, Helen.....KNXT, Los Angeles, Cal.
Passage, Alice.....KYAK, Yakima, Wash.
Patrick, Bea.....WKNY, Kingston, N. Y.
Patterson, Joan....KVEC, San Luis Obispo, Cal.
Patton, Madelyn....WMNC, Morgantown, N. C.
Paulin, Gladys.....WHOS, Decatur, Ala.
Payne, Rex.....KDET, Center, Tex.
Pearson, Peggy.....WDXL, Lexington, Tenn.
Peck, Charlotte.....KXOC, Chico, Cal.
Pedlow, Marion.....WDRF, Chester, Pa.
Pepe, Marie.....WHXY, Bogalusa, La.
Perkins, Maggie....WOCB, W. Yarmouth, Mass.
Perrou, Joan.....KALB, Alexandria, La.
Peters, Becky.....WJAG, Norfolk, Neb.
Peters, Irene.....KWLM, Willmar, Minn.
Peterson, Marilyn.....WDLB, Marshfield, Wis.
Pfaender, Edna.....WKLY, Hartwell, Ga.
Phillip, Lee.....WBBM-TV, Chicago, Ill.
Phillips, Bille P.....WBLE, Batesville, Miss.
Phillips, Wendy.....WIP, Philadelphia, Pa.
Pickard, Shirley.....WTRB, Ripley, Tenn.
Pickens, Francine..KRLW, Walnut Ridge, Ark.
Pierce, Jackie.....WTVJ, Miami, Fla.
Pierce, Jo Ann.....KCRV, Caruthersville, Mo.
Piowaty, Deborah J.....WIRA, Ft. Pierce, Fla.
Pond, Lynn.....WMAS, Springfield, Mass.
Pope, Anita.....KFYO, Lubbock, Tex.
Porter, Maye.....KVNU, Logan, Utah
Posey, Jeanne.....KHSL-TV, Chico, Cal.
Potter, Cliffordean.....WOMI, Owensboro, Ky.
Powe, Dorothy.....KPLC, Lake Charles, La.
Powell, Sally.....KAMD, Camden, Ark.
Price, Marjorie.....WILM, Wilmington, Del.
Protsman, Faith M.....WNER, Live Oak, Fla.

— Q —

Quick, Netta.....WSUH, Oxford, Miss.
Quinn, Fran.....KJEO, Fresno, Cal.

— R —

Race, Marilyn.....WHKK, Akron, Ohio
Radom, Edyth.....WDRC, Hartford, Conn.
Ramsey, Jeanne..KVDO-TV, Corpus Christi, Tex.
Ramsey, M.....WSAZ-TV, Huntington, W. Va.
Randall, Fern.....KWRT, Boonville, Mo.
Randolph, Lillian....KOWL, Santa Monica, Cal.
Ray, Isobel.....WEAU-TV, Eau Claire, Wis.
Ray, Ruth.....WKST, New Castle, Pa.
Raymond, Betty.....WOTW, Nashua, N. Y.
Raymond, Jo Ann.....WION, Ionia, Mich.
Redington, Ruth.....WKNE, Keene, N. H.
Rednor, Nan.....WBUD, Trenton, N. J.
Reed, Carol.....WCBS-TV, New York, N. Y.
Reese, Grace.....WIRI, Plattsburg, N. Y.
Reid, Sue Bailey.....WEAN, Providence, R. I.
Reilly, Pegge.....WJOC, Jamestown, N. Y.
Reising, Marie M...WOND, Pleasantville, N. J.
Rhett, Jane.....WMFD-TV, Wilmington, N. C.
Rhodes, Joy.....KNET, Palestine, Tex.
Rhodes, Roxy.....KTTR, Rolla, Mo.
Rice, Catherine.....WFAU, Augusta, Me.
Rich, Gloria.....WOAY, Oak Hill, W. Va.
Richards, Joan.....WHBO, Tampa, Fla.
Riegel, Ethel A.....WKOK, Sunbury, Pa.
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Ritz, Myrna.....WBTA, Batavia, N. Y.
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Industry Faces Excellent 1956 Prospects

By
HENRY C. BONFIG
President
CBS-Columbia
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IN 1956 the television-electronics industry enters its tenth post-war year with an impressive record behind it and excellent future prospects. The industry can look forward to continued heavy volume in black-and-white set sales, a radio sales year, equal at least to 1955, and a marked increase in color production and sales.

Television's past record certainly can be pointed to with pride. Since 1946 some 46 million video receivers have been sold. This record for a decade compares most favorably with the forty years the automobile industry needed to roll up 32 million car and truck registrations.

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All signs point to good 1956 economic health for the nation. Gross national product, employment, housing starts, marriages and subsequent new home units, personal incomes rising, capital outlays by business and construction all are up. The keynote of the nation is strong confidence. The television-electronics industry will be well able to keep pace with the country's prosperity.

In 1956, the industry should be able to make and sell seven million black-and-white television sets and between 200-300,000 color sets. The radio set industry can sell upwards of fourteen million receivers in 1956, including automobile radios.

At this time, approximately 67% of American households have television. Conversely, this also means that one-third of the nation's households do not have video — a sizable market, indeed.

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The black-and-white prospects grow increasingly good with each passing day due to the replacement and multiple set markets. Replacement figures for 1955 key the trend. In January, 1955 one out of every five sets sold was a replacement; by the year's end the ratio was close to one to three. At the start of 1955 only 4% of the sets in use were second sets; by the end of the year, according to RETMA figures, that ratio jumped to nearly 10%.

With 38.8% of the nation's television sets three years or older, and close to 11% having screens under 17-inches, a wonderful re-sell opportunity exists for alert dealers.

Retail prices of black-and-white sets should remain fairly steady in 1956 as the industry will find it difficult to pass further production, component and labor cost increases on to the consumer.

There was increasing interest in color television all during the 1955 Fall selling season. This interest was piqued by greater top quality programming and various color promotions which took place, largely during the month of December. These promotions proved that, if it is merchandised properly, color TV can be moved.

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However, in 1956 the industry still must face, realistically, several problems before it can "get off the ground." These problems include overall production techniques, high sales costs, increasing dealer education on color selling and promotion, service education, more consumer excitement.

One more important point must be brought up. That is, if color is to get started as a mass medium it must be stimulated by all-industry all-out effort — and not the work of but a small group. If the industry makes a concerted drive in all phases of production, sales, merchandising and promotion, color television can really get started in 1956!

Prospects for radio loom their brightest in years, with transistors as the chief stimulant. Transistors can be classified as the first really new sales stimulant in radio since the tuning refinements and original miniaturization efforts that characterized the 1930's. Indeed, the advent of television has accelerated the trend toward flexible, tailored use radios, and the sales curve has certainly reflected this since 1946.

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On the broad fronts of black-and-white, and color television, radio and the government-industrial apparatus fields, CBS-Columbia plans to keep pace with anticipated overall industry growth. This will be accomplished in an orderly manner, with an accompanying increase in industry position. The progress that we have charted will be a steady process of building, and one of teamwork with our distributors and retail outlets.

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Phones: 3-4242 and 3-9558

ROBERT M. SILLIMAN & ASSOCIATES
1405 G St., N.W.
Washington 5, D. C.
Phone: Republic 7-6646

HAROLD C. SINGLETON
4488 S.W. Council Crest Dr., Portland 1, Ore.
Phone: Beacon 1201, Atwater 4393

LYNNE C. SMEBY
1311 G St., N.W., Washington 5, D. C.
Phone: Executive 3-8073

CARL E. SMITH CONSULTING RADIO ENGINEERS
4900 Euclid Ave., Cleveland 3, Ohio
Phone: HEnderson 2-3177

T & T RADIO MEASUREMENTS CO.
2557 Atlantic Ave., Long Beach 6, Cal.
Phone: Long Beach 4-2015

WELDON & CARR
1001 Connecticut Ave., N.W.
Washington, D. C.
Phone: Sterling 3-2550
4212 S. Buckner Blvd., Dallas 10, Tex.
Phone: Evergreen 1137

MARTIN R. WILLIAMS
7401 East 14th St., Indiannapolis 19, Ind.
Phone: Melrose 2-3326

NATHAN WILLIAMS
20 Algoma Blvd., Oshkosh, Wis.
Phone: Blackhawk 885

RAYMOND M. WILMOTTE
Warner Bldg., Washington 4, D. C.
Phone: NAtional 8-4619

TV Equipped Motion Picture Theatres in the United States

☆ ☆ ☆

State	*City*	*Seating Capacity*	*Theatre*	*Equip. Mftrs.*
California	Fresno	2,169	Fresno	RCA
	Huntington Park	1,468	Huntington Park	RCA
	Los Angeles	1,757	Downtown	RCA
		2,213	Orpheum	RCA
		3,387	Paramount	RCA
		1,363	Ritz	GPL
	San Francisco	2,646	Paramount	RCA
		399	Telenews	Trad
Colorado	Denver	2,096	Paramount	GPL
Dist. of Col.	Washington	3,452	Capitol	RCA
		1,838	Keith's	RCA
Florida	Jacksonville	1,155	Florida	Trad
	Miami	2,000	Carib	RCA
		—	Capitol	RCA
		—	Miami	RCA
Georgia	Atlanta	2,476	Paramount	Trad
Illinois	Chicago	1,299	Crown	RCA
		3,931	Marbro	RCA
		2,649	State Lake	RCA
		—	Telenews	Trad
		3,414	Tivoli	RCA
		4,320	Uptown	RCA
Indiana	Indianapolis	3,313	Indiana	RCA
Iowa	Des Moines	1,708	Paramount	Trad
Kentucky	Louisville	3,100	Rialto	GPL
Louisiana	New Orleans	3,400	Saenger	Trad
Maryland	Baltimore	2,048	Century	RCA
		1,320	Metropolitan	Trad
		2,843	Stanley	RCA
		1,860	State	RCA
Massachusetts	Boston	1,369	Fenway	Trad
		1,500	Pilgrim	RCA
		3,583	State	RCA
Michigan	Detroit	2,500	Eastown	RCA
		3,435	Hollywood	RCA
		4,029	Michigan	PT. (Intermediary)
		2,967	Palms State	RCA

State	City	Seating Capacity	Theatre	Equip. Mftrs.
Minnesota	Minneapolis	4,013	Radio City	PT.
	St. Paul	2,362	Paramount	RCA
Missouri	St. Louis	3,166	State	RCA
Nebraska	Omaha	2,978	Orpheum	RCA
New Jersey	Asbury Park	1,558	St. James	Trad
	Camden	2,213	Stanley	RCA
New York	Albany	1,550	Grand	RCA
	Binghamton	2,284	Capitol	RCA
	Buffalo	2,091	Centre	RCA
	N.Y.C.—Bronx	2,353	Fordham	RCA
	N.Y.C.—Brooklyn	4,060	Fox	RCA
		2,146	Marine	RCA
	N.Y.C.—Manhattan	450	Guild Newsreel	RCA
		3,650	Paramount	PT. (Intermediary)
		2,282	Victoria	GPL
	N.Y.C.—Flushing	2,146	Prospect	RCA
North Carolina	Charlotte	1,405	Carolina	Trad
Ohio	Cincinnati	3,037	Albee	RCA
	Cleveland	3,009	Allen	RCA
		3,465	Hippodrome	RCA
		2,616	Palace	RCA
		3,446	State	RCA
	Dayton	2,665	Keith's	GPL
	Toledo	2,455	Rivoli	RCA
Oregon	Portland	1,832	Liberty	Trad
Pennsylvania	Chester	2,272	Stanley	RCA
	Erie	1,434	Shea's	RCA
		2,584	Warner	RCA
	Philadelphia	1,030	Royal	Trad
		2,947	Stanley	RCA
	Pittsburgh	2,016	J. P. Harris	RCA
		3,486	Penn	RCA
		3,719	Stanley	RCA
Texas	Dallas	—	Tower	RCA
	Houston	—	Kirby	RCA
Utah	Salt Lake City	1,759	Utah	RCA
Virginia	Richmond	1,396	Byrd	RCA
		1,393	National	RCA
		668	State	RCA
Washington	Seattle	2,559	Orpheum	RCA
Wisconsin	Milwaukee	2,436	Riverside	RCA
		2,431	Warner	RCA

A List of Important Radio, Television and FM

EQUIPMENT FIRMS

☆ ☆ ☆

Adler Communications Laboratories

1 Le Fevre Lane, New Rochelle, N. Y.
Phone: NEw Rochelle 6-1620
Owner, Gen. Mgr.....Ben Adler

PRODUCTS: Designs and constructs TV station control and studio systems, Manufactures ACL vacuum tube operated video switchers, audio switchers, video amplifiers, control consoles, monitors.

Admiral Corporation

3800 W. Cortland St., Chicago 47, Ill.
Phone: Spaulding 2-0100
N. Y. Phone: PLaza 7-7500
Pres., Chairman.....Ross D. Siragusa
Exec. Vice-Pres.-Treas.....John B. Huarisa
Vice-Pres., Gov't Labs.....J. F. Gilbarte
Vice-Pres., Sales.....Wallace C. Johnson
Vice-Pres., Purchasing.....Frank J. Kazda
Vice-Pres., Prod.....Cy S. Rossate
Vice-Pres. Operations.....V. Barreca
Secretary, Ass't Treas....George E. Driscoll
Vice-Pres., Gen. Counsel.....F. H. Uriell
Vice-Pres., Adv.....Edmond I. Eger
Public Relations Dir.....Martin Sheridan

PRODUCTS: Television receivers, television consoles and combinations, table radios, clock radios, portable radios, radio-phonographs, high fidelity phonographs.

Aero Electronics Co.

1512 N. Wells St., Chicago 10, Ill.
Phone: WHitemhall 3-0401
President.....B. S. Maximoff
General Manager.....T. A. Beresney

PRODUCTS: Custom built equipment, engineering services.

Affiliated Electronics Co.

21 W. 45th St., N. Y. 36, N. Y.
Phone: JUdson 2-0522
Manager, TV Division.....T. Meyer

PRODUCTS—Slides, Telpos, balops, flipcards.

Airtron Inc.

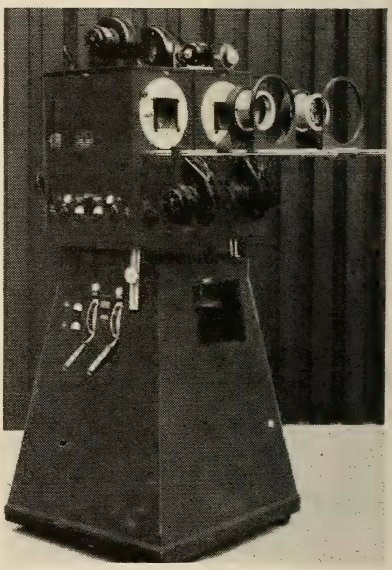
103 W. Elizabeth Ave., Linden, N. J.
Phone: HUnter 6-1000
President .....David Ingalls
Vice-Presidents.....J. W. Anderson, T. N. Anderson, Robert Carr, J. W. Hamilton

PRODUCERS: Duplexers, mixers, direction couplers, flexible waveguides.

"BODDE"

Background projection Equipment. Hi-intensity 4″ x 5″ slide projectors for television and motion picture studios.

Hi-quality seamless translucent rear-projection screens.



BODDE SCREEN AND PROJECTOR COMPANY
11541 BRADLEY AVE., SAN FERNANDO, CALIFORNIA
Telephone EMpire 5-2551

Allied Radio Corp.
100 N. Western Ave., Chicago 80, Ill.
Phone: HAymarket 1-6800
Sls. Mgr., Indust., Bdcst. Div.....L. Brook
PRODUCTS: Distributors of radio, TV, and industrial electronics parts and equipment including broadcast station tubes, parts, and supplies.

Altec Lansing Corp.
9356 Santa Monica Blvd., Beverly Hills, Calif.
Phone: CRestview 5-5101
161 Sixth Ave., New York 13, N. Y.
Phone ALgonquin 5-3636
President .....G. L. Carrington
Exec. V.P.....A. A. Ward
N. Y. V.P. & Sec.....H. M. Bessey
V.P. & Comptroller.....E. Z. Walters
Vice-Pres. N. Y.....D. C. Collins
Treas., & Asst. Sec.....E. B. Lee
N. Y. Asst. Sec. & Asst. Treas...P. F. Thomas
N. Y. Sales Mgr.....H. S. Morris
PRODUCTS: Speech input consoles and amplifiers, microphones, limiter amplifiers, monitoring loudspeakers, public address and sound reinforcement systems for studios, AM and FM.

Amperex Electronic Corp.
230 Duffy Ave., Hicksville, N. Y.
Phone: Wells 1-6200
Pres. & Sales Manager.....Sam Norris
Advertising Mgr.....M. D. Smoller
PRODUCTS: Tubes: Transmitting, Power, fixed Vacuum Condensers, Rectifiers, Germanium Diodes, Transistors.

Ampex Corp.
934 Charter St., Redwood City, Calif.
Phone: EMerson 8-1471
Mgr., Marketing,
Audio Div.....Russell J. Tinkham
405 Lexington Ave., New York 17, N. Y
Phone: MUrray Hill 4-4437
Manager .....Robert Paulson
PRODUCTS: Magnetic Tape Recorders, Tape Film Synchronizing Equipment, Mixers, Stereophonic Sound Equipment.

Andrea Radio Corp.
27-01 Bridge Plaza North, L.I.C.1, N.Y.
Phone: STillwell 4-5411
President.....Frank A. D. Andrea
Vice-Pres.....F. A. D. Andrea Jr.
Sec., Ch. Eng.....H. J. Heindel
Service Mgr.....Joseph Haug
Credit Manager.....Harold Klare
Purchasing Agent.....Bruce B. Donald
Industrial Relations Mgr.....John Andrea
Gen. Sls. Mgr.....C. Van Maanen
Gen. Export Manager.....Ramon Masvidal
PRODUCTS: Radio and TV-FM receivers and TV-AM-FM phono. combinations.

Andrew Corp.
363 E. 75th St., Chicago 19, Ill.
Phone: TRiangle 4-4400
Chairman.....Dr. V. J. Andrew
V.P., Gen. Mgr.....C. Russell Cox
Sales Manager.....R. P. Lamons
Director of Engineering.....J. Brown
Director of Advertising.....E. Heitsch
Branch Offices
P. O. Box 416, Ridgewood, N. J.
Phone: GIlbert 5-2500
P. O. Box 225, Westwood, Mass.
Phone: DEdham 3-5520
941 E. Maryland St., Claremont, Calif.
Phone: LYcoming 5-3505
PRODUCTS: Transmission line system.

Animation Equipment Corp.
38 Hudson St., New Rochelle, N. Y.
Phone: 6-8138
President.....John Oxberry
PRODUCTS: Animation stands, compounds, punches, process cameras, and accessories.

Arthur Ansley Manufacturing Co.
Doylestown, Pa.
Phone: Sugan 2711
President.....A. C. Ansley
PRODUCTS: Radio receivers.

A. R. F. Products
7627 Lake St., River Forest, Ill.
Phone: FOrest 9-6000
President.....A. H. Maciszewski
Vice-Pres.....John H. Pakan
Sales Engineer.....M. S. Danisch
PRODUCTS: FM signal generators, converters and deviation meters, crystal controlled frequency calibrators.

Arvin Industries
13th St. and Big Four RR, Columbus, Ind.
Phone: 5521
Chairman, President....Glenn W. Thompson
PRODUCTS—Radio receivers.

Atlantic Electronics Corp.
80 Jefferson St., Passaic, N. J.
Phone: PRospect 9-3900
President .....Arthur Green
PRODUCTS: Rebuilders of CR tubes.

Audak Company, Inc.
500 Fifth Ave., New York 36, N. Y.
Phone: LA 4-3723-3724
President .....Maximilian Weil
Vice-President.....Geo. V. Sullivan
Purchasing Agent.....H. Lapp
PRODUCTS: Electronic-acoustical apparatus.

Audio Devices, Inc.
444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-0973
President.....Wm. C. Speed
Vice-President-Sec. .....Bryce Haynes
PRODUCTS: Recording discs (Audio-discs), recording and playback points (Audio-points), Magnetic Recording Tape (Audiotape), Magnetic Recording Film (Audio-film).

Audio Master Corp.
17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725
President .....Herbert Rosen
PRODUCTS: Transcription and electric playback machines, recording tape, tape playback machine.

Audio & Video Products Corp.
730 Fifth Ave., New York, N. Y.
Phone: PLaza 7-3091
Sales Manager.....Robert D. Winston
PRODUCTS: Sales and engineering representatives for magnetic tape and disc recording equipment as well as associated accessory items.

Auricon Div., Berndt-Bach, Inc.
6950 Romaine St., Hollywood, Cal.
Phone: HOllywood 2-0931
President .....Erich Berndt
PRODUCTS: TV transcription cameras.

Automatic Radio Mfg. Co., Inc.
122 Brookline Ave., Boston, Mass.
Phone: COmmonwealth 6-1420
President .....David Housman
PRODUCTS: Automatic Radio, Tom Thumb, Tom Thumb Jr., Tomboy.

Avco Mfg. Corp.
See Crosley & Bendix Home Appliances

B & R Electronics Co.
1701 Boone Ave., N. Y. 60, N. Y.
Phone: DAyton 3-3322
President .....I. Rothman
PRODUCTS: Radio receivers.

Semon Bache & Co.
636 Greenwich St., N. Y. 14, N. Y.
Phone: WAtkins 4-2121
President .....David Hirsch
PRODUCTS: Mirrors, lenses, glass items.

Background Engineers, Inc.
7313 Santa Monica Blvd., Hollywood, Cal.
Phone: HOllywood 5-4161
President.....W. S. Tillisch
PRODUCTS: Leases and sells Bodde rear projection equipment.

E. J. Baughman Co.
1914 N. Cogswell Rd., El Monte, Calif.
Phone: FOrrest 0-7586
Owner.....E. J. Baughman
PRODUCTS: Microphone booms, hangers, studio lighting equipment.

Bausch & Lomb Optical Co.
683 St. Paul St., Rochester, N. Y.
Phone: Locust 3000
Chairman.....J. F. Taylor
V.P., Scientific Instrum't Sls..L. B. McKinley
PRODUCTS: Balopticon TV slide projection and motion picture camera lenses.

John F. Beasley Construction Co.
P. O. Box 1624, Muskogee, Okla.
Phone: MUrray 7-6381
President.....John F. Beasley
Vice-President.....Lothar E. Berg
Secretary-Treasurer.....Andrew B. Lytle
Mgr., Tower Erec. Dept...Booker V. Pruden
PRODUCTS: Steel erectors (radio-television towers and antennas).

Bell Television Inc.
254 W. 54th St., N. Y. 19, N. Y.
Phone: JUdson 6-4350
President .....Martin Sugar
Service Manager.....Guy Danek
PRODUCTS: Assembles remote receivers and manufactures solderless coaxial connectors.

Bell and Howell Company
7100 McCormick Blvd., Chicago 41, Ill.
Phone: AMbassador 2-1600
Manager.....George L. Oakley
PRODUCTS: Vidicon Projection Equip.

Bendix Aviation Corp. (Red Bank Div.)
Eatontown, N. J.
Phone: 3-2000
General Manager.....E. F. Kolar
Sales Manager.....N. P. Barney
PRODUCTS: CR and special purpose tubes.

Bendix Radio
Television & Broadcast Receiver Div.
Baltimore 4, Md.
Phone: VAlley 3-2200
V.P., Gen. Mgr.....E. K. Foster
Gen. Sales Mgr.....Hodge C. Morgan
Gen. Works Mgr.....J. M. Miller
Market Research Mgr.....N. C. Henry
Credit Mgr.....H. F. B. Kerr
Dir. of Engineering.....S. R. Scheiner
Cabinet Design & Styling.....J. F. Glover
Asst. Sales Mgr.....B. C. Furey
Purchasing Agent.....J. E. Lochner
Mgr. of Dist.....I. J. Macomber
Service Mgr.....K. H. Brown
Asst. Service Mgr.....J. P. Brocki
Chief Field Engineer.....A. C. Boss
Asst. Adv. Mgr.....R. W. Smith
Sales Promotion Manager....W. C. Lederer

Bendix Television (Div. of Bendix Aviation Corp.)
Baltimore 4, Md.
Phone: VAlley 3-2200
V.P., Gen. Mgr.....E. K. Foster
Gen. Sls. Mgr.....H. C. Morgan

Berlant Concertone
655 W. Washington Blvd., Los Angeles, Calif.
Phone: RIchmond 9-7671
President .....Emmanuel Berlant
PRODUCTS: Tape recorders.

Charles Beseler Co.
219 S. 18th St., East Orange, N. J.
Phone: BIgelow 8-7280
General Manager.....H. H. Myers
PRODUCTS: Projectors.

Blaw-Knox Equipment Div.
P. O. Box 1198, Pittsburgh, Pa.
Phone: STerling 1-2700
Adv. Mgr.....A. H. Hohman
405 Lexington Ave., New York 17, N. Y.
Phone: VAnderbilt 6-0661
Sales Mgr., Tower Dept.....A. H. Jackson
Manager, N. Y. Office.....W. F. Simmons
PRODUCTS: Self-support and guide towers.

Blonder-Tongue Laboratories, Inc.
526 North Ave., Westfield, N. J.
Phone: 2-7032
President.....Isaac S. Blonder
PRODUCTS: Community antenna systems.

Bodde Screen Co.
Bodde Projector Co.
11541 Bradley Ave., San Francisco, Calif.
Phone: EMpire 5-2551
President.....B. M. Bodde, Sr.
V.P., Gen. Mgr.....B. M. Bodde, Jr.
V.P., Treas., Sec'y.....T. W. Baldrick
V.P., Prod. Supt.....J. P. Summers
Products — Translucent Rear-Projection process screens for TV Studios; translucent screens for color TV; black translucent screens; blue, opalescent, neutral screens; motion pictures for projected TV; background projectors, single 2000 w. unit; dual 2000 w. unit; single, dual 5000 w. unit.

Burke & James, Inc.
321 S. Wabash Ave., Chicago, Ill.
Phone: HArrison 7-8393
President .....George Drucker
PRODUCTS: Photo equipment.

Calbest Electronics Co.
4801 Exposition Blvd., Los Angeles 16, Calif.
Phone: REpublic 1-7291
President .....I. Dubin
PRODUCTS: Manufactures TV and radio chassis, electronic equipment.

Califone Corp.
1041 N. Sycamore Ave., Hollywood 38, Calif.
Phone: HOllywood 2-2353
President.....Robert G. Metzner
Products: Portable transcription players, high fidelity magnetic tape recorders.

Calvideo Tube Corp.
5232 W. 104th St., Los Angeles, Calif.
Phone: ORegon 8-3979
President.....S. H. Newton
PRODUCTS: Tubes.

The Calvin Co.
1105 Truman Rd., Kansas City, Mo.
Phone: HArrison 1-1230
V.P., Gen. Mgr.....Larry Sherwood
PRODUCTS: Motion picture projection and sound equipment.

Camera Equipment Co.
315 W. 43rd St., New York 19, N. Y.
Phone: JUdson 6-1420
General Manager Frank C. Zucker
PRODUCTS: Manufactures TV tripod heads, camera lens mounts, dollies.

Canadian Marconi Co.
2442 Trenton Ave., Montreal 16, Que., Can.
Phone: ATlantic 8-9441
Sales Supervisor.....J. H. Martin
PRODUCTS: Transmitter studio equipment, turntables, remote control equipment, transmitting and receiving tubes for AM, FM and facsimile.

Cannon Electric Co.
3209 Humboldt St., Los Angeles 31, Calif.
Phone: CApitol 5-1251
President, Gen. Mgr.....R. J. Cannon
PRODUCTS: Audio and TV camera connectors.

Capehart-Farnsworth Co.
(Division of IT&T)
3702 E. Pontiac St., Ft. Wayne, Ind.
Phone: EAstbrook 7571
President.....L. G. Haggerty
V.P., Gen. Sales Mgr.....William G. Young
Vice-President.....P. H. Hartman
Comptroller.....G. L. Neaderhouser
Secy., Gen. Attorney.....C. H. Wiggin
Merchandise Mgr.....J. L. Albers
Marketing Mgr.....Donald F. Miersch
Operations Director.....Ned S. Underhill
Sales Planning Mgr.....Paul A. Ryan
Purchasing Agent.....Jack Hall
Advertising Director.....S. A. Morrow
Engineering Director.....Joseph Conway
Sales Finance Mgr.....Mark E. Davis
Chief TV Engineer.....L. E. Clements
Chief Color TV Engineer.....J. O. Silvey
Chief Radio Engineer.....R. C. Woltz
Personnel Director.....John W. Guilfoyle
Service Manager.....F. B. Ostman
Radio Sales Mgr.....Raymond W. Herrick

Carrier Corporation
300 S. Geddes St., Syracuse 1, N. Y.
Phone: Syracuse .76-9911
385 Madison Ave., New York 17, N. Y.
Phone: PLaza 9-5000
Manager, Syracuse.....C. V. Fenn
Manager, New York.....H. Peacock
PRODUCTS: Air conditioning and refrigeration equipment for studios, including room air conditioners, packaged equipment from 2 to 20 h.p. and equipment for built-up systems to maximum studio.

CBS-Columbia
3400 47th Ave., Long Island City 1, N. Y.
Phone: EXeter 2-3000
President.....Henry C. Bonfig
Ass't to Pres.....H. J. Schulman
V.P. Chg. of Engr.....R. T. Capodanno
Administrative V.P.....Merle Wick
V.P., Operations.....Will James

V.P. Gov't, Industrial....Robert K. Hartman
V.P. Chg. of Sales.....Norman C. Owen
Dir., Adv. Sls. Prom.....Gerald Light
Dir. of Sls.....David J. Hopkins
Dir. Service.....Daniel Newman
Senior Attorney.....Joseph Seider
Dir. Purchasing.....H. Zimmerman
Quality Control Mgr.....Sidney Wiesner

PRODUCTS: TV and radio receivers, military equipment.

CBS-Hytron

(A Div. of CBS Inc.)
100 Endicott St., Danvers, Mass.
Phone: Danvers 2360
Newark, N. J.: Market 5-5852

President.....Charles F. Stromeyer
Vice-Pres. .....Robert G. Marchisio
V.-P., Sales.....John Q. Adams
V.-P., Mfg.....Michael F. Callahan
Sales Service Mgr.....E. G. Burlingham
Controller.....Walter J. Hungerford
Credit Mgr.....Malcolm S. Jones
Advertising Mgr.....Harry G. Burnett
Dir. of Purchasing.....Edward R. Carroll
Dir. of Personnel.....Albert S. Nelson
Distributor Sales Mgr.....John H. Hauser
Export Div.....CBS International
Dir., Res. & Develop.....Dr. Russell R. Law
Dir., Gen. Engineering.....Edgar K. Wimpy
Mgr., Color Planning....Elwood W. Schafer
Dir., Quality Control.....Jay Farley

Plant Managers

Danvers.....Joseph C. Harmony
Lowell .....Dr. B. H. Alexander
Salem.....Walter J. Foran
Newburyport Receiving Tube.....C. E. Butcher
Kalamazoo.....A. J. Harcher

PRODUCTS: Electronic tubes and semiconductors.

Century Lighting, Inc.

521-525 West 43rd St., New York 36, N. Y.
Phone: CH 4-7050

Branch Office

1840 Berkeley St., Santa Monica, Calif.

President.....Edward F. Kook
Exec. Vice.-Pres.....Saul Levy
Sec'y. Treas.....Donald R. Levy
Asst. to Pres.....James J. Fedigan
West Coast Plant Mgr.....Louis Erhardt
Chief Engineer.....Fred M. Wolff
Purchasing Agent.....Major L. Landau

PRODUCTS: Lighting equipment, wiring devices and switchboards for TV studios, theatres and motion picture studios, wireless microphone.

Chatham Electronics

(Div. of Gera Corp.)
630 W. Mt. Pleasant Ave., Livingston, N. J.
Phone: 6-1100

President.....W. L. Meier

PRODUCTS: Special purpose electronic tubes.

Chatham Television Co., Inc.

160 E. 56th St., New York, N. Y.
Phone: PLaza 5-4892

President .....Nicholas Yannantuono

Chromatic Television Laboratories

(50% owned by Paramount Pictures Corp.)
1501 Broadway, New York 35, N. Y.
Phone: BRyant 9-8700

Chairman .....Paul Raibourn
Vice-Pres., Business Mgr.....A. C. Cooley

PRODUCTS: Developer and manufacturer of Lawrence tri-color TV tubes.

Cinema Engineering Div. (Aerovex Corp.)

1100 Chestnut St., Burbank, Calif.
Phone: VIctoria 9-5511

General Manager.....James L. Fouch

PRODUCTS: Studio and motion picture sound equipment.

Cinematic Developments & Cinechrome Laboratory

2125 32nd Ave., San Francisco, Calif.
Phone: MOntrose 4-2435

President.....Arthur H. Hart

PRODUCTS: Design and development of special motion picture equipment.

Claremont Tube Corp.

36-02 35th Ave., Long Island City, N. Y.
Phone: RAvenswood 1-1206

President .....Louis Rubin

PRODUCTS: Tubes.

Colortronics, Inc.

3116½ Sunset Blvd., Los Angeles, Calif.
Phone: NOrmandy 3-3228

President .....Don Calabria

Collins Radio Co.

855 - 35th St., N. E., Cedar Rapids, Iowa
Phone: 30281

Sls. Manager.....H. O. Olson
261 Madison Ave., New York, N. Y.
Phone: LOngacre 4-3930
Manager.....W. A. Schrader

PRODUCTS: Broadcast transmitters, FM antennas, ten and seven position studio consoles, accessory equipment for studios.

Conrac, Inc.

Glendora, Calif.
Phone: EDdgewood 5-1241

President.....W. J. Moreland

PRODUCTS: Manufactures TV and radio sets under Conrac and Fleetwood brands.

Continental Electric Co.

715 Hamilton St., Geneva 2, Ill.
Phone: 4140

President.....H. A. McIlvaine

Continental Electronics Corp.

5320 Lancaster Ave., Philadelphia, Pa.
Phone: GReenwood 7-9900

President .....Herman Tashman

Continental Electronics, Inc.
4212 S. Buckner Blvd., Dallas 27, Tex.
Phone: EVergreen 1137
President .....James Weldon
PRODUCTS: UHF transmitters.

Community Engineering Corp.
Box 824, State College, Pa.
Phone: ADams 7-7221
President.....James R. Palmer
Vice-President.....Floyd B. Fischer
PRODUCTS: Community antenna systems and system rebuilding and modernizing service.

John A. Costelow Co., Inc.
121 Kansas Ave., Topeka, Kansas
Phone: 3-6598
President.....John A. Costelow
Vice-Pres., Treas.....K. A. Costelow
PRODUCTS: Distributes Lehigh towers, Andrew Co. antennae, co-axial line, Hughey & Phillips tower lighting equipment.

Crosley-Bendix Home Appliances Division of Avco Mfg. Corp.
1329 Arlington St., Cincinnati 25, Ohio
Phone: KIrby 1-6600
N. Y. Phone: MUrray Hill 3-0202
President.....C. G. Gifford
Executive V.P.....P. H. Ericksen
Gen. Merch. Mgr.....H. J. Allen
Gen. Sls. Mgr.....J. L. Armstrong
Gen. Mgr., Radio & TV Mfg.....J. Mihalic
Chief Finan. Officer.....O. B. Blatz
Purchasing Agent.....A. J. Verax
Dir., Ind. Rel.....H. C. Tipping
Dir., Pub. Rel.....J. B. Smith
Dir. of Research.....A. E. Cascino
Dir., Eng., Radio, TV.....H. A. Bass
Dir., Adv. & Sales Prom..W. A. MacDonough
PRODUCTS: Television, TV phonograph combinations, AM-FM.

Crosley Radio & TV Div. Moffats Ltd.
Gibson & Wright Ave., Toronto 15, Ontario
Phone: CH 4-1171
Vice-Pres. & Gen. Mgr.....Ivor M. Leslie
Gen. Sales Mgr.....Alex Peters
Asst. Secy. & Treas.....J. M. Reynolds
Works Manager.....A. J. Roper
Prods. Mgr., Purchasing Agent..H. G. Fisher
Chief Engineer.....R. W. Walker
Service Manager.....W. Whittal
Products Manager.....H. G. Fisher
Mgr. Ind. Electronics Div..D. W. Holdsworth
PRODUCTS: Television, models including table, consoles and console phono-combinations. Radio, AM table models in wide color range, clock radios, AM-FM models, portable models, phono-combinations, and versatile radio-TV combination.

Crouse-Hinds Co.
Wolf & Seventh North Sts., Syracuse 1, N. Y.
Phone: 74-1011
Comm. V.P.....A. H. Clarke
11 Park Place, N. Y. 7, N. Y.
Phone: COrtlandt 7-0750
Manager.....A. F. Uhrlandt
PRODUCTS: Flashing beacons and aviation obstruction lights for marking radio and television towers in accordance with CAA and FCC requirements and specifications. Flashing switches and electronic controls for above.

C. R. T. Electronics Corp.
620 S. Columbus Ave., Mt. Vernon, N. Y.
Phone: 7-4724
President .....Stephen Weston
Vice-President .....William Genz

Cubic Corp.
2841 Canon St., San Diego, Calif.
Phone: ACademy 3-8191
President.....Walter J. Zable
Vice-President.....R. V. Werner
PRODUCTS: Microwave test equipment and components.

Dage Television Div. (Thompson Products, Inc.)
W. 10th St., Michigan City, Ind.
Phone: 3-3251
General Manager..... L. Lahey
Sales Manager.....J. R. Howland
Broadcast Sales Mgr.....Neff Cox Jr.
Regional Offices
1027 Levee St., Dallas, Texas
Manager .....Wynne Stewart
Buck Road, Holland, Pa.
Manager .....John Mullen
PRODUCTS: Low power VHF transmitters, complete station packages and color equipment.

Da-Lite Screen Co., Inc.
2711-23 N. Pulaski Rd., Chicago 39, Ill.
Phone: DIckens 2-9200
President.....C. C. Cooley
Vice-President.....H. E. Christwansen
Vice-President, Sales.....C. J. Cerney
PRODUCTS: Projection screens, accessories.

Daven Co.
530 W. Mt. Pleasant Ave., Livingston, N. J.
Phone: 6-4300
President .....Lewis Newman
General Manager.....E. L. Grayson
PRODUCTS: Test equipment, audio and RF attenuators, components, switches, precision resistors.

Datom Industries, Inc.
221 W. 17th St., New York, N. Y.
Phone: ALgonquin 5-0301
President Oscar Dolgin
PRODUCTS: Radio receivers.

Dearborn Glass Co.
6600 S. Harlem Ave., Bedford Park, Ill.
Phone: LUdlow 5-0900

President.....W. A. Williams
Executive Vice-President.....L. J. Paulick
PRODUCTS: Reflection free tube faces, flat and bent implosion plates.

DeLaval Separator Co.
Columbia St., Poughkeepsie, N. Y.
Phone: 4200
Chairman.....G. W. Smith
President.....C. B. Schmidt
Sales Vice-Pres.....W. A. Mcgill
PRODUCTS: Metal cones.

Delco Radio (Division of General Motors)
1446 S. Home Ave., Kokomo, Ind.
Phone: 2-8211
General Manager.....B. W. Cooper
Sales Manager.....H. M. Stelzl
PRODUCTS: Radio receivers.

Detroit Steeplejack Co.
13739 Shady Lane, Monroe, Mich.
President.....Alva T. Elmes
PRODUCTS: Makes and erects towers.

Dewald Radio Mfg. Co.
35-15 37th Ave., Long Island City, N. Y.
Phone: STillwell 4-9334
President .....David Wald
Engineer .....Mark Glaser
Gen. Station Mgr.....Samuel Olchak
PRODUCTS: Radio receivers.

Diamond Power Specialty Co.
Lancaster, Ohio
Phone: 2830
Chairman.....W. P. Thomas
President.....W. J. Fitzhugh
General Sales Mgr.....L. B. Schueler
PRODUCTS: Industrial TV systems.

Dorne & Margolin, Inc.
30 Sylvester St., Westbury, N. Y.
Phone: EDdgewood 4-3200
President .....Arthur Dorne
Vice-Pres., Treas.....Joseph Margolin
PRODUCTS: Antenna research, development and production.

Gale Dorothea Mechanisms, Inc.
39-39 63rd St., Woodside, N. Y.
Phone: TWining 8-5500
President .....Gale Dorothea
Secy.-Treas. .....Ed Burnett
PRODUCTS: Projectors, dimmers, animation mechanisms, mechanical books.

Dresser-Ideco Company
875 Michigan Ave., Columbus 8, Ohio
Phone: AX 9-2123
General Sales Manager.....J. M. Hogan
8909 S. Vermont Ave., Los Angeles 43, Cal.
Phone: PL 8-4194
Manager.....K. H. Brust
PRODUCTS: AM, FM and TV Broadcast Antenna Towers.

Allen B. Du Mont Laboratories, Inc.
750 Bloomfield Ave., Clifton, N. J.
Phone: MUlberry 4-7400
for all divisions
Chairman.....Dr. Allen B. Du Mont
President .....David Schultz
Vice President.....Stanley F. Patten
V.P., Administration.....Keeton Arnett
V. P., Research....Thomas T. Goldsmith, Jr.
V.P., Gen. Mgr.....Wm. H. Kelley
V.P., Gov't Cont.....C. Edwin Williams
V.P., Technical Prod....Irving G. Rosenberg
Treasurer.....S. F. Patten
Controller .....B. L. Graham
Dir. Industrial Relations.....Harry Housten
General Supt.....Bruce T. Du Mont
Engineering Dir.....R. D. Chipp

TV Receiver Division
35 Market St., East Paterson, N. J.
Manager.....F. P. Rice
Engineering Dept. Mgr.....H. Pacini
Works Mgr.....Paul Eshleman
Sales Mgr.....W. C. Scales
Merchandising Mgr.....Jack Siegrist
Adv. & Sls. Prom. Mgr.....J. C. Affleck
Manufacturing Mgr.....Charles Seelig

Government Manufacturing Division
35 Market St., East Paterson, N. J.
Manager.....W. J. McGinnity
Assistant Mgr.....P. F. Brown
Engineering Mgr.....S. S. Califati
Manufacturing Mgr.....J. Feltman

Communication Products Division
1500 Main Ave., Clifton, N. J.
Dir. of Oper., Mobile Communications .....F. M. Link
Sales Mgr. TV Transmitter Equipment .....James B. Tharpe
Engineering Manager....Gordon S. Gregory
Manufacturing Mgr...Chester E. Greenwood
Purchasing Agent.....W. C. O'Kulski

Technical Products Division
760 Bloomfield Ave., Clifton, N. J.
Manager.....Dr. P. Samuel Christaldi
Gen. Sls. Mgr.....C. Robert Mezger
Engineering Mgr..... A. J. Talamini, Jr.
Manufacturing Mgr.....Robert Svozil
Technical Sales Mgr.....Emil G. Nichols
Gen. Manufacturing Mgr.....R. E. Kessler
Adv. & Sls. Prom. Mgr.....J. H. Ruiter
Transmitter Sls. Mgr.....K. Petersen
Purchasing Mgr.....C. Paul Martin

Cathode-Ray Tube Division
750 Bloomfield Ave., Clifton, N. J.
Manager.....Alfred Y. Bentley
Sales Mgr.....R. G. Scott
Advertising Mgr.....L. Arthur Hoyt
Replacement Sls. Mgr.....E. B. Hinck
Engineering Mgr.....K. Hoagland
Manufacturing Mgr.....William Carlin
Purchasing Manager.....A. R. Dutcher

Research Laboratories
2 Main Ave., Passaic, N. J.
V.P., Research.....Dr. T. T. Goldsmith, Jr.
Circuit Research Director...R. T. Cavanagh
Tube Research Director.....S. J. Koch

Electronicam Marketing
750 Bloomfield Ave., Clifton, N. J.
Manager.....J. L. Caddigan

N. Y. Production Serv.....Ted Bergmann
Technical Operations.....J. S. Auld
International Division
515 Madison Ave., N. Y., N. Y.
Director.....Ernest A. Marx
Export Manager.....Robert I. Gaines
PRODUCTS—TV receivers, high fidelity phonographs, table and clock radios, TV transmitting and studio equipment, industrial TV systems; mobile radio equipment, TV picture tubes and industrial cathode-ray tubes, cathode-ray instruments, electronic instruments, automation control systems, radar, loran, and government electronics.

Dynamic Electronics-New York, Inc.

73-39 Woodhaven Blvd., Forest Hills, N. Y.
Phone: ILlinois 9-7000
President.....J. M. Winer
Treasurer .....Louis Fafarman
PRODUCTS: Field intensity and noise measuring equipment, electronic test equipment, broadband amplifiers, communication and microwave receivers.

Eastman Kodak Co.

343 State St., Rochester 4, N. Y.
Phone: LOcust 4000
Chairman.....T. J. Hargreave
President.....A. K. Chapman
PRODUCTS: Motion picture equipment for TV use.

Eckstein Radio & Television Co.

3400 E. 42nd St., Minneapolis, Minn.
Phone: PArkway 2-9669
President.....E. A. Eckstein
Vice-Pres., Purchasing Agent....H. R. Webb
Chief Engineer.....K. W. Pietenpol
PRODUCTS: Radio receivers.

Eitel McCullough, Inc.

798 San Mateo Ave., San Bruno, Calif.
Phone: JUno 8-1212
President.....W. W. Eitel
Vice-President.....J. A. McCullough
PRODUCTS: Manufacturers of transmitting tubes, diodes, capacitors, rectifiers, connectors, sockets, finger stock, switches and gauges.

Electrical Tower Service, Inc.

206 S. Washington St., Peoria 2, Ill.
Phone: 3-9846
President.....Stanley Bernstein
PRODUCTS: Erection of TV towers, microwave systems.

Electro, Inc.

425 S. Sandusky St., Delaware, Ohio
Phone: DElaware 3-1201
Sales Manager.....J. F. Myer
PRODUCTS: Portable tape recorder, battery operated.

Electro-Voice, Inc.

Buchanan, Michigan
Phone: 1000
President.....A. R. Kahn
Executive Vice-President.....R. E. Siekman
Sales Vice-President..Lawrence LeKashman
PRODUCTS: Microphones and accessories, monitor and auditioning loudspeakers.

Electronic Research Laboratories Electronics Development Co., Inc.

3743 Cahuenga Blvd., N. Hollywood, Calif.
Phone: STanley 7-3223
PRODUCTS: Audiplex sound diplexing units, air to ground transmitters, design and development of special studio equipment.

Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.
Phone: Chestnut Hill 7-6800
Pres. & Treas.....Kenneth C. Meinken
Ass't Treas.....G. M. Lytell
Sls. Mgr., Ass't Sec'y.....R. F. Brunner
Purchasing Agent.....Albert Holmes
Secretary.....J. Harry LaBrum
Comptroller.....D. H. Brownell
PRODUCTS: Cathode Ray Receiving, Multi-gun and Special Purpose Cathode Ray Tubes; Multi-Channel Oscilloscopes; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Generators ;Electronic Engineering and Development.

Elizabeth Iron Works, Inc.

Box 360 Elizabeth, New Jersey
Phone: ELizabeth 4-2000
President .....Harry Diamond
PRODUCTS: Manufactures towers.

Emerson Radio & Phonograph Corp.

14th & Cole Sts., Jersey City 2, N. J.
Phone: SWarthmore 5-3500
President .....B. Abrams
Secretary-Treasurer.....M. Abrams
Exec. Vice-Pres.....Dorman D. Israel
V.P. Govt. Contracts.....Morton P. Rome
V.P. Purchasing.....Harve Tullo
V.P., Manufacturing.....Louis G. Pacent
V.P., Asst. to Pres.....S. W. Gross
Vice-President .....Michael Kory
V.P., Marketing.....Lester Krugman
Dir., Comm. Eng.....Maurice Levy
Export Manager.....Joseph Kattan
Dir., Pub. Rel.....Michael Ames
Sales Prom. Manager.....Albert Leon
Advertising Mgr.....George Forman
PRODUCTS: Emerson Television Receivers: 17 in., 21 in., 27 in. picture size, table and console models, console model television phonoradio. Emerson Radio Receivers: AC/DC compact and table models for AM and FM-AM. Portable Radio: Self-powered models (operate on batteries): "3-way" models (operate on batteries, AC, DC). Phonoradio: Table and console models. Electronic Equipment: For Government defense program.

Emsco Manufacturing Co.
6811 S. Lemada St., Los Angeles, Calif.
Phone: LUdlow 7-5261
President .....W. T. Powell
PRODUCTS: Tower Sales.

Entron, Inc.
4902 Lawrence St., Bladensburg, Md.
Phone: APpleton 7-9585
President.....H. M. Diambra
PRODUCTS: Community systems and Equatrol RF systems.

Espey Manufacturing Co., Inc.
528 East 72nd St., New York 21, N. Y.
Phone: TRafalgar 9-7000
Manager.....W. W. Jablon
PRODUCTS: Receivers, tuners, amplifiers, power supplies.

Esquire Radio Corp.
62-01 15th Ave., Brooklyn, N. Y.
Phone: BEnsonhurst 6-2755
President.....A. R. Liberman
PRODUCTS: Manufacturers of radios under contract and for private label.

Fairchild Recording Equipment Corp.
154th St. & 7th Ave., Whitestone 57, N. Y.
Phone: INdependence 3-2100
President.....Sherman M. Fairchild
Exec. Vice-Pres.....Ray F. Crews
Mgr., High Fidelity Div.....R. E. Carlson
Mgr., Dist. & Prom.....Charles Graham
PRODUCTS: Professional magnetic tape, disc recording and playback equipment including pickup cartridges, professional arms, cutters, amplifiers, equalizers, power amplifiers, preamplifiers, complete recording and playback installations.

Farnsworth Electronics Co. (Div. of IT & T)
3700 E. Pontiac St., Fort Wayne, Ind.
Phone: EAstbrook 7571
President.....H. L. Hull
Vice-President .....Philo Farnsworth
PRODUCTS: Farnsworth industrial TV systems.

Federal Telephone and Radio Co.
A Division of IT&T Corp.
100 Kingsland Road, Clifton, New Jersey
Phone: NUtley 2-3600
President.....Raymond S. Perry
V.P., Apparatus Div.....T. M. Douglas
V.P., Comptroller.....R. D. Osborne
V.P., Components Division.....S. J. Powers
V.P., Railroad Division.....C. G. Sherwood
Director, Indust. Rel.....R. E. Chasen
General Sls. Mgr.....J. A. Frabutt
Secretary & Counsel.....W. B. Levet
Treasurer.....W. E. Ogilvie, Jr.
Advertising Mgr.....Crump Smith

Apparatus Division
Mgr. Factory Eng.....S. E. Currier
Mgr. Mobile Radio.....B. J. Donnelly
Mgr. Purchasing Dept.....H. P. Sommerer
Sls. Mgr., Aviation Prod.....John Brophy
Export Sls. Mgr.....Paul L. Harvey
Sls. Mgr. Industrial Telephone...C. A. Hayne
Mgr. Telephone Service.....F. J. Okulski
Sales Mgr., Microwave Carrier..S. E. Siddall
Commercial Sales Mgr.....H. E. Taylor, Jr.
Sls. Mgr., Mobile Radio.....H. R. White

Components Division
Works Manager.....R. E. Koehler
Mgr. Purchasing Dept.....H. W. Wittschiebe
Sales Mgr., Components, Div.....J. G. Solari
Distributor Sales.....E. L. Shaw
Transformer Sales Mgr.....F. Hankinson
Vacuum Sales Mgr.....W. C. Schmitt
Dielectric Sales Mgr.....A. A. Segal
Semi-conductor Sls. Mgr...J. E. VanWagenen
PRODUCTS: Radio and Television broadcast equipment, transmitting and rectifying tubes, microwave radio relay links and carrier systems, HF cable, radar, miniature and standard rectifier stacks, battery chargers and power supplies, measuring equipment, transformers, diodes, TV lead-in, community TV cable, geranium power rectifiers.

Fish-Schurman Corp.
70 Portman Rd., New Rochelle, N. Y.
Phone: 6-1300
President .....Murray Yawitz
Treasurer.....M. F. Hertel
PRODUCTS: Dichroic mirrors and beam splitters for color TV, lenses, prisms, glass slides for transparencies.

C. H. Fisher Associates
6100 N.E. Columbia Blvd., Portland, Ore.
Phone: ATlantic 7-7303
PRODUCTS: Tower sales and erection.

Fisher Radio Corp.
21-21 44th Drive, Long Island City, N. Y.
Phone: EXeter 2-2500
President.....Avery R. Fisher
Vice-President.....George P. Maerkle
Director of Sales.....J. J. Park

Five Star Manufacturing Co.
5822-A Harvey Wilson Drive, Houston, Texas
Phone: WAlnut 6-4473
President.....T. J. Thienes
Executive Vice-President.....James Packard
PRODUCTS: Five Star, Master and Cub radios, Playboy Jr., and Playboy Deluxe record players.

Fleetwood Corp.
1037 Custer Drive, Toledo, Ohio
Phone: KLondike 9339
President.....John D. Cole
Vice-President .....Homer Humiston
PRODUCTS: UHF transmitters and related equipment, complete station packages.

Flett Laboratory
3711 Marshal Rd., Drexel Hill, Pa.
Phone: CLearbrook 9-4500
Director.....W. J. Flett
PRODUCTS: Manufacturers Title-Master news type and optical slide projector, film camera bench, cameras for training and special purpose.

Foto-Video Laboratories
25 Amity St., Little Falls, N. J.
Phone: 4-2557
President.....A. J. Baracket
PRODUCTS: TV test equipment, cameras, video amplifiers, sync. generators, keyed video generators.

Jack A. Frost
234 Piquet Ave., Detroit 2, Mich.
PRODUCTS: Lighting equipment.

Gabriel Electronics Div. (The Gabriel Co.)
135 Crescent Rd., Needham Heights 94, Mass.
Phone: NEedham 3-0005
General Manager.....C. W. Coleman
PRODUCTS: Microwave relay antennas, passive reflectors, parabolic reflectors, mobile communications antennae.

Gates Radio Co.
123 Hampshire St., Quincy, Ill.
Phone: BAldwin 2-8202
N. Y. Phone: MUrray Hill 7-7971
President.....P. S. Gates
Vice-President.....L. I. McEwen
Secretary.....A. S. Petzoldt
Sales Manager.....L. J. Cervone
Dir. of Engr.....N. L. Jochem
Works Manager.....Howard Young
Purchasing Agent.....John Bowers
PRODUCTS: Radio broadcast transmitters AM; radio broadcast transmitters FM; TV broadcast transmitters UHF and VHF; speech input equipment for radio and video; transcription turn tables; recording equipment; communications transmitters (high frequency); communications transmitters (very high frequency); airway communications equipment; homing beacon equipment; directional phasing equipment; antenna coupling equipment; transmission line equipment; portable remote amplifiers; rack cabinets (relay); cabinets (transmitter); master control systems.

General Communications
Box 169, Fort Atkinson, Wisc.
Phone: 954
President.....E. D. Petersen
Secy.-Treas.....C. E. Bell
PRODUCTS: Monitors, power supplies, camera, program and dial monitor switching systems.

General Electric Co.
Electronics Park, Syracuse, N. Y.
Phone: 76-4411

Appliance and TV Receiver Division
Appliance Park, Louisville, Ky.
Phone: GLendale 4-7511
Vice-Pres., Gen. Mgr.....C. K. Rieger

TV Receiver Division
Electronics Park, Syracuse, N. Y.
General Manager.....Herbert Riegelman
Manager Marketing.....Jack S. Beldon
Sales Manager.....Joseph F. Effinger
Sales Mgr., Special Products..T. J. Nicholson
Manager, Sales Prom.....H. J. McCormick

Housewares & Radio Receivers Div.
Vice-Pres., Gen. Mgr.....W. H. Sahloff

Radio Receiver Department
Bridgeport, Conn.
Phone: EDison 4-1012
General Manager.....W. P. Von Behren
Marketing Manager.....S. M. Fassler
Sales Manager.....C. S. Temple
Manufacturing Manager.....W. N. Maddox
Merchandising Manager.....N. R. Huey

Electronics Division
Syracuse, N. Y.
Vice-Pres., Gen. Mgr.....W. R. G. Baker
Managing Engineer.....I. J. Kaar

Tube Department
Schenectady, N. Y.
Phone: 4-2211
General Manager.....J. Milton Lang
Manager Engineering.....K. C. DeWalt
Mgr., Advanced Mfng.....R. T. Penneyer
Manager, Tube Sales.....G. L. Roark
Manager, Equipment Sales...G. W. Desousa
Mgr., Replacement Sales....J. T. Thompson

Electronics Components Dept.
General Manager.....E. L. Hulse
Manager, Marketing.....E. A. Malling
Manager, Engineering.....R. J. Biele

Technicolor Products Department
General Manager.....W. J. Morlock

Broadcast Equipment
General Manager.....Paul Chamberlin
Manager, Marketing.....Frank Barnes

Communication Equipment
General Manager.....H. Vanaken
Manager, Marketing.....L. W. Goostree
Mgr., Product Planning....R. L. Casselberry
Manager, Sales.....L. R. Sheely

General Instrument Corp.
829 Newark Ave., Elizabeth 3, N. J.
Phone: Elizabeth 3-4400
Sales Manager.....E. A. Freed
PRODUCTS: TV tuners, UHF and VHF, UHF converters, variable condensers, auto radio tuners.

General Precision Laboratory, Inc.
63 Bedford Rd., Pleasantville, N. Y.
Phone: 2-4100

President.....H. G. Place
Vice-Presidents .....R. Garman, J. W. Murray, Blair Foulds
Sales Manager.....N. M. Marshall

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 6-4400
N. Y. Phone: WOrth 4-2722
Chairman of Board.....H. B. Richmond
President.....E. H. Locke
Vice-Pres for Sales.....A. E. Thiessen
Vice-Pres for Mfg .....C. C. Carey
Secretary-Treasurer.....F. L. Tucker
Sales Manager.....M. T. Smith
Export Manager.....S. W. DeBlois
Chief Engineer..... .....D. B. Sinclair
Publicity Manager.....C. E. Worthen
Service Manager.....H. H. Dawes
PRODUCTS: AM, FM and TV frequency and modulation monitors, distortion and noise meters, audio test oscillators, transmitter test equipment.

Gill Southern Associates

Box 775, N. Miami, Fla.
Phone: NOrth Dade 6-8206
PRODUCTS: TV and film lighting, scenery.

Glasscraft Co.

5210 E. Olympic Blvd., Los Angeles, Calif.
Phone: ANgelus 9-7249
Owner.....R. H. Seaman
PRODUCTS: TV picture tubes.

Gotham Television Corp.

123 W. 64th St., New York 23, N. Y.
Phone: TR 3-3787
President, Treasurer.....Harold Shevers
PRODUCTS: Manufactures private label sets only.

Granco Products, Inc.

36-17 20th Ave., Long Island City 5, N. Y.
Phone: RAvenswood 1-0400
President .....Henry Fogel
General Manager.....Allan Easton
PRODUCTS: Granco.

Grand Iron Works, Inc.

525 Tiffany St., New York 59, N. Y.
Phone: DAyton 8-2600
President.....B. E. Alpern
PRODUCTS: Manufactures and erects towers.

Gray Research & Development Co.

658 Hilliard St., Manchester, Conn.
Phone: ADams 3-1271
Pres., Treas.....W. E. Ditmars
PRODUCTS: Telops, telojectors, multiplexers, camera turrets, vertical titler units, video devices, audio devices, high fiedelity systems and components.

Graybar Electric Company, Inc.

420 Lexington Ave., New York 17, N. Y.
Phone: LE 2-4000
Gen. Comm. Sales Mgr.....J. W. La Marque
PRODUCTS: Amplifiers, antenna equipment, attenators, cabinets, consoles, loudspeakers and accessories, monitors, recorders and accessories, speech input equipment, test equipment, towers, tower lighting equipment, transmission line and accessories, transmitters, broadcast, tubes, turntables, reproducers and accessories, wiring supplies and devices. All TV broadcasting equipment.

Grossman Radio and Electric Co.

81 Spring St., New York, N. Y.
Phone: WOrth 6-0790
Partners.....Hyman, Benjamin, Mortimer Grossman

Guild Radio & TV Co.

460 N. Eucalyptus Ave., Inglewood, Calif.
Phone: ORegon 8-7771
Partners.....J. E. Ackerman, Lou Dolgin
PRODUCTS: Guild TV sets.

Hallicrafters Co. (Subsidiary of Penn-Texas Corp.)

4401 W. Fifth Ave., Chicago 24, Ill.
Phone: VAn Buren 6-6300
Chairman, President.....W. J. Halligan
Vice-President, Sales.....W. J. Halligan, Jr.
Marketing Director, TV and Radio.....M. D. Kelly
Distributing Branch
Hallicrafters-Milwaukee Inc.
2976 N. 3rd St., Milwaukee, Wisc.
PRODUCTS: TV receivers, components, radio communication receivers.

Hallamore Electronics Co. (Div. of The Siegler Corp.)

221 N. LaSalle St., Chicago, Ill.
Phone: ANdover 3-3121
President.....John G. Brooks
Vice-Pres., Secy.....Robert Purcell
PRODUCTS: Captive TV industrial systems, and electronic communication systems.

J. M. Hamilton & Co.

Box 2432, Gastonia N. C.
Phone: UNiversity 4-2115
PRODUCTS: Tower erection and maintenance.

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.
Phone: LOngacre 5-1300
President.....Lloyd A. Hammarlund
Treasurer .....Joseph Lush
Sec. & Comptroller.....Edward A. Wittmer
Production Mgr.....Hugh A. McCloskey
Gen. Sales Manager.....F. F. Sylvester
Dir. of Engineering.....R. M. Daugherty
Advertising & Promotion Manager.....Robert L. S. Leedy
Personnel Director.....George Guelich
Purchasing Manager.....William Griffin
PRODUCTS: Communication receivers and accessories, standard and special variable capacitators, remote supervisory controls, diversity receivers.

Harwald Co., Inc.
1216 Chicago Ave., Evanston, Ill.
Phone: DAvis 8-7070
President .....Robert Grunwald
PRODUCTS: Automatic slide projector, Inspect-o-Film automatic film inspecting machine.

Harwood Manufacturing Co.
466 W. Superior St., Chicago 10, Ill.
Phone: WHitehall 3-0465
President .....Sidney Swislow
Vice-President, Gen. Mgr.....J. P. Kennedy
PRODUCTS: Photographic and electronic lighting equipment, sheet metal fabricating, spun metal reflectors, portable lighting bars.

Haydu Brothers (Subsidiary of Burroughs Corp., Detroit)
Box 1226, Plainfield, N. J.
Phone: 6-0876
General Manager.....George K. Haydu
Sales Manager.....Arthur Shesser
Chief Engineer.....Victor Legendre

Herold Radio & Electronics Corp.
12 Anderson Rd., Mt. Vernon, N. Y.
Phone: MT. Vernon 4-1500
President .....Gerald Herold
PRODUCTS: Radio receivers.

Hewlett-Packard Co.
275 Page Mill Rd., Palo Alto, Calif.
Phone: DAvenport 5-4451
President .....David Packard
Vice-President.....William R. Hewlett
PRODUCTS: TV & FM monitors and test equipment.

Hinners-Galenek
25-14 Broadway, Long Island City, N. Y.
Phone: RAvenswood 8-7250
President .....Frank Hinners
Vice-President.....Leo J. Galenek
Sales Manager.....F. A. Hinners
PRODUCTS: Cavalier brand, also private brand radios for Western Auto Supply Co.

Hoffman Electronics Corp.
3761 S. Hill St., Los Angeles, Calif.
Phone: RIchmond 7-9661
820 Atlantic Ave., N. Kansas City, Mo.
Phone: BAltimore 7788
President.....H. Leslie Hoffman
Vice-Pres., Treas.....C. E. Underwood
Secretary.....H. S. Hazletine
Administrative Asst.....Marvin Whitney
Eastern Regional Office
Cafritz Bldg., Washington 5, D. C.
Phone: STerling 3-4658
Vice-President.....H. C. Jones
Midwestern Regional Office
Far Hills Bldg., Dayton 2, Ohio
Phone: OXmore 8881
Manager.....Jack G. Anderson
Radio Division (Receiver Factory)
Dir. of Eng. & Mfg.....John Stevens
Director of Purchasing...R. W. Westerfield
Quality Control Director....J. T. McAllister
Distributor Sales Mgr.....John Chadwell
Radio Division (Sales and Advertising)
General Sales Mgr.....Paul E. Bryant
Export. Asst. Sales Mgr.....D. D. Spence
National Advertising Mgr..Richard Berggren
Field Sales Mgr.....C. E. Schick
Color Sales Prom. Mgr.....Byron Brown
Laboratories Division
President.....J. B. Moss
Vice-Pres., Dir. of Mfg.....G. M. Hafner
Vice-Pres., Eng. Dir..Carlton Wasmansdorff
Director of Purchasing.....R. A. Gingrich
Sales Director.....C. A. Patrizzi
Asst. Gen. Sales Mgr.....W. R. Bush
Dir. of Industrial Relations...J. W. Atwood
Advertising Director.....Deane Aylesworth

Holt Electronic Manufacturers
105 E. Spruce St., Mahanoy City, Pa.
Phone: 1228
Owner .....Marion Holt
Manager.....Martin F. Kerrigan
PRODUCTS: AGC controlled single channel amplifiers, line amplifiers, community systems.

Houston-Fearless Division (Color Corp. of America)
11801 W. Olympic Blvd., Los Angeles, Calif.
Phone: BRadshaw 2-4331
President.....R. C. Wilcox
Secy.-Treas.....B. B. Smith
Sales Vice-President.....K. B. Elliott
PRODUCTS: Motion picture processing machines, and associated TV studio equipment.

Huggins Laboratories, Inc.
711 Hamilton Ave., Menlo Park, Calif.
Phone: DAvenport 3-0013
President.....Richard A. Huggins
Chief Engineer.....Lester Roberts
PRODUCTS: Manufacturer and developer of traveling wave tubes, backward wave oscillators and associated solenoids.

Hughey & Phillips, Inc.
3300 N. San Fernando Blvd., Burbank, Calif.
Phone: VIctoria 9-1104
Stamford, Conn. Phone: STamford 4-7300
V.P., Gen'l Mgr.....J. H. Ganzenhuber
PRODUCTS: Tower lighting equipment, beacons, obstruction lights, flashers, photoelectric controls, microwave tower control and alarm units, lamp failure indicators and complete tower lighting kits.

Hycon Mfg. Co.
2961 E. Colorado St., Pasadena, Calif.
Phone: SYcamore 5-4211
President.....Alden E. Acker
Vice-Pres., Gen. Mgr.....W. O. Wetmore
Mgr., Commercial Sales.....John Thompson
PRODUCTS: Microwave systems and components, TV service equipment.

The Indiana Steel Products Co.
Valparaiso, Indiana
Phone: 2-5601

President.....R. F. Smith
V.P. Research & Eng., Sec'y...C. A. Maynard
Treasurer, Ass't Sec'y.....A. J. Astrologes
Sales Manager.....I. A. Dickey
Manufacturing Mgr.....J. G. Richmond
Ass't Sls. Mgr.....P. M. Wheeler
Purchasing Agent.....W. F. Eckert
Indus. Rel. Mgr.....J. S. Aldrich

PRODUCTS: Permanent magnets—Alnico, cunife, indox, steel; ion trap and beam bender magnets; loudspeaker magnets, TV focusing magnets, magnetrons, permanent magnet magnetizers, hyflux one piece wound transformer cores.

Industrial Development Engineering Associates, Inc.
7900 Pendleton Pike, Indianapolis, Ind.
Phone: LIberty 7-3581

President.....Edward C. Tudor
Gen. Sales Mgr.....A. C. Elles
Regency Sales Mgr.....E. H. Applegate
Monitoradio Sales Mgr.....W. F. Sharkey
Sales Engineer.....B. F. K. French

PRODUCTS: Radio receivers.

Industrial Television, Inc.
369 Lexington Ave., Clifton, N. J.
Phone: GRegory 3-0900

President.....Horace Atwood, Jr.
Vice-President.....Louis M. Rehak

PRODUCTS: Monochrome and color monitors, field strength meters.

Industrial Tubes, Inc.
Geneva, Ill.
Phone: 806

President.....J. H. Hutchings

PRODUCTS: Thyratrons, rectifiers, and special electronic tubes for industrial use.

Insuline Corp. of America
186 Granite St., Manchester, N. H.
35-54 36th St., Long Island City, N. Y.
Phone: AStoria 8-3738

President.....S. J. Spector
Secretary-Treasurer.....A. S. Spector
V.-P., Gen. Sales Mgr.....B. L. Cahn
Advertising Manager.....A. S. Chambers
Superintendent .....Myles Spector
Industrial Sales Mgr.....I. Romm
Purchasing Agent.....H. Weston

PRODUCTS: Adapters, phone pick-up; aligning tools; amplifier chassis; angles and brackets antenna, auto radio, antenna connectors; antenna kits; antennas, home mast; antennas, FM & television; auto radio noise suppressors.

International Research Associates (Division of Iresco, Inc.)
2221 Warwick Ave., Santa Monica, Calif.
Phone: TExas 0-4415

President.....L. E. Brown

PRODUCTS: TV monitors, receivers, video sync equipment.

International Telemeter Corp. (Subsidiary of Paramount Pictures, Inc.)
2000 Stoner Ave., Los Angeles, Calif.
Phone: GRanite 8-7751

Chairman .....Paul Raibourn
Vice-President.....L. A. Novins, P. MacNamara, C. I. Lappen

PRODUCTS: Ampli-vision community antenna equipment.

I T E Circuit Breaker Co. (Special Products Div.)
601 E. Erie Ave., Philadelphia 34, Pa.
Phone: GArfield 6-5700

President.....W. M. Scott, Jr.
Vice-President.....A. T. Scott
Sales Engineer.....T. B. Aitken

PRODUCTS: Metal coves.

Jackson Electrical Instrument Co.
18 S. Patterson Blvd., Dayton 2, O.
Phone: MIchigan 0367

President.....Paul F. Jackson
Vice-Pres., Sls. Mgr.....J. M. Fulkerson
Secretary.....J. E. Beery
Purchasing Agent.....E. W. De Laet
Credit Manager.....J. E. Beery
Quality Control.....Don Bertling
Production Superintendent.....Carl Wack

PRODUCTS: Test instrument for color & black and white television. Oscilloscopes, receiving tube testers, CR tube testers, color bar, white dot generator, sweep & marker generator, audio oscillator, vacuum tube volt meter, selenium rectifier tester and electrical circuit tracer.

Dr. Henry Jasik
61 Second St., Mineola, N. Y.
Phone: PIoneer 6-4335

PRODUCTS: Antennae and allied components for community systems.

Jenfred, Inc.
36 W. 57th St., New York, N. Y.

President.....C. M. Frederick
Secy.-Treas. .....Grace Frederick

PRODUCTS: Rear projection equipment.

Jensen Manufacturing Co.
6601 S. Laramie Ave., Chicago 38, Ill.
Phone: POrtsmouth 7-7600

President.....Thos. A. White
Vice-Pres.....Ralph P. Glover
Cls. Mgr., Distributor.....Louis W. Selsor
Sales Mgr. Industrial.....Horace L. White

PRODUCTS: Multiple Channel reproducers and loudspeaker units for high fidelity monitoring purposes. Extended range and general purpose loud speakers for sound distribution monitoring, cueing, intercom., PA and other applications.

Jerrold Electronics Corp.
23rd and Chestnut Sts., Philadelphia, Pa.
Phone: LOcust 4-0707

President .....Milton Shapp
Mgr., Community Ops. Div....W. H. Miller
Public Relations Dir.....Daniel Aaron
Advertising Director.....A. J. Panichelli
PRODUCTS: Community antenna systems.

Johns-Manville
22 East 40th St., New York 16, N. Y.
Phone: LExington 2-7600
Commodity Manager.....P. J. Washburn
(Acoustical Materials)
PRODUCTS: Sound control materials for broadcasting and recording studios.

E. F. Johnson Co.
Waseca, Minn.
Phone: 990
General Manager.....E. F. Johnson
General Sales Mgr.....E. T. Herbig Jr.
Broadcast Sales Mgr.....M. W. Will
PRODUCTS: Antenna insulators, RF contactors, isolation inductors, inductors.

Kay Lab, Inc.
5725 Kearney Villa Rd., San Diego 12, Calif.
Phone: BRowning 7-6700
President.....LaMotte T. Cohu
Vice-President.....R. T. Silberman
PRODUCTS: Camera chains, remote control systems, monitors, equipment for station use.

Kent Television, Inc.
505 Driggs Ave., Brooklyn, N. Y.
Phone: EVergreen 8-2272
General Manager.....Jack Mendelsohn
Sales Manager.....Benjamin Wax

Kimble Glass Co. (Subsidiary of Owens-Illinois Glass Co.)
Box 1035, Toledo, Ohio
Phone: FAirfax 6543
Vice-Pres., Gen. Mgr.....R. H. Mulford
Sales Vice-Pres.....E. B. Dennis
Sales Mgr., Electronics and
Industrial Div.....J. P. Gleason
PRODUCTS: TV bulbs.

Kimco Sales, Inc.
11 W. 42nd St., New York 36, N. Y.
Phone: OXford 5-3782
Executive-in-charge .....John Newton
PRODUCTS: Representative for Kline iron and steel.

King Laboratories, Inc.
127 Solar St., Syracuse 3, N. Y.
Phone: 74-3359
President.....Aden J. King
Vice-President.....F. M. Michaelian
Exec. V.P. & Treas.....W. R. MacLeod
Secretary.....Barbara H. Sisson
Factory Mgr.....Robert K. Metz
PRODUCTS: Getters and other parts for electronic tubes.

Kline Iron & Metal Co.
1225 Huger St., Columbia, S. C.
Phone: 4-0301
PRODUCTS: Manufactures and erects towers.

Kliegl Bros., Inc.
321 W. 50th St., New York, N. Y.
Phone: COlumbus 5-0130
President .....John Kliegl
Vice-President .....Herbert Kliegl
PRODUCTS: TV studio and field lighting fixtures.

Kollmorgen Optical Corp.
347 King St., Northampton, Mass.
Phone: 283
President.....E. O. Kollmorgen
Vice-President.....John L. Maulbetsch
Sales Manager.....J. A. Fetherston
PRODUCTS: Motion picture equipment, TV projection lenses and mirrors.

Kriss Electronics Corp.
191 Oraton St., Newark, N. J.
President.....Charles J. Kriss
PRODUCTS: Manufactures Kris-Tel CR tubes.

Kuthe Laboratories (IT&T Associate)
730 S. 13th St., Newark, N. J.
Phone: BIgelow 2-6000
Chairman.....Dr. Herman Kuthe
President.....W. P. Maginnis
PRODUCTS: Hydrogen thyratrons.

Ladue Supply, Inc.
8870 Ladue Rd., St. Louis 24, Mo.
Phone: PArkview 5-6490
President.....W. E. Ball
Vice-President.....J. C. Coonrod
PRODUCTS: Cemsteel package TV and radio stations.

Lambda-Pacific Engineering, Inc.
Box 70, Van Nuys, Calif.
Phone: STate 6-1801
President.....L. W. Mallach
Sales Manager.....F. W. Bailey
PRODUCTS: UHF booster stations.

Langevin Manufacturing Corp.
37 W. 65 St., New York 23, N. Y.
Phone: ENdicott 2-7200
Sales Manager.....George Schatz
PRODUCTS: Audio and electronic equipment.

Lansdale Tube Co. (Philco Division)
Lansdale, Pa.
Phone: 4681
Vice-Pres., Gen. Mgr.....W. J. Peltz
Gen. Sales Mgr.....M. A. Williams
Mgr., Tube Sales.....J. J. Grabiec
PRODUCTS: Tubes.

Lasalle Tube Manufacturing Co.
155 E. Grand Ave., Chicago 11, Ill.
Phone: MOhawk 4-3144
President.....M. A. Robin
PRODUCTS: Tubes.

Lehigh Structural Steel Co.
17 Battery Place, New York 4, N. Y.
Phone: WHitehall 4-1424
Sales Mgr., Radio Div.....J. F. Neary
Ass't Sls. Mgr., Radio Exp.....T. V. Sheehy
PRODUCTS: Vertical radiators, supporting towers, relay towers.

Lewis and Kaufman Ltd. (Division of International Glass Corp.)
Box 337, Los Angeles, Calif.
Phone: EL Gato 4-3540
President, Sales Mgr.....Jack Kaufman
Chief Engineer.....N. V. Bramley
PRODUCTS: Transmitting, rectifier, power and special purpose tubes.

Liberty Tower Erection Co., Inc.
Box 9123, Oklahoma City, Okla.
Phone: MElrose 7-3381
Pres., Gen. Mgr.....Earl Griffith
Secy.-Treas. .....Evelyn Griffith
PRODUCTS: TV towers.

John E. Lingo & Son, Inc.
2814 Buren Ave., Camden 5, N. J.
Phone: WOodlawn 4-0487
President.....John E. Lingo
PRODUCTS: TV transmitting antennae.

Lion Manufacturing Corp.
2640 W. Belmont Ave., Chicago 18, Ill.
Phone: 7-6060
President.....Raymond T. Moloney
Exec. V.P., Gen. Mgr.....Andrew J. Renn
V.P., Govt. Contracts.....H. B. Jones
Chief Engineer.....D. E. Hooker
Purchasing Director.....Herbert C. Kyle
Gen. Mgr., TV-Radio Div.....Paul Eckstein
PRODUCTS: Radio receivers.

Machlett Laboratories, Inc.
1063 Hope St., Springdale, Conn.
Phone: FIreside 8-7511
Vice-Pres. Sales.....H. J. Hoffman
Sls. Mgr., Power tube div.....R. E. Nelson
Field Engineer, Eastern District.....E. H. Gilbert
Field Engineer, Central District.....D. S. Frankel
Field Engineer, Central District.....G. J. Taylor
PRODUCTS: Electron tubes for oscillator, amplifier, and modulator service in AM, TV, and FM.

Magnavox Co.
Bueter Rd., Ft. Wayne 4, Ind.
Phone: 5471
Chairman.....Richard A. O'Connor
President.....Frank M. Freimann
Sales Planning Director....Stewart Roberts
Dir. of Public Relations...R. H. G. Mathews
Washington Representative
815 15th St., N.W.
Phone: MEtropolitan 8-6515
Executive-in-charge....Frank P. Mulgannon
PRODUCTS: TV, radios, phonograph, loudspeakers, solenoids.

Magnecord, Inc.
1101 S. Kilbourn Ave., Chicago 24, Ill.
Phone: VAn Buren 6-9301
Manager.....W. J. Helt
PRODUCTS: Professional magnetic tape recorders—reproducers.

Majestic Radio Corp.
(*See Wilcox-Gay Corp.*)

Marconi Instruments Ltd.
44 New St., New York, N. Y.
Phone: HAnover 2-0197
Manager.....R. J. Bailey
PRODUCTS: Local sales office of British electronic measuring instruments.

Mars Television Inc.
112-33 Colonial Ave., Corona, L. I., N. Y.
Phone: TWining 8-1000
President .....Miles Breger
Vice-President .....Joseph Boer

Mattison Television & Radio Corp.
10 W. 181st St., New York 53, N. Y.
President, Treasurer.....Richard Mattison

Glenn L. Martin Co., Inc.
Baltimore 3, Md.
Phone: MUrdock 7-3800
Operations Mgr.....Robert C. Main
PRODUCTS: Receiving tubes.

J. A. Maurer, Inc.
37-01 31st Street, Long Island City 1, N. Y.
Phone: STillwell 4-4600
President.....John A. Maurer
Treasurer.....Daniel R. Ehrlich
General Manager.....Donald G. McKay
PRODUCTS: 16mm. professional motion picture cameras; 16mm. sound recorders; 16mm. film phonographs. 16 & 35 mm. Galvanometers.

Metropolitan Electric Mfg. Co. (Lumi-Tron Division)
22-50 Steinway St., Long Island City 5, N. Y.
Phone: AStoria 8-3200
Manager.....E. L. Lustig
PRODUCTS: Studio lighting fixtures, fittings, and systems.

Microlab
71 Okner Pkwy., Livingston, N. J.
Phone: LIvingston 6-0692
President.....Harry A. Augenblick
Chief Engineer.....Albert Sachs, Jr.
PRODUCTS: Coaxial attenuators, filters, multipliers, terminations, UHF test equipment.

Microwave Associates
22 Cunningham St., Boston 15, Mass.
President.....Dana W. Atchley Jr.
Treasurer .....Vess Chigas
Engineering Vice-Pres.....R. M. Walker
PRODUCTS: Microwave tubes and waveguide components.

Midland Manufacturing Co., Inc.
3155 Fiberglass Rd., Kansas City, Mo.
Phone: FInley 7950
President .....George McGrew
Manufacturing Vice-Pres.....H. G. Humann
PRODUCTS: CR tubes.

Midwest Radio and Television Corp.
909 Broadway, Cincinnati, O.
Phone: MAin 1-2371
President.....S. W. Cunningham
General Manager.....Harry Smith
Secretary .....Walter Tar
PRODUCTS: Radio receivers.

Miles Reproducer Co., Inc.
812 Broadway, New York 3, N. Y.
Phone: SPring 7-7670
Secretary.....J. M. Kuhlik, Sc.D.
General Manager.....I. W. Kuhlik
Treasurer.....H. B. Kuhlik
PRODUCTS: Walkie—Record all, self-contained battery voice recorders; telephone, conference, briefcase recorders.

Minnesota Mining and Mfg. Co.
900 Fauquier Ave., St. Paul 6, Minn.
Phone: TOwer 8511
Sales Mgr., Magnetic Prod.....Dan Denham
1500 S. Western Ave., Chicago 8, Ill.
Phone: MOnroe 6-6126
Manager.....R. F. Woelfel
446 N. LaBrea Ave., Hollywood 36, Calif.
Phone: WEbster 1-1289
Manager.....M. D. Benson
401 N. Broad St., Philadelphia 8, Pa.
Manager.....T. J. Donahue
PRODUCTS: Magnetic tape.

Mirror Record Corp.
4025 206 St., Bayside, L. I., N. Y.
Phone: BAyside 5656
Pres. & Treas.....P. K. Trautwein
V.P., Sec'y.....Paul H. Trautwein
PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

Mitchell Camera Corp.
666 W. Harvard St., Glendale 4, Calif.
Phone: CHapman 5-1086
President.....Mrs. Eva Fox
PRODUCTS: Film cameras and accessories.

Mole Richardson Co.
937 N. Sycamore Ave., Hollywood 38, Calif.
Phone: OLdfield 4-3600
President .....Peter Mole
Vice-Pres., Treas.....W. K. Parker
PRODUCTS: TV and photographic equipment.

Motorola, Inc.
4545 Augusta Blvd., Chicago, Ill.
Phone: SPaulding 2-6500
President.....Paul V. Galvin
Executive Vice-Pres.....Robert W. Galvin
Merchandising Vice-Pres.....E. R. Taylor
V.P., Consumer Prods. Eng..E. H. Wavering
Vice-Pres. Purchasing.....F. J. O'Brien
Director of Advertising.....D. H. Kutner
Dir. of Public Relations.....Allan Center
Mgr., Customer Services.....S. M. Whisler
Branches Offices (Sales and Service)
650 N. Pulaski Rd., Chicago 24, Ill.
131 Lyndon Ave., Detroit, Mich.
120 S. 30th St., Philadelphia, Pa.
522 Light St., Baltimore, Md.
PRODUCTS: TV and radio receivers.

Moviola Manufacturing Co.
1451 Gordon St., Hollywood, Calif.
Phone: HOllywood 7-3178
President .....Mark Serrurier
PRODUCTS: Motion picture film editing equipment.

Muscolor, Inc.
3100 Lake Shore Dr., Michigan City, Ind.
President .....Maurice Metzel
PRODUCTS: Telecolor animated color lighting apparatus.

Multi-Tron Laboratory Inc.
4624 Washington Blvd., Chicago 44, Ill.
Phone: MAnsfield 6-7310
President, Ch. Eng.....Nicholas Glyptis
PRODUCTS: TV, special tubes, research and development.

Muntz TV, Inc.
1000 Gray Ave., Evanston, Ill.
Phone: HOllycourt 5-1800
President.....Earl W. Muntz
Chief Engineer.....Rex Wilson
PRODUCTS: TV receivers.

National Cine Equipment Inc.
209 W. 48th St., New York 36, N. Y.
Phone: CIrcle 6-0348
President .....John Clemens
PRODUCTS: Sells, rents and services TV dollies, lenses, microphone booms.

National Co.
61 Sherman St., Malden, Mass.
Phone: MAlden 2-7950
President .....Joseph Quick
Vice-Pres., Sales.....Lynn Eaton
Engineering Director.....Eugene Grant
PRODUCTS: Radio receivers.

National Television Tube Inc.
Rochelle Park, N. J.
Phone: PRescott 8-4937
Sales Director.....John Sansone
PRODUCTS: TV tubes.

National Video Corp.
1300 W. 47th St., Chicago 32, Ill.
Phone: CLiffside 4-5600

President.....Asher J. Cole
Sales Manager.....Harold Cole

Nems-Clarke Inc.

919 Jesup Blair Drive, Silver Spring, Md.
Phone: JUniper 5-8300
President.....A. S. Clarke
PRODUCT: TV rebroadcast receivers, field intensity meters.

Neumade Products Corp.

250 W. 57th St., New York 19, N. Y.
Phone: JUdson 6-5810
President .....Oscar Neu
PRODUCTS: Film equipment.

O'Brien Electric Corp.

6514 Santa Monica Blvd., Hollywood 38, Cal.
Phone: HOllywood 4-1117
President .....Frank O'Brien
Vice-Pres., Sales.....John Greene
PRODUCTS: Broadcast switchers, audio facilities, custom cabinets.

Otto K. Olsen Co.

1534 Cahuenga Blvd., Hollywood, Calif.
Phone: HOllywood 5-5194
President, Gen. Mgr.....Daniel Murphy
PRODUCTS: TV lighting equipment, booms.

Gunnar Olsen Corp.

225 Broadway, New York 7, N. Y.
Phone: BArclay 7-8390
President, Treas.....Gunnar Olsen
PRODUCTS: Complete tower service.

Olympic Radio and Television Inc.

34-01 38th Ave., Long Island City 1, N. Y.
Phone: EXeter 2-5200
President, Gen. Mgr.....Morris Sobin
Sales Vice-President.....Herbert Kabat
Merchandising Consultant..Albert Friedman
Field Sales Mgr.....Milton Auster
Sales Administration Mgr.....S. Lipper
PRODUCTS: Radio receivers.

ORRadio Industries, Inc.

120 Marvyn Rd., Opelika, Ala.
Phone: Sherwood 5-4621
N. Y. Phone: WAlker 5-1257
President.....J. Herbert Orr
Vice-Pres.....J. W. Bunkley
Vice Pres., Sales.....Nat Welch
Vice Pres., Research.....Herbert G. Hard
Vice Pres., Production.....William Barnett

Branch Offices

5458 Ridge Ave., Philadelphia, Pa.
Eastern Sales Mgr.....Frank Adams
1 Park Ave., Manhasset, L. I., N. Y.
Executive-in-charge.....Preston W. Mack
Merchandise Mart, Chicago, Ill.
Executive-in-Charge.....J. J. McBride
4217 W. Jefferson Blvd., Los Angeles, Calif.
Executive-in-Charge .....Claude Erlanger
PRODUCTS: Irish brand magnetic tapes, sound recording tapes for radio, optical photography tapes for TV.

Otis Elevator Co. (Electronics Div.)

35 Ryerson St., Brooklyn 5, N. Y.
Phone: UL 5-6800
Manager.....Morton B. Kahn
Secretary.....Fayette S. Dunne
Treasurer .....Bruce Wallace
PRODUCTS: Broadcast Station Equipment, AM and FM, Studio Amplifying Consoles, Radio Communication Transmitters, both AM and FM, Air, Ground Communication Equipment, AM and FM, Electronic Computors, Radar Equipment, Guided Missile Controls, etc.

Packard-Bell Company

12333 W. Olympic Blvd., Los Angeles 64, Cal.
Phone: Granite 7-6721
President.....Herbert A. Bell
Exec. Vice-President.....Robert S. Bell
Gen. Counsel, Ass't to Pres.....W. H. Moore
Sec.-Treas.....Lowell R. Day
Chief Engineer.....O. K. Paddock
V.P. Technical Products.....R. B. Leng
V.P. Eastern Operations.....A. J. Spriggs
V.P., Manufacturing.....Jean Gleis
V.P. Sales.....Kenneth R. Johnson
Dir. of Adv. & Sales
Prom.....Robert H. Thompson
V.P. Service Div.....Carl Duffy
Personnel Director.....Robert Hogan
Purchasing Agent.....William P. Kennedy
PRODUCTS: Radios, Radio-Phonograph-Recorder Combinations), Television. Radio-Phonograph Combinations, Television-Radio-Phonograph Combinations, special electronic equipment for the Armed Services.

Pacific Mercury Television Mfg. Corp.

8345 Hayvenhurst Ave., Sepulveda, Calif.
Phone: EMpire 2-3131
Chairman, President.....Joe Benaron
Merchandise Mgr.....Roy Chilton
PRODUCTS: TV sets.

Pan American Electronics Inc.

1500 N. Miami Ave., Miami, Fla.
Phone: 82-6857
Gen. Sales Mgr.....M. E. Yaraus

Parkersburg Rig and Reel Co.

620 Depot St., Parkersburg, W. Va.
Phone: 7-4521
President.....W. A. Wood
PRODUCTS: Manufactures and erects TV towers.

Pembrex Theatre Supply Corp.

1969 S. Vermont Ave., Los Angeles, Calif.
Phone: REpublic 1-3111
President .....Louis Wutke
PRODUCTS: "Pemarc" and "Telinc" projectors, and accessories.

Penta Laboratories Inc.

312 N. Nopal St., Santa Barbara, Calif.
Phone: WOodland 5-4581

President .....R. Leonard
PRODUCTS: Transmitting and power tubes.

The Pentron Corp.

777 South Tripp Ave., Chicago 24, Ill.
Phone: SAcramento 2-3201
President .....Irving Rossman
Vice Pres.....Theodore Rossman
V.P. Manufacturing.....Bernard Sahlins
Comptroller.....Marshall Peiros
Prod. Dir.....Aaron Roseman
Purchasing Agent.....Nick Alex
Asst. Sales Mgr.....Robert Farnsworth
Adv. Mgr.....Martin Mann
PRODUCTS: Tape recorders, tape players, high fidelity basic tape mechanisms and tape preamplifiers. Broadcast recorders, electronic mike mixers, tape carry cases, foot pedal controls, extension cords, telephone pickups.

Pembrex TV

(Div. Pembrex Theater Supply, Inc.)
1969 So. Vermont Ave., Los Angeles 7, Calif.
Phone: REpublic 1-3111
President.....Louis M. Wutke
PRODUCTS: PEMARC Rear-screen Projection (still-slide) Hi-Intensity Arc Projectors, 20,000 to 25,000 Lumen, Pemink Rear-screen Projection (still-slide) incandescent 5,000 watts dimmer control single or double units with special effects attachments. Pemsync motors and 16 and 35 mm Rear-Screen motion picture units. Translucent screens, (blue/black) portable aluminum frames and TV's most complete still and moving plate (slide and footage) library available.

Philco Corp.

Tioga and "C" Sts., Philadelphia 34, Pa.
Phone: NEbraska 4-5100
Chairman .....William Balderstone
President .....Jame Skinner
Vice-Pres., Merchandising..Raymond George
Public Relations Director.....W. Wight
Gen. Advertising Mgr...Morgan Greenwood
TV Division
Vice-Pres., Gen. Mgr.....James Skinner
Sales Manager.....John Utz
Sales Promotion Mgr.....J. S. Frietsch
Home Radio Division
General Manager.....Henry Bowes
Sales Manager.....J. J. Moran

Philharmonic Radio & TV Corp.

235 Jersey Ave., New Brunswick, N. J.
Phone: CHarter 7-3700
President .....Bernard Lippin
Executive Vice-Pres.....Eli Saltz
Secretary.....Irwin A. Yellin
PRODUCTS: Radio, TV receivers.

Philmore Manufacturing Co., Inc.

113 University Place, New York 3, N. Y.
Phone: ALgonquin 4-3363
President.....M. L. Granat
Vice-President.....Gary Granat
Chief Engineer.....Reginald Burke
Treasurer .....Murray Granat
PRODUCTS: TV chassis, completely wired and aligned, TV kits with video and sound wired and fully aligned, with full instructions to complete the wiring, TV kits completely unassembled with full instructions for wiring. One, two and three tube kits, aerial kits, microphones (carbon type), crystal sets, crystal set kits, crystal detectors, coils, transmitter kits, amplifier kits, radio control kits.

Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.
Phone: STillwell 4-5454
President .....Isidor Goldberg
Vice-President .....J. N. Benjamin
Secretary-Treasurer.....I. W. Wyckoff
Sales Manager.....L. M. Sandwick
Purchasing Agent.....Paul Lefko
Prod. Mgr.....F. Hajek
Chief Engineer.....Richard Shottenfeld
PRODUCTS: Tuners—Hi-Fi, AM-FM; Hi-Fi amplifiers, preamplifiers, portable phonographs; Hi-Fi phonographs, complete Hi-Fi systems.

Pioneer Electronics Corp.

2235 S. Carmelina, W. Los Angeles, Calif.
Phone: BRadshaw 2-8053
President.....L. M. Perrish
Gen. Sales Mgr.....Z. Goodman

Polarad Electronics Corp.

43-20 34th St., Long Island City, N. Y.
Phone: EXeter 2-4500
President.....Dr. D. L. Jaffee
PRODUCTS: Cameras, generators, monitors, consoles, amplifiers.

Presto Recording Corp.

P. O. Box 500, Paramus, N. J.
Phone: Diamond 3-5700
Sales Manager.....Thomas B. Aldrich
PRODUCTS: Disc recording, tape recording, transcription equipment, amplifiers, equalizers, blank recording discs.

Prodelin Inc.

307 Bergen Ave., Kearny, N. J.
Phone: KEarny 2-8600
President.....L. A. Blondon
Sales Manager.....J. F. Cosgrove
PRODUCTS: Antenna systems.

Racine Tower Construction Co.

Center St., Brandon, Vt.
Phone: 85
President .....Emile Racine
PRODUCT: Antennae.

Radiant Mfg. Corp.

2627 W. Roosevelt Rd., Chicago, Ill.
Phone: CRawford 7-6300
President.....H. E. Eller
Sales Vice-Pres.....Herschel Feldman
PRODUCTS: Projection screens.

Radio Construction Co.

550 Grant St., Pittsburgh, Pa.
Phone: COurt 1-1712
PRODUCTS: Tower erection.

Radio and Television Inc. (Brunswick Division)

119 W. 57th St., New York, N. Y.
Phone: JUdson 6-0780
President.....H. L. Weisburgh
PRODUCTS: Radio receivers.

Radio Corporation of America

Executive Offices: 30 Rockefeller Plaza
New York 20, N. Y.
Phone: COlumbus 5-5900
Ch. of the Board...Brig. Gen. David Sarnoff
President.....Frank M. Folsom
Senior Exec. Vice-Pres.....E. W. Engstrom

Defense Electronic Products
Front & Cooper Sts., Camden, N. J.
Vice-Pres., Gen. Mgr.....T. A. Smith
Chief Tech. Adm.....M. C. Batsel
Mgr. Operations Control.....T. W. Massoth
Mgr. Missile & Surface Radar Operations.....H. R. Wege
Mgr. West Coast Elec. Prods. Dept.....A. N. Curtiss
Mgr. Airborne Systems Dept..J. M. Hertzberg
Mgr. Surface Communications Dept.....S. W. Cochran
Chief Engineer.....C. A. Gunther

Commercial Electronic Products
Front & Cooper Sts., Camden, N. J.
General Manager.....A. L. Malcarney
Chief Engineer.....J. Hillier
Mgr. Broadcast & TV Equip. Dept.....A. R. Hopkins
Mgr. Comm. Prods. Dept.....C. M. Lewis
Mgr. Theatre & Sound Prods. Dept.....J. F. O'Brien
Mgr. BIZMAC Marketing.....L. F. Jones
Mgr. Comm'l Adv. & Sales Promotion.....J. P. Taylor

Consumer Products
Exec. V.P.....R. A. Seidel

RCA Victor Television Division
Cherry Hill, Camden 8, N. J.
V.P. and Gen. Mgr.....C. P. Baxter
Operations Mgr.....G. K. Bryant
Chief Eng.....D. D. Cole
Gen. Sales Mgr.....J. P. Bannon
Mgr., Adv. and Sales Prom...J. M. Williams

RCA Victor Radio & "Victrola" Division
Cherry Hill, Camden 8, N. J.
V.P. and Gen. Mgr.....J. M. Toney
Manager Sales.....L. J. Collins
Mgr. Adv. & Sales Prom.....R. E. Conley
Chief Engineer.....J. L. Franke

RCA Victor Record Division
155 E. 24th St., New York, N. Y.
V.P. and Gen. Mgr.....E. Sacks
V.P. and Operations Mgr.....L. W. Kanaga
Mgr. Single Records Dept....W. W. Bullock
Mgr. Records Operations Dept...H. L. Letts
Mgr. Records Operations Dept., Publicity.....G. R. Thorpe
Mgr. Records Operations Dept., Customer Records.....J. P. Davis
Mgr. Records Albums Dept....G. R. Marek
Mgr. Records Albums Dept., Advertising.....W. I. Alexander

Electronic Components
Exec. Vice-President.....W. W. Watts

Tube Division
415 S. 5th St., Harrison, N. J.
V.P. and Gen. Mgr.....D. Y. Smith
Gen. Comm. Mgr.....L. S. Thees
Gen. Marketing Mgr.....L. F. Holleran
Manager, Operations Control..W. H. Painter
Chief Engineer.....G. R. Shaw
Mgr., Equip. & Parts Marketing.....L. J. Battaglia
Mgr. Rec'g Tube Marketing...K. G. Bucklin
Mgr. C. R. & P'r Tube Marketing.....M. J. Carroll
Mgr. Equipment Sales.....L. D. Kimmel
Mgr. Distributor Sales.....D. M. Branigan

Semiconductor Division
415 S. 5th St., Harrison, N. J.
General Manager.....A. M. Glover
Mgr. Sales Dept.....T. R. Hays
Mgr. Marketing Dept.....F. F. Neuner
Chief Engineer.....L. Malter

PRODUCTS: Television receivers: table and console models; console color TV receivers; HiFi phonographs and Hi-Fi phonograph AM-FM radio combinations; radio receivers: AM, AM-FM, table models; AM clock radios; "Victrola" phonographs and records; AM, FM and TV transmitting equipment; broadcast station studio equipment; antennas; mobile radio communications equipment; industrial television equipment; microphones; microwave equipment; test and measuring equipment; Antenaplex antenna systems; communications equipment; electron tubes: receiving, power, cathode-ray and special types; TV studio camera equipment; film, disc and tape recording equipment; BIZMAC computers; 16 mm. projectors; electron microscopes; theatre television equipment; marine radio equipment; aviation, communication, radar and other special apparatus for the Armed Forces.

Radio Engineering Laboratories, Inc.

36-40 37th St., Long Island City 1, N. Y.
Phone: STillwell 6-2100
President.....C. R. Runyon, Jr.
V.P. & Sales Mgr.....F. A. Gunther
V.P. & Research Dir.....J. R. Day
Vice President.....Joseph Behr
Chief Engineer.....Joseph E. Tennis
Treasurer.....James A. Cronin
Sec. & Purch'g Agent.....C. R. Runyon, III
Ind. Rel. Mgr.....James J. Kelly
Ser. Mgr.....Harold Goldstein
Traffic Mgr.....E. R. Phillips

PRODUCTS: AM-FM and TV aural — Studio to transmitter links and antennas. FM—Microwave; radar systems; FM and relay broadcast transmitters point to point

multiplex radio relay, 50-2000 mc; Yagi, corner reflector and paraboloid antennas, 50-2000 mc; FM tuner, 88-108 mc; military equipment.

Rangertone, Inc.
73 Winthop St., Newark 4, N. J.
Phone: HUmboldt 5-2550
President.....R. H. Ranger
Sales Manager.....R. L. Scripp
PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film. Thyratron Inverters: for Controlled frequency Power, and Magnetic Heads, Tape-to-Film editing and transfer to sound film.

Rauland Corp. (Subsidiary of Zenith Radio Corp.)
4245 N. Knox Ave., Chicago, Ill.
Phone: MUlberry 5-5000
President.....E. N. Rauland

Raven Screen Corp.
124 E. 124th St., New York, N. Y.
Phone: LEhigh 4-8408
Manager .....Fred Rose
PRODUCTS: Projection screens.

Raytheon Manufacturing Co.
5921 W. Dickens Ave., Chicago 39, Ill.
Phone: BErkshire 7-7000
Exec. V.P.....H. F. Argento
Merchandising Mgr.....Cliff Knoble
Advertising Mgr.....C. L. Petersen
PRODUCTS: Radios — AC-DC and clock radios; tubeless radios (transistor); TV sets (monochrome, color); tape recorders.

Reeves Soundcraft Corp.
10 East 52nd St., New York 22, N. Y.
Phone: PLaza 9-2644
Vice Pres.....Frank B. Rogers, Jr.
PRODUCTS: Blank recording discs, magnetic recording tape, full width magnetic recording film, striped magnetic film, styli.

Rek-O-Kut Company
38-01 Queens Blvd., Long Island City 1, N. Y.
Phone: STillwell 4-7062-3-4
Sales Manager.....George Silber
PRODUCTS: Instantaneous Recording Equipment, Transcription Turntables, Rhythmaster, a continuous variable speed phonograph and portable PA system; Challenger disc recorder; Roundin turntable series and Recitalists portable PA system.

Resdel Engineering Corp.
330 S. Fair Oaks Ave., Pasadena, Calif.
Phone: RYan 1-7689
Pres., Gen Mgr.....H. K. Abajian
PRODUCTS: Electronic measuring equipment.

Resitron Laboratories
2908 Nebraska Ave., Santa Monica, Calif.
Phone: EXbrook 3-5217
President.....V. E. Delucia
PRODUCTS: Tubes.

Roland Radio Corp.
716 S. Columbus Ave., Mt. Vernon, N. Y.
Phone: MT. Vernon 4-1500
Gen. Sales Mgr.....P. Featherstone
PRODUCTS: Radio receivers.

Douglas Roesch Inc.
2200 S. Figueroa St., Los Angeles 7, Calif.
Phone: RIchmond 7-9361
President .....Douglas Roesch
PRODUCTS: Douglas chairside control and TV sets.

Rokaville Co.
(Electronics Division)
2064 S. Bannock, Denver, Colo.
Phone: PEarl 3-4251
Owner.....R. L. Pierzina

Rust Industrial Co., Inc.
130 Silver St., Manchester, N. H.
Phone: Manchester 3-3596
Best. Sls. Mgr.....T. W. Forget
PRODUCTS: Packaged remote control equipment; remote control components; rotary and linear actuator assemblies, RF monitor preamplifiers, etc.; failure alarms.

Scott Radio Laboratories Inc.
1020 N. Rush St., Chicago, Ill.
Phone: WHitehall 4-0510
President.....John S. Meck
Engineering Vice-Pres.....Louis C. Woycke
Secretary-Controller.....R. G. Eggo

Self Winding Clock Co., Inc.
205-11 Willoughby Ave., Brooklyn 5, N. Y.
Phone: MAin 2-6300
N. Y. Phone: MU 3-6030
Asst. Sales Mgr.....Harvey S. Wellman
PRODUCTS: Sweep seconds, dry cell battery operated self winding clocks containing connections for receiving automatic synchronizing pulses from Western Union lines or manual synchronized pulses from control kit.

Semco Electroncis Co.
8407 S. Hoover St., Los Angeles, Calif.
Phone: PLeasant 2-7657
Owner .....G. Korkos
PRODUCTS: Semco remote control TV sets and remote controls.

Sentinel Radio Corp.
2100 Dempster St., Evanston, Ill.
Phone: PLeasant 2-7657
President .....Ernest Alschuler
Vice-President .....Milton Block
Director of Sales.....E. G. May
Sales Manager.....R. B. Park
Sales Promotion Mgr.....A. E. Welch
PRODUCTS: Radio receivers.

Setchell Carlson Inc.
New Brighton, Minn.
Phone: NEstor 8877

President.....B. T. Setchell
Sales Engineer.....Fred Melius
General Manager.....H. E. Taylor
Sales Mgr., Midwest.....R. G. Chermak
Sales Mgr., Northwest.....D. E. Dursell
PRODUCTS: Radio receivers.

Shields Studio

5537 Suburban Tracks, St. Louis, Mo.
Phone: FOrrest 7-2535
Owner .....Tom Shields
PRODUCTS: Scenic TV settings.

Singer Television Mfg. Co.

5397 Poplar Blvd., Los Angeles, Calif.
Phone: CApitol 5-5705
President .....Eugene Singer
Gen. Sales Mgr.....Richard Weed
Sales Mgr., Audi-Video.....Donald Reed
PRODUCTS: Projection TV for institutions.

Skiatron Electronics & TV Corp.

30 E. 10th St., N. Y. 3, N. Y.
Phone: ORegon 3-3464
President .....Arthur Levey
Treasurer .....Kurt Widder
Secretary.....Frank V. Quigley
Dir. of Research & Develop.....J. H. Laub
Dir. of Ultra-sonic TV...Richard L. Duggan
Dir. of Subscribervision.....W. J. Shanahan
Services Offered: Electronic equipment, subscriber-vision research and development TV and electronics.

Sonora Radio & TV Corp.

325 N. Hoyne Ave., Chicago, Ill.
Phone: CHesapeake 3-2323
President .....Joseph Gerl
Contract Sales Vice-Pres...Edward Kedziora
PRODUCTS: Radio, TV receivers.

Sonotone Corp.

Elmsford, N. Y.
Phone: LYric 2-6400
President.....I. I. Schachtel
PRODUCTS: Vacuum tubes, transistors, amplifiers.

S.O.S. Cinema Supply Corp.

602 W. 52nd St., New York, N. Y.
Phone: PLaza 7-0440
President, Gen. Mgr.....J. A. Tanney
Vice-Pres., Sales Mgr.....Oscar Lightstone
Sales Prom. Mgr.....R. L. Sapaan
PRODUCTS: Film editing, developing, printing machines.

Spincraft Inc.

4122 W. State St., Milwaukee, Wisc.
Phone: DIvision 2-0730
Chairman.....Theodore Slalow, Jr.
President.....George A. Mast
PRODUCTS: Metal cone makers.

Stainless, Inc.

Third & Montgomery Sts., North Wales, Pa.
Phone: North Wales 4871
President.....John F. Guzewicz
Vice-President.....Henry J. Guzewicz
PRODUCTS: Self-supporting Rhomic array, guyed and micro wave towers; antenna masts; FM self-supporting and guyed towers.

Stancil-Hoffman Corporation

921 N. Highland Ave., Hollywood 38, Calif.
Phone: HOllywood 4-7461
President.....William V. Stancil
PRODUCTS: Magnetic recorder/reproducer for Tape Model R5 magnetic reocrder/reproducer for film Model S5 16 mm. & 17.5 mm., magnetic recorder for tape-battery operated portable—Model M5A (miniature), magnetic recorder/reproducer — multi-channel for tape Model CRM-15, pre-amplifier/mixer—4 channel Model AM3, tuning fork controlled power supply—500 watt output Model V1A.

Standard Electronics Corp. (Subsidiary of Dynamics Corp. of America)

285 Emmet St., Newark 5, N. J.
Phone: BIgelow 3-5540
Vice-Pres., Gen. Mgr.....W. H. Zillger
Mgr. TV Engr.....H. R. Smith
Mgr. Customers Ser.....W. H. Rappolt
District Sales Engineering Managers
District Sls. Eng. Mgr.....J. T. Campbell
1026 17th St., N.W., Wash 6, D. C.
Phone: REpublic 7-2246
Dist. Sls. Eng. Mgr.....S. Jenkins
478 Overbrook Drive N.W., Atlanta, Ga.
Phone: ATwood 0710
Dist. Sls. Eng. Mgr.....L. E. Pett
432 So. Curson, Los Angeles 36, Calif.
Phone: Webster 1-4382
Dist. Sls. Eng. Mgr.....R. C. Hutchins
Preemption, Ill.
Phone: 42
Dist. Sls. Eng. Mgr.....M. L. Zimmerman
1027 Levee St., Dallas, Tex.
Phone: Randolph 4-008
Marketing & Sls. Prom. Mgr...S. L. Chaikind
PRODUCTS: TV transmitters, VHF, amplifiers; diplexers, dummy loads; demodulators; harmonic filters; video amplifiers; control desks; switchers, audio, video; TV studio cameras; sync generators; AM, FM transmitters.

Stephens Manufacturing Corp.

8538 Warner Dr., Culver City, Calif.
Phone: TExas 0-3775
President.....R. L. Stephens
PRODUCTS: Amplifiers, cabinets, condenser microphones.

Stromberg-Carlson (Division of General Dynamics Corp.)

100 Carlson Rd., Rochester, N. Y.
Phone: HUbbard 2200
President.....R. C. Tait
Executive Vice-Pres.....G. G. Holt
Sales Mgr., Radio-TV.....F. L. Granger

Merchandise Director.....James A. Frye
Public Relations Dir.....S. M. Manson

Strong Electric Corp.
87 City Park Ave., Toledo, Ohio
Phone: CHerry 8-3741
President.....H. H. Strong
PRODUCTS: Arc spotlights, projectors.

Studio Television Products Sales Corp.
11 W. 42nd St., New York, N. Y.
Phone: OXford 5-2199
President .....John Newton
PRODUCTS: Camera dollies, bases tripods, mike booms.

Sylvania Electric Products, Inc.
1740 Broadway, New York, N. Y.
Phone: JUdson 6-2424
Chairman, President.....D. G. Mitchell
Vice-Pres., Operations.....A. L. Chapman
Vice-Pres., Sales.....B. K. Wickstrom
Dir. of Public Relations.....G. W. Griffith
Dir. of Adv. Sales Prom..T. P. Cunningham
Mgr., Electronic Products Sales..D. W. Gunn

Radio and Television Div.
254 Rano St., Buffalo, N. Y.
Phone: VIctoria 2450
Vice-Pres., Gen. Mgr.....Arthur Chapman
Manufacturing Mgr.....H. E. Riordan
Gen. Sales Mgr.....B. O. Holslinger
TV-Radio Sales Mgr.....T. P. Ryan
Radio Sales Mgr.....J. R. Thuet

Radio Tube Division
Emporium, Kansas
Phone: 301
Vice-President.....M. D. Burns
General Manager.....W. H. Lamb
Gen. Sales Mgr.....D. W. Gunn
Equipment Sales Mgr.....W. O. Spink
Renewal Sales Mgr.....H. H. Rainier

Tarc Electronics Inc.
48 Urban Ave., Westbury, N. Y.
Phone: EDdgewood 4-3900
President.....H. W. Cain
PRODUCTS: Broadcast and test equipment for color and B & W TV.

Sarkes Tarzian Inc. (Broadcast Equipment Div.)
E. Hillside Dr., Bloomington, Ind.
Phone: 7251
President .....Sarkes Tarzian
Sales Manager.....B. Presti
PRODUCTS: TV transmitters.

Taylor Tubes, Inc.
2312 Wabansia Ave., Chicago, Ill.
Phone: ARmitage 6-1730
President.....B. C. Boeckler
PRODUCTS: Tubes.

Technicraft Laboratories, Inc.
Thomaston, Conn.
Phone: ATlas 3-4315
President.....A. M. Winchell
PRODUCTS: Microwave components.

Tech-Master Corp.
75 Front St., Brooklyn, N. Y.
Phone: ULster 5-3535
President .....L. Lazoff
Sales Manager.....P. H. Witte
PRODUCTS: Videola TV receivers, FM tuners, radio sets.

Tektronix Inc.
Box 831, Portland, Ore.
Phone: CYpress 2-2611
President .....Howard Vollum
PRODUCTS: TV oscillators, and other test equipment.

Telechrome Inc.
632 Merrick Rd., Amityville, N. Y.
Phone: 4-4446
President.....J. R. Popkin-Clurman
Vice-Pres., Sales.....H. C. Riker
PRODUCTS: TV transmitters.

TelePrompTer Corporation
300 W. 43rd St., N. Y. 36, N. Y.
Phone: JUdson 2-3800
Chairman, Pres.....Irving B. Kahn
V. P. Sales.....Herbert W. Hobler
V.P. Engineering.....Hubert J. Schlafly
Sls. Mgrs.: TV & Film..Bart Swift, Don Swift
Sls. Mgr., TV Stations.....W. K. Treynor
Sls. Mgr., Staging Services.....W. Marsh
Sls. Service Mgr.....J. Blair
Operations Dir.....Nat Myers
Branch Offices
6151 Santa Monica Blvd., Los Angeles, Calif.
Phone: HOllywood 9-6239
V.P. West Coast.....Fred Barton
Manager.....George Kane
177 N. State St., Chicago, Ill.
Phone: FRanklin 2-8826
Manager.....Ted Boisumeau
1346 Connecticut Ave., Washington, D. C.
Phone: COlumbus 5-3161
Manager.....Ray Turell
447 Jarvis St., Toronto, Canada
Phone: WAlnut 2-2130
Manager.....Ken Page
PRODUCTS: TelePhompTer cueing equipment for film, live TV, TV stations, public speaking: Telepro rear screen remote controlled projection: Telemation, for automatic cueing: lights, Telestage, mi-cellaneous studio devices.

Telequip Radio Co.
2559 W. 21st St., Chicago, Ill.
Phone: BIshop 7-3841
President.....E. E. Arkin
PRODUCTS: Private label TV sets.

Tele-Ray Tube Co., Inc.
984 Saw Mill River Rd., Yonkers, N. Y.
Phone: 5-8950
Chairman.....S. W. Muldowny
PRODUCTS: Tubes.

Telet, Inc.
Louisville, Ky.
Phone: MAgnolia 4980
President.....D. P. Bibb, Jr.
Sales Mgr.....E. W. Lowrie
PRODUCTS: Replacement picture tubes.

Televideo Corp. of America
3400 S. Main St., Los Angeles, Calif.
Phone: ADams 2-7282
President .....Jaime Balugo
PRODUCTS: CR tubes and electronic assemblies.

Television Associates, Inc.
E. Michigan St., Michigan City, Ind.
Phone: 7-7207
President.....W. C. Eddy
PRODUCTS: Custom built remote controlled studio lighting equipment; Microwave relay equipment; reflectors and mounting supports, parapet clamps, metal tripods. Studio Equipment: camera dollies, tripods, Hi-hats and lo-hats for camera mounting. Continuous devices and accessories for 16 mm, 8 mm film and for magnetic tape.

Television Specialty Co., Inc.
350 West 31st St., New York 1, N. Y.
Phone: LOngacre 4-2334
President.....K. A. Jenkins
Gen. Mgr.....Tom Haney
Sec'y Treas.....L. Jenkins
Traffic Mgr.....Carman Laurino
West Coast Representative
E. J. Baughman Co.
350 South Central, Los Angeles, Calif.
Canadian Representative
447 Jarvis St., Toronto
PRODUCTS: Profitmaker 2100 w. rear projector. rear projection screens, studio lights and lighting equipment, film production and kine-recording equipment, dollies, tripods, mike-booms, film processing machines, and television special effects. "TSC 4000" rear screen projector; "TSC 67" rear projection screen.

Television Utilities Corp.
1315 Jericho Turnpike
New Hyde Park, N. Y.
Phone: FLoral Park 4-0408
President.....A. E. Siegel
PRODUCTS: Designs and manufacturers of private eye monitors.

Television Zoomar Corp.
500 Fifth Ave., New York, N. Y.
Phone: BRyant 9-5853
President.....Jack A. Pegler
PRODUCTS: TV Zoomar lenses and studio zoomar.

Tel-Instrument Electronics Corp.
728 Garden St., Carlstadt, N. J.
Phone: WEbster 9-9250
President.....J. Roemisch
Sales Mgr.....E. W. Brinkerhoff
PRODUCTS: Test equipment for TV.

Tel-o-Tube Corp. of America
180 Van Riper Ave., E. Paterson, N. J.
Phone: FAirlawn 6-1500
President.....Samuel Kagan
Sales Mgr.....Nat Malamuth
PRODUCTS: TV tubes.

Theatre Network Television, Inc. (TNT)
Telesessions, Inc.
575 Madison Ave., N. Y. 22, N. Y.
Phone: MU 8-3220
President.....Nathan L. Halpern
Gen. Sales Mgr.....Fanshawe Lindsley
Executive Producer.....Martin H. Poll
Supervisor of Oper.....Edward F. Addiss, Jr.
Services Offered: Closed-circuit TV for business, industry, and entertainment.

Thomas Electronics Inc.
118 Ninth St., Passaic, N. J.
Phone: GRegory 3-404
President.....T. L. Clinton
Gen. Sales Mgr.....R. E. Burrows

Thompson Products Inc.
2196 Clarkwood Rd., Cleveland, Ohio
Phone: HEnderson 16765
(Electronics Division)
Manager.....J. W. Davidson
Sales Mgr.....F. J. Weihmiller
PRODUCTS: TV transmitter switches.

Tower Construction Co.
2700 Hawkeye Drive, Sioux City, Iowa
Phone: 5-7653
Owner.....M. M. Lasensky
6640 23rd Ave., West Hyattsville, Md.
Phone: HArrison 2-3515
General Manager.....A. C. Tilton
Sales Engineer.....Frank Little
PRODUCTS: Towers, microwave passive reflectors and tower erections.

Trad Electronics Corp.
1001 First Ave., Asbury Park, N. J.
Phone: PRospect 6-7447
President.....George Trad
PRODUCTS: Private label sets, commercial test equipment.

Trav-Ler Radio Corp.
571 W. Jackson Blvd., Chicago, Ill.
Phone: HArrison 7-9151
President.....Joe Friedman
Sales Mgr.....Tully Friedman
PRODUCTS: Radio receivers.

Trans-Lux Corp.
1270 6th Ave., New York, N. Y.
Phone: CIrcle 7-4970
President.....P. E. Furber
PRODUCTS: Rear projection screens.

Tressel Television Productions, Inc.
111 W. Washington St., Chicago, Ill.
Phone: FInancial 6-2976
President, Gen. Mgr.....Frank Tracy
PRODUCTS: Manufactures Projectall remote controlled automatic slide and opaque projector.

John D. Trilsch Inc.
1310 McKinney Ave., Houston, Texas
Phone: ATwood 9351
President.....John D. Trilsch
PRODUCTS: Towers and antennas.

Truscon Steel Division
Republic Steel Corp.
Albert St., Youngstown 1, Ohio
Phone: RIverside 6-7211
Mgr., Sls. Tower Prod.....G. F. Bateson
PRODUCTS: Radio towers for AM & FM, TV and micro wave, copper mesh ground screen.

Tung-Sol Electric Inc.
95 Eighth Ave., Newark 4, N. J.
Phone: HUmboldt 2-2400
Chairman.....H. W. Harper
President.....Louis Rieben
Vice-Pres., Sales.....G. W. Keown
Gen. Sales Mgr.....J. D. Van der Veer
PRODUCTS: Tubes, lamps.

Union Switch & Signal Div.
(*Westinghouse Air Brake Co.*)
Pittsburgh, Pa.
Phone: PEnhurst 1-0880
Vice-Pres., Gen. Mgr.....A. M. Wiggins
Mgr., Apparatus Sales.....A. S. Robertson
PRODUCTS: Low frequency control and communication for TV tower elevators.

United Specialties Co.
(*United Air Cleaner Div.*)
9705 Cottage Grove Ave., Chicago, Ill.
Phone: REgent 4-5000
Sales Vice-Pres.....J. Hamilton
PRODUCTS: TV shells and air cleaners.

U. S. Recording Company
1121 Vermont Ave., N.W. Washington 5, D. C.
Phone: LIncoln 3-2705
Sales Manager.....Eugene Rosen
PRODUCTS: Manufacturers and distributors of audio, sound and hi-fidelity equipment. Manufacturer Panacoustic transcription equipment, audio consoles and custom equipment. Distribute, Magnecord, McIntosh, Presto equipment, microphones and loudspeakers. Specializing in engineering manufacturing and assembling custom equipment for radio Broadcast stations. Complete Studio and Technical plant for Sound Recording—both tape and disc. Also complete facilities to produce TV films.

Universal Vacuum Tube Corp.
137 Alexander St., Yonkers, N. Y.
Phone: 5-6435
President.....Theodore Apstein
PRODUCTS: CR tubes.

Vacuum Tube Products Co., Inc.
506 S. Cleveland St., Oceanside, Cal.
Phone: SAratoga 2-0567
President.....Harold Ulmer
PRODUCTS: Radio, tv tubes.

Vallen Inc.
225 Bluff St., Akron, Ohio
Phone: BLackstone 3-4933
President.....E. J. Vallen
PRODUCTS: Curtain controls and tracks for TV curtain.

Vandivere Laboratories Inc.
3520 S. Four Mile Run Dr., Arlington, Va.
Phone: JAckson 7-3422
President.....E. F. Vandivere
PRODUCTS: Equipment for automation of station programming.

Victor Animatograph Corp.
Davenport, Ia.
Phone: 3-9917
President.....S. G. Rose
PRODUCTS: Motion picture projectors.

Viewlex Inc.
35-01 Queens Blvd., Long Island City, N. Y.
Phone: EXeter 2-0100
President.....L. A. Peirez
PRODUCTS: Automatic projectors, slide and strip film.

Visual Electronics Corp.
11 W. 42nd St., N. Y. 36, N. Y.
Phone: LOngacre 4-0518
President.....James B. Tharpe
PRODUCTS: National distribution of all technical supplies and accessory equipment for TV broadcast equipment. Also off the air pick up and microwave relay systems, low power installations and TV studio equipment.

Walsco Electronics Corp.
(*Div. of Tel Autograph Corp.*)
3602 Crenshaw Blvd., Los Angeles, Cal.
Phone: AXminster 3-7201
President.....Walter L. Schott

Ware Coupling and Nipple Co.
5 Milner St., Ware, Mass.
Phone: 905
President.....D. W. Howe, Jr.
PRODUCTS: Conelrad alarm, remote control equipment.

Waterman Products Co.
2445 Emerald St., Philadelphia, Pa.
Phone: GArfield 6-3600
President.....William Waterman
Sales Mgr.....Frank Parsons
PRODUCTS: CR oscillo-scopes.

Westinghouse Electric Corp.

3 Gateway Center, Box 2278, Pittsburgh 30, Pa.
Phone: COurt 1-5300
TV-Radio Div., Metuchen, N. J.
Phone: LIberty 8-5000
N. Y. Phone: WHitehall 3-4321

President.....G. A. Price
V.P. (Cons. Prods.).....J. M. McKibbin
General Mgr.....E. J. Kelly
Ass't Gen. Sls. Mgr. of M'kting,
Gen. Sls. Mgr.....D. D. Halpin
Merchandising Mgr.....M. J. Ranalli
Advert., Sls. Prom. Mgr.....R. M. Fichter
Mgr. Public Relations.....Stanley Kempner
Mgr. Engineering.....G. C. Larsen
Works Mgr.....R. A. Schieber
Mgr. Materials.....M. N. Brooks

Offices

684 Peachtree St., Atlanta, Ga.
Phone: EMerson 5635
Merchandise Mart, Chicago 90, Ill.
Phone: WHitehall 4-3860
1740 E. 12th St., Cleveland 14, Ohio
Phone: TOwer 1-7100
600 St. Paul St., Los Angeles 17, Calif.
405 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 6-5258
411 N. Seventh St., St. Louis 1, Mo.

PRODUCTS: TV and Radio (AM-FM receivers.

Weston Electrical Instrument Corp.

614 Frelinghuysen Avenue, Newark 5, N. J.
Phone: BIgelow 3-4700

Gen. Sls. Mgr.....H. M. Ricks

Branch Office

205 W. Wacker Dr., Chicago 6, Ill.
Phone: FR 2-4656

Sales.....C. G. Miller

50 Church St., New York 7, N. Y.
Phone: WOrth 4-3510

Sales.....W. J. Hemley

6230 Third St., N.W. Washington, D. C.
Phone: Tuckerman 2-2414

Sales.....L. F. Parachini

PRODUCTS: Electrical Indicating Instruments, Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Industrial and Laboratory Thermometers, Weston Aircraft Instruments.

Wheeler Laboratories, Inc.

122 Cutter Mill Rd., Great Neck, N. Y.
Phone: HUnter 2-7876

President.....**Harold A. Wheeler**
Chief Eng.....**David Dettinger**

PRODUCTS: Consulting services and laboratory facilities for electronic research, design, and development,—microwave equipment and components on special order.

Wickes Engineering & Construction Co.

12th St. & Ferry Ave., Camden, N. J.
Phone: WOodlawn 4-4912

President.....H. C. Wickes

PRODUCTS: TV test equipment.

Wilcox-Gay Corp.

Charlotte, Mich.
Phone: 485

Chairman, Pres.....Leonard Ashbach
Sales Mgr.....W. E. McConnell

Wincharger Corp.

E. 7th St., Sioux City, Ia.
Phone: 2-1844

Vice-Pres., Gen. Mgr.....R. F. Weinig
Mgr., Antenna Dept.....V. V. Holmes

PRODUCTS: Tower manufacturers and erectors.

Wind Turbine Co.

E. Market St., West Chester, Pa.
Phone: 3110

President.....R. W. Weeks

PRODUCTS: Erect towers.

Zane Construction Co., Inc.

18 Northfield Ave., West Orange, N. J.
Phone: ORange 3-2576

President.....H. Bernard Zane

PRODUCTS: Tower erection and maintenance.

Zenith Radio Corp.

6001 W. Dickens Ave., Chicago 39, Ill.
Phone: Berkshire 7-7500
N. Y. Phone: LOngacre 4-6600

Pres. and Gen. Mgr.....E. F. McDonald, Jr.
Exec. V-P.....Hugh Robertson
V-P and Dir. of Sales..Leonard C. Truesdell
V-P in Chg. of Eng.....G. E. Gustafson
V-P in Chg. of Prod.....Donald MacGregor
V-P Advertising.....Erik Isgrig
V-P & Gen. Counsel.....J. S. Wright
V-P Distribution.....N. C. Owen
V-P and Treas.....S. Kaplan
V-P in Chg. of Purchases.....J. E. Anderson
V-P in Chg. of Res.....Dr. Alexander Ellett
V-P & Dir. of Sls.....Leonard C. Truesdell
Secty. and Asst. V-P.....Karl E. Hassel
Asst. V-P.....J. E. Brown
Asst. Treas and Asst. Secty.....J. Kuhajek
Asst. Secty.....H. M. Chesser
Indust. Rel. Dir.....J. M. Ferren
Public Relations Director.....Ted Leitzell

PRODUCTS: RADIOS—Table: AM, FM, AM-FM; Console: AM, AM-FM; Radio-phonograph combination: AM, AM-FM table, AM-FM table, AM-FM console; Portables: Battery only, and battery AC-DC. TV: Table and console without radio, also AM-FM radio-phonograph combination; HI-FI record players; hearing aids.

THE TELEVISION CODE OF THE NARTB

☆ ☆ ☆

PREAMBLE

TELEVISION is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

THE REVENUES from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

THE AMERICAN businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

TELEVISION, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

IN ORDER that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and co-operation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

ACCEPTABILITY OF PROGRAM MATERIAL

Program material should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has toward his society. Furthermore:

a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) Words (especially slang) derisive of any race, color, creed, nationality or national derivation, except wherein such usage would be for the specific purpose of effective dramatization such as combatting prejudice, are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(iii) The Television Code Review board shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

b) (i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c) (i) Contests may not constitute a lottery.

(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided.

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

m) Television drama shall not simulate news or special events in such a way as to mislead or alarm. Reference is made to the section of the Code on News.

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

p) Excessive or unfair exploitation of others or of their physical or mental afflictions shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crimes will be avoided.

x) The appearance or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

y) The use of animals, both in the production of television programs and as a part of television program content, shall, at all times, be in conformity with accepted standards of humane treatment.

RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under "Acceptability of Program Materials.") Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

a) In affording opportunities for cultural growth as well as for wholesome entertainment.

b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d) In eliminating reference to kidnapping of children or threats of kidnapping.

e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of

propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

4. Racial or nationality types shall not be shown in television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

TREATMENT OF NEWS AND PUBLIC EVENTS

News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such.

4. Good taste should prevail in the selection handling of news:

Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements, nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words

or phrases which do not necessarily imply that the material following is a news release.

Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to public, the treatment of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

Controversial Public Issues

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a) Requests by individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest and to a well-balanced program structure.

b) Programs devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is of entertainment, news or any other character.

Political Telecasts

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or views to believe that the program is of any other character.

Religious Programs

1. It is the responsibility of a television broadcaster to make available to the community, as part of a well-balanced program schedule, adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a) Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.

b) Religious programs should be presented respectfully and accurately and without prejudice or ridicule.

c) Religious programs should be presented by responsible individuals, groups, and organizations.

d) Religious programs should place emphasis on broad religious

truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.

(a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified BOTH AUDIO AND VIDEO before the sponsor's advertising material is first used, and should be signed off BOTH AUDIO AND VIDEO after the sponsor's advertising material is last used.

c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

g) A charge for television time to churches and religious bodies is not recommended.

ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

General

1. A commercial television broadcaster makes his facilities available

for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

a) The advertising of hard liquor should not be accepted.

b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.

c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.

e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable.

g) The advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is not accepable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

ADVERTISING OF MEDICAL PRODUCTS

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof.

a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

Contests

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (see Time Standards for Advertising Copy.)

Premiums and Offers

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

Time Standards for Advertising Copy

1. In accordance with good telecast advertising practices, the time standards for advertising copy are as follows:

Length of Program	News Programs	Length of Advertising Message (minutes and seconds) All Other Programs	
(minutes)	Day and Night	Class "A" Time	All Other Hrs.
5	1:00	1:00	1:15
10	1:45	2:00	2:10
15	2:15	2:30	3:00
25		2:50	4:00
30		3:00	4:15
45		4:30	5:45
60		6:00	7:00

2. Reasonable and limited identification of prize and statement of the donor's name within formats wherein the presentation of contest awards or prizes is a necessary and integral part of program content shall not be included as commercial time within the meaning of paragraph 1. above; however, any oral or visual presentation concerning the product or its donor, over and beyond such identification and statement, shall be included as commercial time within the meaning of paragraph 1. above.

3. The time standards set forth above do not affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.

4. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled, provided that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

5. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these specal characteristics the time standards set forth above may be waived to a reasonable extent.

6. Even though the commercial time limitations of the Code do not specifically prohibit back-to-back announcements, such a practice is not recommended for more than two announcements, either at station break or within the framework of a single program.

7. Any casual reference BY TALENT in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.

8. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

Dramatized Appeals and Advertising

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

Sponsor Identification

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

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REGULATIONS AND PROCEDURES

The following REGULATIONS AND PROCEDURES shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

I

Name

The Name of this Code shall be the Television Code of the National Association of Radio and Television Broadcasters.*

II

Purpose of the Code

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

III

Subscribers

Section 1. Eligibility

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its

* "Television Board. The Television Board is hereby authorized:—(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable; —". *By-Laws of The National Association of Radio and Television Broadcasters, Article VII Section 2, B. (4).*

dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television-member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member.

Section 2. Certification of Subscription

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Good Practice", a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

Section 3. Duration of Subscription

Subscription shall continue in full force and effect until thirty days after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

Section 4. Suspension of Subscription

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming, including commercial copy, which by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision.

Section 5. Additional Procedures

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special considerations shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

Section 6. Amendment and Review

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

Section 7. Termination of Contracts

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

IV

Rates

Each subscriber shall pay 'administrative' rates in accordance with such schedule at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII Section 2.B (3) and (4), *By-Laws of the NARTB*); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

V

The Television Code Review Board

* Section 1. Composition

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board, upon the promulgation of the television code. The Review Board shall be composed of five members, all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible to serve on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to factors of diversification of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following

* Amended February 4, 1953.

the annual NARTB Convention of 1953. Immediately following the end of the meeting in 1953 there shall be appointed three members who shall serve for two years and two members who shall serve for one year starting at the time of appointment.

Starting in 1954 and every even numbered year thereafter, two members shall be appointed for two-year terms; and then in every odd numbered year thereafter, three two-year members shall be appointed.

Limitation of Service

A person shall not serve consecutively as a member of the Review Board for more than two two-year terms or for more than four years consecutively, after April 30, 1953.

Section 2. Quorum

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

Section 3. Authority and Responsibilities

The Television Code Review Board is authorized and directed:

(1) To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB; (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phrases in the Television Code; (4) to develop and maintain appropriate liaison with government agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

A. Delegation of Powers and Responsibilities

The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

B. Meetings

The Television Code Review Board shall meet regularly once each quarter of the calendar year on a date to be determined by the Chairman. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

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Covering the Field of Radio—Television—FM
TRADE — FAN — TECHNICAL — GENERAL

☆ ☆ ☆

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Programs AM 1955

ADVERTISING AGENCIES

NETWORKS

PRODUCTS

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TITLES

COMMERCIAL AM PROGRAMS OF 1955

(NETWORK)

The following pages contain a complete alphabetical listing of program titles of the four national radio networks' commercial programs heard during the 12-month period ending Dec. 31, 1955. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Programs are all of 13-week duration or longer.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Adventures of Rin-Tin-Tin	National Biscuit Co. (Nabisco)	MBS	Kenyon & Eckhardt
Amos 'n' Andy	American Home Products (Chef-Boy-Ar-Dee)	CBS	Young & Rubicam
	Anahist Co., Inc. (Cold Tablets)		Ted Bates & Co.
	CBS Columbia, Inc. (Radios, TV Sets)		Ted Bates & Co.
	Dromedary Co. (Cake, Muffin Mixes)		
	General Motors Corp. (Automobiles)		Kudner Agency
	General Paint Corp. (Paint)		Abbott Kimball Co. of Calif.
	Lettuce, Inc. (Lettuce)		J. Cohan Advt.
	Rexall Drug Co. (Drug Products)		B B D & O
Amos 'n' Andy Music Hall	American Motors Corp. (Automobiles)	CBS	Geyer Advt. Agy.
	Brown & Williamson Tobacco Corp. (Kool Cigarettes)		Ted Bates & Co.
	Carter Products, Inc. (Arrid)		Ted Bates & Co.
	CBS Columbia (Radio, Phonographs)		Ted Bates & Co.
	"42" Products Inc. (Hair Oil)		Adcoa Agency
	Murine Co. (Eye Wash)		B B D & O
	Seaboard Finance Co. (Financial Service)		Frank Bull Co.
Answer Man	Webster's Unified, Inc. (Dictionaries)	CBS	Thwing & Altman
Arrivals & Departures	General Motors Corp. (Buicks)	ABC	Kudner Agency
Aunt Jenny	Lever Bros. Co. (Detergents)	CBS	Foote, Cone & Belding
Aunt Mary	BuTay Products (Water Softener)	CBS	Dan B. Miner Co.
	General Foods Corp. (Cake Mix)		Young & Rubicam

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Hazel Bishop Inc. (Lipstick)		Raymond Spector
	Hill Bros. Coffee Co. (Coffee)		N. W. Ayer & Son
Autry, Gene, Show	William Wrigley, Jr., Co. (Gum)	CBS	Ruthrauff & Ryan

B

Babbitt, Harry, Show	Bristol-Myers Co. (Vitalis)	CBS	Doherty, Clifford, Steers, Shenfield
	Liggett & Myers (Chesterfields)		Cunningham & Walsh
	Mary Ellen Jams & Jellies (Jams & Jellies)		Ralph Jewell Agy.
	Wheatena Corp. (Cereal)		Brisacher, Wheeler & Staff, Inc.
	White King Soap Co. (Sierra Pine)		Raymond Morgan Adv. Co.
Backstage Wife	General Foods Corp. (Swans Down)	CBS	Young & Rubicam
	General Products Corp. (Circus Toys)		Dean Simmons Advt. Agy.
	Procter & Gamble (Detergents)		Young & Rubicam
Back to God	Christian Reformed Church (Institutional)	MBS	Glenn-Jordan-Stoetzel Inc.
Banghart, Kenneth, News	Brown & Williamson Tobacco (Kools)	NBC	Ted Bates
Bekins Hollywood Music Hall	Bekins Van & Storage Co. (Storage & Moving)	CBS	Brooks Advt.
Belmont Stakes	Gillette Co. (Shaving Items)	CBS	Maxon Inc.
Benny, Jack, Show	American Tobacco Co. (Cigarettes)	CBS	B B D & O
Bergen, Edgar, Show	American Home Foods Div. (Pie Mix)	CBS	Young & Rubicam
	Lettuce, Inc. (C-7 Lettuce)		John Cohan Advt.
	Philip Morris & Co. (Cigarettes)		Biow-Beirn-Toigo
Big Story	American Tobacco Co. (Cigarettes)	NBC	Sullivan, Stauffer, Colwell & Bayles
Blue Ribbon Bouts	Pabst Brewing Co. (Beer, Ale	ABC	Warwick & Legler
Boxing Bouts	Gillette Safety Razor Co. (Shaving Products)	NBC	Maxon Inc.
Boys Town Choir	Stanley Home Products Inc. (Brushes, Grooming Aids)	ABC	Charles M. Hoyt
Break the Bank	Miles Laboratories Inc. (Alka-Seltzer)	NBC	Geoffrey Wade Advt.
Breakfast Club	Beltone Hearing Aids (Hearing Aids)	ABC	Olian & Bronner
	Bristol-Myers Co. (Mum, Bufferin)		Mum: Doherty, Clifford Steers, Shenfield Bufferin: Young & Rubicam

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Drackett Co. (Drano, Windex)		**Young & Rubicam**
	Mutual Benefit Health & Accident Assoc.		**Bozell & Jacobs**
	Olson Rug Co. (Rugs)		**Presba, Felers, & Presba**
	Philco Corp. (Air Conditioners, Home Freezing Units)		**Hutchins Adv. Co.**
	Quaker Oats Co. (Flours, Cereals)		**J. Walter Thompson**
	Realemon-Puritan Co. (Fruit Concentrates)		**Rutledge & Lilienfield**
	Rockwood & Co. (Chocolate)		**Paris & Peart**
	Sandura Co. (Wall and Floor Coverings)		**Grey Advt. Co.**
	Swift & Co. (Food Products)		**J. Walter Thompson**
Breakfast Club Review	**Ball Brothers Co.** (Fruit Jars, etc.)	**ABC**	**Applegate Advt. Agy.**
Brighter Day	**Hazel Bishop Inc.** (Cosmetics)	**CBS**	**Raymond Spector Inc.**
	General Foods Corp. (Cake Mix)		**Young & Rubicam**
	General Products Corp. (Circus Toys)		**Dean Simmons Advt.**
	Procter & Gamble Co. (Blue Cheer)		**Young & Rubicam**
Brown, Cecil	**Cook Chemical Co.** (Insecticides)	**MBS**	**Henri Hurst & McDonald**
Burgie Music Box	**San Francisco Brewing Co.** (Beer)	**ABC**	**B B D & O**

C

Camel Scoreboard	**R. J. Reynolds Tobacco** (Camels)	**MBS**	**William Esty Co.**
Canham, Edward D.	**Christian Science Monitor** (Institutional)	**ABC**	**Walton Butterfield Advt**
Carson, Jack, Show	**General Motors Corp.** (Automobiles)	**CBS**	**Kudner Agency**
CBS Newsroom—Sunday Desk	**Carnation Co.** (Evaporated Milk)	**CBS**	**Erwin, Wasey & Co.**
	Langendorf United Bakeries (Bread)		**Biow, Beirn, Toigo**
Changing Times	**Kiplinger Washington Agency** (Magazine)	**ABC-CBS**	**Albert Frank-Guenther Law**
Choraliers	**Longines-Wittnauer Watch Co.**	**CBS**	**Victor A. Bennett**
Christian Science Monitor Views the News	**Christian Science Monitor** (Newspaper)	**ABC**	**Walton Butterfield**
Christmas Chime Music	**White House Co.** (Records)	**ABC**	**Victor & Richards**
Christmas Sing With Bing	**Insurance Co. of North America**	**CBS**	**N. W. Ayer & Son, Inc.**
Church in the Home	**American Soul Clinic** (Institutional)	**ABC**	**South Gate Advt. Agy.**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Cisco Kid	Interstate Bakeries Corp. (Bread)	NBC	Dan B. Miner
Cities Service Band of America	Cities Service Petroleum Inc.	NBC	Ellington & Co.
Clooney, Rosemary	Campana Products (Ayds, Italian Balm)	CBS	Wallace Ferry Hanly
Coke Time—Eddie Fisher	Coca-Cola	MBS	D'Arcy Co.
Collingwood, Charles, and the News	Brown & Williamson Tobacco Co. (Viceroys)	CBS	Ted Bates Co.
Como, Perry	Liggett & Myers Tobacco Co.	CBS	Cunningham & Wash
Companion	Pharmaco, Inc. (Feenamint)	ABC	
Crosby, Bing	American Home Products Corp. (Chef-Boy-Ar-Dee)	CBS	Young & Rubicam
	CBS Columbia (Radios, TV Sets)		Ted Bates Co.
	Consoliated Cosmetics		Frank Duggin Advt.
	General Foods Corp. (Instant Postum)		Young & Rubicam
	General Motors Corp. (Frigidaires)		Kudner Agency
	Hallmark Cards (Greeting Cards)		Foote, Cone & Belding
	Lettuce, Inc.		John Cohan
	Philip Morris & Co.		Biow, Beirn, Toigo
Custom Made	O'Cedar Corp. (Polishes, Waxes, Mops, Cleaners)	ABC	Turner Adv. Agency

D

Day, Dennis	Mytinger & Casselberry, Inc. (Nutrilite)	NBC	Dan B. Miner Co.
Disk Derby	Brown & Williamson (Viceroys, Kools)	CBS	Ted Bates & Co.
Dragnet	Liggett & Myers Tobacco Co. (Chesterfields)	NBC	Cunningham & Walsh
Drake, Galen, Show	American Home Foods Corp. (Chef-Boy-Ar-Dee)	CBS	Young & Rubicam
	Animal Foundation, Inc. (Hunt Club Dog Food)		Moser & Cotins, Inc.
	Chick, Chick & Presto		Ted Bernstein Assoc.
	Columbia LP Record Club		Maxwell Sackheim & Co.
	Famous Artists Schools, Inc.		Hermon W. Stevens Agency
	Father John's Medicine Co., Inc.		Hermon W. Stevens Agency
	General Foods Corp. (Instant Postum, Post Cereals)		Postum: Young & Rubicam Cereals: Benton & Bowles
	General Motors Corp. (Frigidaires)		Kudner Agency
	Lettuce, Inc.		John Cohan Advt.
	Nail Gro, Inc.		Thwing & Altman, Inc.
	Sleep-Eze Co., Inc. (Sedatives)		B. A. Stebbins Advt.
Drier, Alex	Skelly Oil Co.	NBC	Bruce B. Brewer Co.

E

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Edwards, Douglas (News)	American Tobacco Co. (Pall Mall Cigarettes)	CBS	Sullivan, Stauffer, Colwell & Bayles
	McKesson & Robbins, Inc. (Tawn)		Ellington & Co.
Eightieth Anniversary Program Saluting Prudential Life Insurance Co.	Prudential Life (Institutional)	ABC	Calkins & Holden

F

Fact Master	General Products Corp. (Offex)	CBS	Dean Simmons Adv.
FBI in Peace and War	William Wrigley, Jr., Co. (Chewing Gum)	CBS	Arthur Meyerhoff & Co.; Francis Hooper Adv. Agency
Fibber McGee & Molly	Armour & Co. (Dial Soap)	NBC	Foote, Cone & Belding
	Brown & Williamson Tobacco Co. (Viceroy Cigarettes)		Ted Bates & Co.
	Curtis Publishing Co. (Better Farming)		Young & Rubicam, Inc.
	Prudential Insurance Co.		Calkins & Holden
Five Star News	Kraft Foods Co. (Cheese, Oil, Parkay)	MBS	Needham, Louis & Brorby, Inc.
Florida Calling	Florida Citrus Commission	MBS	J. Walter Thompson
Frank & Ernest	Dawn Bible Students Assn. (Religious Books)	MBS	Wm. Gleeson & Co.
Friday With Garroway	Crosley Div.-Avco Mfg. Co. (TV Sets & Radios)	NBC	B B D & O

G

Game of the Day	Gillette Safety Razor Co.	MBS	Maxon, Inc.
	Jackson Brewing Co.		Fitzgerald Adv. Co.
Garden Gate	Ferry-Morse Seed Co.	CBS	MacManus, John & Adams, Inc.
Garred, Bob, News	American Maize Products Co. (Prepared Desserts, Starches, Syrups)	ABC	Kenyon & Eckhardt
	"42" Products, Ltd. (Shampoo, Hair Oil)	ABC	ADCOA Agency
	Roman Meal Co. (Pie Crusts & Muffin Mixes)		Roy S. Durstine, Inc.
	Viking Sloane Corp. (Automotive Products)	ABC	Maxwell Sackheim & Co., Inc.
Global Frontiers	Wings of Healing, Inc. (Religion)	MBS	Century Adv. Agency
Godfrey, Arthur, Digest	Bristol-Myers Co. (Bufferin, Vitalis)	CBS	Doherty, Clifford, Steers, Shenfield
	McKesson & Robbins (Tawn & Tartan)		Ellington & Co.
Godfrey's, Arthur, Talent Scouts	CBS Columbia (Radios, TV Sets)	CBS	Ted Bates, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Gillette (Toni Div.)		Weiss & Geller
	Lever Bros. Co. (Lipton Tea, Soup, Mixes, Frostee)		Young & Rubicam
Godfrey, Arthur, Time	**American Home Foods Div.** (Chef-Boy-Ar-Dee)	CBS	Young & Rubicam
	Bauer & Black, Div. of Kendall Co.		Leo Burnett Co.
	Bristol-Myer Co. (Bufferin, All Products, Trushay)		Young & Rubicam
	Campana Sales Co. (Sheer Magic, All Products)		Wallace-Ferry-Hanly Co., Inc.
	Corn Products Sales Co. (Mazola)		C. L. Miller Co.
	Dow Chemical Co. (Saran Wrap)		MacManus, John & Adams
	Frigidaire, Div. of General Motors Corp. (All Frigidaire Prods.)		Foote, Cone & Belding
	Glamorene, Inc. (Glamorene Rug Cleaner)		Hicks & Greist, Inc.
	Hartz Mt. Products Corp. (Pet Foods)		G. H. Hartman Co.
	Kellogg, Inc. (Cereals)		Leo Burnett, Inc.
	Lever Bros. Co. (Pepsodent)		McCann-Erickson, Inc.; Foote, Cone & Belding
	Lewis-Howe Co. (Tums)		Ruthrauff & Ryan
	Minnesota Mining & Mfg. Co. (Scotch Band Cellophane Tape)		B B D & O
	Murine Co. (Eye Wash)		B B D & O
	Pet Milk Co. (Evaporated Milk)		Gader Adv. Co.
	Pillsbury Mills, Inc. (Flour, Flour Mixes)		Leo Burnett
	A. E. Staley Mfg. Co. (Sta-Flo Liquid Starch)		Ruthrauff & Ryan
	The Toni Co (Toni Home Permanent, Creme Rinse)		Weiss & Geller
Gorman, Tom	**Bristol-Myers Co.** (Vitalis)		Doherty, Clifford, Steers, Shenfield
Goss, Frank, News	**Bekins Van & Storage Co.**		Brooks Adv. Agcy.
	Bristol-Myers Co. (Vitalis)		Doherty, Clifford, Steers, Shenfield
	Mennen Co. (Toiletries)		Kenyon & Eckhardt, Inc.
	Simoniz Co. (Wax)		Sullivan, Stauffer, Colwell & Bayles
	Hill's Bros. Coffee, Inc.		N. W. Ayer & Son, Inc.
	Union Oil Co.		Young & Rubicam
Graham, Sheila	**Seeman Brothers, Inc.** (Detergents, Household Deodorants)	ABC	William Weintraub & Co

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Grand Ole Opry	R. J. Reynolds Tobacco Co. (Prince Albert, Cavaliers)	NBC	William Esty Co.
Grant, Taylor, News	P. Lorillard Co. (Old Gold Cigarettes, Headline Cigars)	ABC	Lennen & Newell, Inc.
Great Gildersleeve	Curtis Pub. Co. (Saturday Evening Post)	NBC	B B D & O
	RCA (Radio, TV, Phonographs)		Kenyon & Eckhardt
Great American Women	O'Cedar Corp. (Polishes, Mops, Waxes, Cleaners)	ABC	Turner Adv. Agency
Greatest Story Ever Told	Goodyear Tire & Rubber Co. (Institutional)	ABC	Kudner Agency, Inc.
Griffith, Les, News	Seeman Bros., Inc. (Detergents, Household Deodorants)	ABC	W. H. Weintraub & Co., Inc.
Guiding Light	Procter & Gamble Co. (Duz, Ivory Flakes)	CBS	Compton Adv., Inc.
Gunsmoke	Liggett & Myers Tobacco Co. (Chesterfield & L & M Filter Cigarettes)	CBS	Cunningham & Walsh, Inc.

H

Hallmark Radio Hall of Fame	Hallmark Cards, Inc.	CBS	Foote, Cone & Belding
Hambletonian Stakes	Reynolds Metals Co. (Institutional)	CBS	Buchanan & Co.
Harvey, Paul, Comments	Beltone Hearing Aid Co. (Hearing Aids)	ABC	Olian & Bronner
	Dale Carnegie Sponsors Assoc. (School)		
Harvey, Paul, News	Bankers Life & Casualty Co. of Chicago (White Cross Hospital Plan)	ABC	Grant, Schwenk & Baker, Inc.
	Burton-Dixie Corp. (Mattresses & Pillows)		R. B. Wesley Assn.
	Utilities Engineering Institute (Courses)		Wagemar Agency
Hayes, Sam, News	General Mills, Inc. (Cereals, Formula Feeds, Flour)	ABC	Dancer-Fitzgerald-Sample, Inc.
Headline News	General Motors Corp. (Buick Motor Car Div.)	ABC	Kudner Agency
Heatter, Gabriel, News	American Home Products Corp. (Bisodol, Anacin & Aero Shave)	MBS	Sullivan, Stauffer, Colwell & Bayles

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Bankers Life & Casualty Co.		Grant, Schwenk & Baker
	Beltone Hearing Aid Co.		Olian & Bronner
Herald of Truth	Highland Church of Christ (Institutional)	ABC	Martin Co.
Here's Hollywood	Quaker Oats (Cereals)	MBS	Wherry, Baker & Tilden, Inc.
Hilltop House	Pharmaco, Inc. (Feen-a-Mint, Chooz, Medigum)	CBS	Doherty, Clifford, Steers & Shenfield, Inc.
Hope, Bob, Show	American Dairy Assn.	NBC	Campbell-Mathun
Hotel for Pets	Coast Fisheries Div. of Quaker Oats Co. (Puss 'n' Boots Cat Food)	NBC	Lynn Baker Co.
Hour of Decision	Billy Graham Evangelistic Assn. (Institutional)	MBS ABC	Walter F. Bennett
Houseparty	Hawaiian Pineapple Co. (Pineapple & Juice)	CBS	N. W. Ayer & Son
	Kellogg Co. (Cereals)		Leo Burnett Co.
	Lever Bros. Co. (Surf, Chlorodent)		B B D & O
	Pillsbury Mills, Inc. (Flour, Flour-mix Products)		Leo Burnett Co.
How To Live	Prentice-Hall (Books)	CBS	Albert Frank-Guenther Law
How to Save Money on Your Car	Eugene Stevens Co. (Car Book)	ABC	Friend, Krieger & Rader, Inc. E. Schwartz Assoc.
Huntley, Chet	MJB Co. (Coffee, Tea, Rice)	ABC	B B D & O

I

It Happens Every Day	Block Drug Co., Inc. (Poslam, Minipoo, Omega Oil, Green Mint)	MBS	Emil Mogul Co.
It Pays to Be Married	Armour & Co. (Dial Soap)	NBC	Foote, Cone & Belding
	Curtis Publishing Co. (Ladies' Home Journal)	NBC	B B D & O
	RCA (Radios, Phonographs, TV Sets)		Kenyon & Eckhardt

J

Jackson, Allen, News	Chevrolet Div. of General Motors Corp.	CBS	Campbell-Ewald
	Metropolitan Life Insurance Co.		Young & Rubicam
Jaggers, O. L.	World Church (Institutional)	ABC	Twentieth Century Adv. Agcy.
Just Plain Bill	Miles Laboratories, Inc. (Alka Seltzer)	NBC	Geoffrey Wade Advertising

K

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Kentucky Derby	Gillette Co. (Blades, Shaving Creams, Safety Razors)	CBS	Maxon, Inc.

L

Larro Roundup, The	General Mills, Inc. (Larro Feeds)	NBC	Klau-VanPieper-Son-Dunlap, Inc.
LeSueur, Larry, News	Longines-Wittnauer Watch Co.	CBS	Victor A. Bennett
Lewis, Fulton, Jr.	National Labor Mgt. Foundations (Institutional)	MBS	Radio Extension
Lewis, Robert Q.	Helene Curtis Industries, Inc. (Hair Dressings, Sprays, Shampoos, Permanent Waves, Cosmetics)		Gordon Best Co.
	Miller Products Co. (Insect Repellant)		Winius Brandon Co.
	Milner Products Co. (Gala Bleach, Pine Sol)		Gordon Best Co.
	Star-Import Co. (Clocks)		Fitzmorris Adv. Inc.
Life Is Worth Living (News)	Admiral Corporation (Air Conditioners, Freezers, Home Freezers, Refrigerators)	ABC	Russell M. Seeds
Light & Life Hour	Free Methodist Church of North America (Institutional)	ABC	Walter F. Bennett
Little Brown Jug	Reynolds Metals Co. (Aluminum Products)	ABC	Buchanan & Co.
Lone Ranger, The	American Bakeries Co. (Merita, Taystee Breads)	NBC, ABC	Tucker Wayne & Co.
	General Mills, Inc. (Wheaties, Cheerios, Cake Mixes)		Dancer-Fitzgerald & Sample
Lorenzo Jones	Colgate-Palmolive Co. (Fab, Dental Cream)	NBC	William Esty Co.
Lutheran Hour	Lutheran Laymen's League	MBS	Gotham Adv. Co.
Lux Radio Theatre	Lever Bros. Co. (Lux Toilet Soap, Flakes, Liquid, Pepsodent, Rinso, Spry, Surf, Rinso Detergent)	NBC	J. Walter Thompson Co.

M

Magic Kingdom	Swift & Co. (Meat)	ABC	McCann-Erickson
Make Up Your Mind	Continental Baking Co. (Wonder Bread, Hostess Cake)	CBS	Ted Bates & Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Manion, Dean Clarence	Manion Forum of Opinion (Institutional)	MBS	Victor Adv., Inc.
Manning, Knox, News	Fisher Flouring Mills	NBC	Pacific National Adv. Agency
Ma Perkins	Procter & Gamble Co. (Lilt & Oxydol)	CBS	Dancer-Fitzgerald-Sample, Inc.
Marciano-Moore Heavyweight Championship Bout	The Mennen Co. (Shaving Cream)	ABC	A. J. Denne Co.
Mayflower News	Aero Mayflower Transit Co. (Long Distance Moving Co.)	ABC	Caldwell, Larkin, Sidener & Van Riper
McBride, Mary Margaret	Calgon, Inc.	NBC	Ketchum, McLeod & Grove
	Q-Tip Sales Corp.		Gumbinner Adv. Agency
	Star Kist Foods (Tuna Fish, Mackeral)		Rhoades & Davis
Medicine's Proclamation of Faith	AMA (Institutional)	ABC	J. Walter Thompson Co.
Memory Lane	O'Keefe & Merritt (Gas Ranges)	CBS	Atchison, Donohue & Haden
Metropolitan Opera	The Texas Co. (Texaco Petroleum Prods.)	ABC	Kudner Agency
Miller, Howard, Show	William Wrigley, Jr., Co. (Gum)	CBS	Arthur Meyerhoff & Co.
Modern Romances	Junket Brands Food Div. of Hansen's Chr. Laboratory, Inc. (Dessert, Candy Prods., Fudge, Sherbet Mixes)	ABC	McCann-Erickson
	Vicks Chemical Co. (Cough Syrup)		Morse Int'l Inc.
	Rexall Co. (Medicines, Toiletries)		B B D & O
Monday Morning Headlines	P. Lorillard Co. (Embassy Cigarettes, Headline Cigars)	ABC	Young & Rubicam
Monitor	American Motors, Inc. (Automobiles)	NBC	Geyer Advt.
	B. F. Goodrich Co. (Tubeless Tires)		B B D & O
	Morton Salt Co.		B B D & O
	Miller Brewing Co.		Mathisson & Assoc.
	Philip Morris Co.		Biow-Beirn-Toigo
	Western Union Telegraph		Albert Frank-Guenther Law
Morgan, Edward, and the News	American Federation of Labor (Institutional)	ABC	Furman, Feiner & Co.
Multi-Message Series	Florida Citrus Comm.	MBS	Benton & Bowles
	Florida State Adv. (Commerce)		Direct
	Dodge Motor Division		Grant Adv., Inc.
	Donohue & Co. (Ennds)		Benton & Bowles
	Grove Laboratories, Inc. (Bromo-Quinine)		Benton & Bowles
	Al Paul Lefton (Eye-Gene)		Benton & Bowles
	Norwich Pharmacal Co. (Pepto-Bismol)		Benton & Bowles

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Pearson Pharmacal Co. (Ennds & Eye-Gene)		Benton & Bowles
	R. ' Reynolds Tobacco Co. (Cigarettes)		Wm. Esty Co., Inc.
	S.O.S. Co. (Scouring Pads)		McCann-Erickson
	RCA Laboratories (Rytubol)		B B D & O
	Willard Storage Battery Co		Maldrum & Fewsmith, Inc.
Murrow, Edward R., News	American Oil Co. (Amoco Gas, Lubricants)	CBS	Joseph Katz Co.
	Ford Motor Co.		J. Walter Thompson
	Pacific Dealers (Oldsmobiles)		D. P. Brother & Co.
	Swift & Co. (Pard Dog Food)		J. Walter Thompson
Music Appreciation	Book of the Month Club, Inc. (Phonograph Records)	ABC, CBS	Schwab & Beatty, Inc.
Musterole Weekend News	The Musterole Co.	ABC	Erwin Wasey Co.
My Little Margie	Campana Sales Co. (Ayds, Italian Balm)	CBS	Wallace Ferry Hanly Co.
	Philip Morris & Co., Ltd.		The Biow Co., Inc.
My True Story	Sterling Drug, Inc.	ABC	Dancer-Fitzgerald-Sample, Inc.

N

National Farm & Home Hour	Allis-Chalmers Mfg. Co. (Farm Equipment)	NBC	Bert S. Gittins
News of the World	Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day Vitamins, Nervine, Tabcin)	NBC	Geoffrey Wade Adv.
New York Day-by-Day	O'Cedar Corp. (Polishes, Waxes, Mops, Cleaners)	ABC	Turner Adv. Agcy.
Nick Carter	Harrison Products, Inc. (No-Doz, Shut-Eye)	MBS	Sidney Garfield & Assoc.
Norman, Phil, Takes Ten	Star Import Co. (Clocks)	CBS	Fitzmorris Adv.
	KEVO Co. (Kevo-ettes & Energy Foods)		Dean Simmon Adv.
No School Today	Table Products Div. of Safeway Stores, Inc. (Salad Dressings, Sandwich Spreads)	ABC	Hoefer, Dietrich & Brown, Inc.

O

O'Cedar News	O'Cedar Corp. (Polishes, Waxes, Mops, Cleaners)	ABC	Turner Adv. Agency.
Old Fashioned Revival Hour	Gospel Broadcasting Assn. (Institutional)	ABC	R. H. Alber Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
One Man's Family	Toni Co. (Toni Home Permanent, Silver Curl Home Permanent, Tonette Home Permanent, Pamper Shampoo)	NBC	Weiss & Geller
On the Line With Bob Considine	Mutual Benefit Health & Accident Assn. (Institutional)	MBS	Bozell & Jacobs
Orange Bowl Game	Gillette Co. (Razors, Blades, Shaving Cream)	CBS	Maxon, Inc.
Our Gal Sunday	American Home Products Corp. (Anacin, Chef Boy-Ar-Dee, Quality Foods, Kolynos Chlorophyll Toothpaste)	CBS	John F. Murray Adv.
	General Motors Corp. (Buicks, Frigidaires)		Kudner Agency
	Gillette (Toni Permanents)		Weiss & Geller
	Procter & Gamble Co. (Tide)		Benton & Bowles
	General Foods Corp. (Swans Down)		Young & Rubicam
Our Miss Brooks	Anacin	CBS	John F. Murray Adv. Agcy.

P

Packard News	Studebaker-Packard Co.	ABC	Benton & Bowles
Pardo, Don, News	Brown & Williamson Tobacco Co. (Viceroys)	NBC	Ted Bates & Co.
Paul, Les, & Mary Ford	Burton Dixie Corp. (Bedding Mfrs.)	MBS	Robert Wesley & Assoc.
Peale, Dr. Norman Vincent	Doeskin Products, Inc.	NBC	Grey Adv. Agency
People Are Funny	Toni Co. (Prom, White Rain)	NBC	Leo Burnett
	Mars, Inc. (Candy Bars)		Leo Burnett
People in the News	Anahist Co., Inc.	ABC	Ted Bates & Co.
Perry Mason	Procter & Gamble (Soaps)	CBS	Benton & Bowles
Personality of the Day	General Motors Corp. Buick Motor Car Div.	ABC	Kudner Agency
Peterson, Elmer	W. P. Fuller & Co (Paints)	NBC	McCann-Erickson
Phonorama Time	Philco Corp. (Radios, Home Freezers, Air Conditioners, Refrigerators)	MBS	Hutchins Adv. Co.
Phrase That Pays	Colgate-Palmolive Co. (Ajax, Toothpaste, Vel)	NBC	Bryan Houston, Inc.
Preakness Stakes	Gillette Co. (Shaving Cream, Razors, Blades)	CBS	Maxon, Inc.
Putnam, George, Closeups	Whitney Frozen Food Co.	ABC	Weiner, Ohleyer, Reynolds & Baker

Q

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Queen for a Day	P. Lorillard Co. (Old Gold Cigarettes)	MBS.	Lennen & Newell

R

Radio Bible Class	Radio Bible Class (Institutional)	ABC, MBS	John M. Camp & Co.
Renfro Valley Sunday Morning Gatherin'	General Foods Corp. (All Products)	CBS	Young & Rubicam
Revival Time	Assemblies of God (Institutional)	ABC	Walter F. Bennett
Rhythm on the Road	American Oil Co. (Amoco Gas & Lubricants)	CBS	Joseph Katz Co.
Richfield Reporter	Richfield Oil Corp.	NBC	Hixson-Jorgeson, Inc.
Right to Happiness	Procter & Gamble Co. (Dreft, Oxydol, Press, Joy, Camay, Spic 'n' Span)	NBC	Dancer-Fitzgerald-Sample
Roadshow	RCA (Radios, TV Sets, Phonographs)	NBC	Kenyon & Eckhardt
Road of Life	Procter & Gamble Co. (Ivory Soap, Spic 'n' Span)	CBS	Compton Adv.; Young & Rubicam
Robert, Oral	Healing Waters, Inc. (Institutional)	ABC	White Adv. Agcy.; C. L. Miller Co.
Rogers, Roy, Show	Dodge Brothers Corp.	NBC	Grant Adv.
Romance of Helen Trent	American Home Products (Aero Wax, Bisodol, Heet, Wizard Wick)	CBS	John F. Murray Adv. Agency
	General Motors Corp. (Buicks, Frigidaire)		Kudner Agency
	General Foods Corp. (Swans Down Flour)		Young & Rubicam
	Nail-Gro, Inc.		Thwing & Altman, Inc.
	Toni Co. (Prom Home Permanent)		
Rosemary	Procter & Gamble Co. (Camay, Giant Size Ivory, Ivory Snow)	CBS	Benton & Bowles

S

Samsonite Travel Bureau	Schwayder Bros., Inc. (Samsonite Luggage)	NBC	Grey Adv. Agency
Scoreboard	Theo. Hamm Brewing Co. (Hamm's Beer)	CBS	Campbell Mithun
Second Chance	Curtis Publishing Co. (Ladies' Home Journal)	NBC	B B D & O
	RCA (Radios, Television Sets)		Kenyon & Eckhardt

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Second Mrs. Burton	Armour & Co. (Meats, Chili, Hash, Treet, Beef Stew, Dash Dog Food)	CBS	Henri, Hurst & McDonald, Inc.
	General Foods Corp. (Swans Down Flour)		Young & Rubicam
	Hazel Bishop, Inc. (Lipstick)		Raymond Spector Co.
	Pharmaco, Inc. (Feen-a-Mint)		Doherty, Clifford, Steers & Shenfield
Sergeant Preston of the Yukon	Quaker Oats Co. (Quaker Puffed Grains)	MBS	Wherry, Baker & Tilden, Inc.
Shipstad & Johnson Ice Follies of 1956	Shipstad & Johnson	ABC	Walter McCreery Adv.
Shore, Dinah, Show	Chevrolet Motor Div. of General Motors Corp.	NBC	Campbell-Ewald Co.
Silver Eagle	General Mills, Inc. (Cake Mixes)	ABC	Dancer-Fitzgerald-Sample, Inc.
Sinatra, Frank, Show	Toni Co. (Bobbi Home Permanent)	NBC	Tatham Laird, Inc.
$64,000 Question	Revlon (Cosmetics)	CBS	Norman, Craig & Kummel
Space Patrol	The Nestle Co. (Candy Bars, Cookie Mix, Cocoa, Instant Chocolate)	ABC	McCann-Erickson
Sports Time With Harry Wismer	General Tire & Rubber Co. (Tires and Tubes)	MBS	D'Arcy Adv. Co.
Spotlight on Sports	National Carbon Co. (Eveready Flashlight Batteries)	ABC	Wm. Esty Co.
Standard Hour	Standard Oil Co. of California (Institutional)	NBC	B B D & O
Stella Dallas	Sterling Drug, Inc. (Drug Products)	NBC	Dancer-Fitzgerald-Sample
	Toni (Shampoo)		Weiss & Geller
Stern, Bill (Sports Today)	All-State Insurance (Automobile Insurance)	ABC	Christiansen Adv.
	Anheuser-Busch, Inc. (Budweiser & Michelob Beer)		D'Arcy Adv.
Stop the Music	Exquisite Form Brassiere, Inc.	CBS	Grey Advertising
	Quality Goods Manufacturers (Anson Men's Jewelry & Jacoby-Bender Watch Bands)		Grey Adv. Agcy
Story Master	General Products Corp.	ABC, CBS	Dean Simmons Adv. Agcy.
Story Time	Florida Citrus Commission	MBS	Benton & Bowles
	The Grove Laboratories, Inc. (Bromo Quinine)		Benton & Bowles
	The Norwich Pharmacal Co. (Pepto-Bismol)		Benton & Bowles
Strike It Rich	Colgate-Palmolive Co. (Dental Cream, Halo, Fab)	NBC	Wm. Esty
Sugar Bowl Football Game	American Chicle (Dentyne)	ABC	Dancer-Fitzgerald-Sample

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	C. A. Swanson & Sons (Poultry, Meat Products)		Tatham Laird Co.
	Top Pop Products (EZ Pop Popcorn)		W. B. Doner
Sunoco Three Star Extra	Sun Oil Co. (Sunoco Gas, Fuel Oil)	NBC	Ruthrauff & Ryan
Sunshine Boys	General Food Corp.	ABC	Young & Rubicam
Surprise Theatre	Sleep-EZE Co., Inc. (Sedatives)	CBS	B. A. Stebbins Adv.
Swaps-Nashua Match Race	Lewis-Howe Co. (Tums)	CBS	Ruthrauff & Ryan
Symphonette	Longines-Wittnauer Watches	CBS	Victor Bennett Co.

T

Telephone Hour	Bell Telephone System (Institutional)	NBC	N. W. Ayer & Son
Tennessee Ernie	American Home Products Corp. (Chef-Boy-Ar-Dee)	CBS	Young & Rubicam
	Buick Div. of General Motors Corp.		Kudner Agency
	Campana Sales Co.		Wallace Ferry Henley Co.
	Carter Products, Inc. (Little Liver Pills)		Ted Bates
	CBS Columbia (Radios, TV Sets)		Ted Bates
	Harrison Products, Inc. (No-Doz)		Sidney Garfield & Assoc.
	Philip Morris & Co. (Cigarettes)		Biow, Beirn & Toigo
Texaco Sports Final with Tom Harmon	The Texas Co. (Petroleum Products)	CBS	Kudner Agency
Texaco Weekend News	The Texas Co. (Petroleum Products)	ABC	Kudner Agency
This Farming Business	Skelly Oil Co. (Petroleum Products)	NBC	Bruce B. Brewer
This Is Nora Drake	Bristol-Myers Co. (Ipana, Mum, Rollette, Ammens, Minit-Rub, Bufferin, Sal Hepatica)	CBS	Doherty, Clifford, Steers, Shenfield
	Toni Co. (Home Permanents, Creme Shampoo)		Weiss & Geller, Inc.
This Woman's Secret	White King Soap Co.	NBC	Raymond Morgan
Thomas, Lowell	United Motors Div. of General Motors Corp. (Delco Batteries)	CBS	Campbell-Ewald
Thomas, Shirley, in Hollywood	Lewis Food Co. (Dog Food)	NBC	Rockett-Lauritzen
Time for Betty Crocker	General Mills, Inc. (Cake Mixes, Cereal, Flour)	ABC	Dancer-Fitzgerald-Sample
Tomorrow's World	Aquafilter Corp. (Cigarette Holders)	MBS	L. H. Hartman
Top of the Morning	Bank of America National Trust & Savings Assn.	CBS	Charles R. Stuart

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Trout, Robert, News	Chevrolet Div. of General Motors	CBS	Campbell-Ewald
	Plymouth Div. of Chrysler Corp.		N. W. Ayer & Son
True Detective Mysteries	Curtiss Candy Co.	MBS	C. L. Miller Co.
Two for the Money	P. Lorillard Co. (Old Gold Cigarettes, (Old Gold Filter Kings)	CBS	Lennen & Newell

V

Vandercook, John W., News	Congress of Industrial Organizations (Institutional)	ABC	Henry J. Kaufman Assn.; Reggie Schuebel
Van, Lyle, News	Esso Standard Oil Co.	MBS	Marschalk & Pratt Co.
Voice of Firestone	Firestone Tire & Rubber Co.	ABC	Sweeney & James
Voice of Prophecy	Voice of Prophecy, Inc.	MBS, ABC	Western Adv., Inc.

W

Wakely, Jimmy, Show	Bristol-Myers Co. (Sal Hepatica, Ipana)	CBS	Young & Rubicam
Wall St. Final	Harris, Upham & Co. (Institutional)	ABC	Lewin, Williams and Saylor, Inc.
Walton, Sidney, Show	Kiplinger Washington Agency	CBS	Albert Frank-Guenther Law
Warren, Wendy, and the News	Hazel Bishop, Inc. (Lipstick)	CBS	Raymond Specter & Co.
	Corn Products Sales Co. (Niagara Cold Water Starch)		C. L. Miller Co.
	General Foods Corp. (Postum)		Benton & Bowles
	Gulf Oil Corp. (Gasoline)		Young & Rubicam
	Lettuce, Inc.		John Cohan Adv.
	Pharmaco, Inc. (Feenamint)		Doherty, Clifford, Steers & Shenfield
	Procter & Gamble Co. (Gleem)		Compton Adv., Inc.
Weekend	Curtis Publishing Co. (Better Farming)	NBC	Young & Rubicam
	RCA (Radios, TV Sets, etc.)		Kenyon & Eckhardt
When a Girl Marries	Carnation Co. (Evaporated Milk)	ABC	Erwin Wasey & Co
	National Biscuit Co. (Food Products)		Ted Bates & Co.
	Park & Tilford (Tintex)		Storm & Klein
	Stanback Co., Ltd. (Powders)		Piedmont Adv
	Stokley-VanCamp, Inc. (Food Products)		Calkins & Holden

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Whispering Streets	Carnation Co. (Evaporated Milk)	ABC	Erwin Wasey & Co.
	General Mills, Inc. (Cake Mixes, Cereal, Flour)		BBD & O
	Seeman Brothers, Inc. (Detergents, Household Deodorants)		Wm. H. Weintraub
Whistler, The	Lever Bros. Co. (Rinso)	CBS	Ogilvy, Benson, Mather, Inc.
	Signal Oil Co.		Barton A. Stebbins Adv. Agency
Wildroot News	Wildroot Co., Inc. (Toilet Preparations)	ABC	BBD & O
Wills, Johnnie Lee	General Mills, Inc. (Larro Formulated Feeds)	NBC	Zimmer-Keller & Calvert
Winchell, Walter	American Safety Razor Corp. (Blades)	ABC, MBS	McCann-Erickson
	Bayuk Cigars		D'Arcy Adv. Co.
	Trans-World Airlines (Travel)		BBD & O
Wings of Healing	Dr. Thomas Wyatt (Institutional)	ABC	Century Adv. Agency
Woman in My House	Procter & Gamble (Crisco, Tide)	NBC	Compton Advt.
Women's News Desk, With Ruth Ashton	American Maize Products (Instant Pudding)	CBS	N. W. Ayer & Son; Kenyon & Eckhardt
Woolworth Hour	F. W. Woolworth Co.	CBS	Lynn Baker, Inc.
World of Sports	Jackson Brewing Co.	MBS	Fitzgerald Adv.
World Tomorrow, The	Radio Church of God (Institutional)	ABC	Huntington, Parmalee Adv.

Y

Years of Crisis	American Oil Co (Amoco Gas and Lubricants)	CBS	Joseph Katz Co.
Your Success	General Motors Corp. (Buick Motor Car Div.)	ABC	Kudner Agency
You Bet Your Life	DeSoto Motor Corp.	NBC	BBD & O
Young Dr. Malone	General Foods Corp. (Swans Down Flour)	CBS	Young & Rubicam
	Gillette (Toni Permanents)		Weiss & Geller
	Procter & Gamble (Joy)		Biow, Beirn & Toigo
	Sleep-eze Co., Inc.		M. B. Scott, Inc.
Young Widder Brown	Sterling Drug, Inc.	NBC	Dancer-Fitzgerald-Sample
	Toni Co. (Prom, Tame, White Rain)		Leo Burnett
Your Hit Parade	American Tobacco Co. (Luckies)	CBS	BBD & O
Your Land and Mine	General Motors Corp. (Cars and Automotive Services)	ABC	Kudner Agency

Programs TV-1955

ADVERTISING AGENCIES

NETWORKS

PRODUCTS

SPONSORS

TITLES

COMMERCIAL TV PROGRAMS OF 1955

(NETWORK)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs during 1955. The programs listed are for the 12-month period ending Dec. 31, 1955. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Programs are all of 13-week duration or longer. Compilation has been made through the cooperation of ABC, CBS and NBC.

A

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Abbott & Costello	Campbell Soup Co. (soup, baked beans, V-8)	CBS-TV	Leo Burnett Co.
Academy Award Nominations	General Motors Corp. (autos)	NBC-TV	D. P. Brother & Co.
Academy Award Presentations	General Motors Corp. (autos)	NBC-TV	D. P. Brother & Co.
Adventures of Ozzie & Harriet	Hotpoint Co. (home appliances)	ABC-TV	Maxon Inc.
	Lambert Co. (tooth paste)		Lambert & Feasley
	Quaker Oats Co. (pancake mixes)		J. Walter Thompson
	Telechron Co. (clocks & timers)		N. W. Ayer & Son, Inc.
Alfred Hitchcock Presents	Bristol Myers Co. (Sal Hepatica)	CBS-TV	Young & Rubicam
All-Star Football Game, 1955	Atlantic Refining Co.	ABC-TV	N. W. Ayer & Son
	Miller Brewing Co.		Mathisson & Assoc.
	Union Oil Co. of Calif.		Young & Rubicam
	Standard Oil of Indiana		D'Arcy Adv., Inc.
Amateur Hour	Pharmaceuticals, Inc. (Medicinals)	ABC-TV	Edward Kletter Assoc., Inc.
America's Greatest Bands	Nestle Co. (chocolates)	CBS-TV	Bryan Houston Inc.
	Procter & Gamble Co. (Gleem, Prell)		Compton Advt. Co.
Appointment With Adventure	P. Lorillard Co. (cigarettes)	CBS-TV	Young & Rubicam
Armstrong Circle Theatre	Armstrong Cork Co. (building material)	NBC-TV	Batten, Barton, Durstine & Osborn
Art Linkletter's Houseparty	Hawaiian Pineapple Co.	CBS-TV	N. W. Ayer & Son
	Kellogg Co. (breakfast, dog food)		Leo Burnett Co.
	Lever Bros. Co.		Batten, Barton, Durstine & Osborn
	Pillsbury Mills, Inc. (flour mixes)		Leo Burnett Co.
Arthur Murray Party	Toni (shampoo)	NBC-TV	Tatham-Laird Inc.
Autry, Gene	Wm. Wrigley Jr. Co. (gum)	CBS-TV	Ruthrauff & Ryan Inc.

B

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Barker Bill's Cartoons	General Mills, Inc. (Sugar Jets)	CBS-TV	Wm. Esty Co., Inc.
Baseball Game of the Week	Falstaff Brewing Corp. (beer)	CBS-TV	Dancer, Fitzgerald & Sample Inc.
Beat the Clock	Sylvania Electric Products	CBS-TV	J. Walter Thompson
Benny, Jack, Show	American Tobacco Co. (Lucky Strike Cigarettes)		Batten, Barton, Durstine & Osborn
Best of Broadway	Westinghouse Electric Corp.	CBS-TV	McCann-Erickson
Big Payoff, The	Colgate-Palmolive Co. (toilet soaps, detergents)	CBS-TV	Wm. Esty Co., Inc.
Big Story, The	American Tobacco Co.	NBC-TV	Sullivan, Stauffer, Colwell & Bayles
	Simoniz Co. (wax)		Sullivan, Stauffer, Colwell & Bayles
Big Surprise, The	Purex Corp. (bleaches)	NBC-TV	Weiss & Geller
	Speidel Corp. (watch bands)		Sullivan, Stauffer, Colwell & Bayles
Big Ten Basketball Games	Amana Refrigerator Inc.	CBS-TV	Maury, Lee and Marshall
	Maytag Co. (home appliances)		McCann-Erickson
Big Top	National Dairy Products Co. (ice cream, dairy products)	CBS-TV	N. W. Ayer & Son, Inc.
Big Town	AC Spark Plug Div. of General Motors	NBC-TV	D. P. Brother
	Lever Brothers (Lifebuoy, Rinso)		J. Walter Thompson
Blue Ribbon Bouts	Pabst Brewing Co. (beer)	CBS-TV	Warwick & Legler
Bolger, Ray, Show	Lehn & Fink Products Corp. (cosmetics)	ABC-TV	Lennen & Newell
Breakfast Club	Edison Chemical Co. (Dermassage)	ABC-TV	David Etelson & Assoc.
	Quaker Oats		J. Walter Thompson
Break the Bank	Chrysler Corp. (Dodge)	ABC-TV	Grant Advt. Inc.
Brighter Day	Procter & Gamble (Ivory Flakes)	CBS-TV	Young & Rubicam
Buick-Berle Show	General Motors Corp. (Buicks)	NBC-TV	Kudner Agency
Burns and Allen	Carnation Co. (evaporated milk)	CBS-TV	Erwin, Wasey & Co.
	B. F. Goodrich Co. (tires, tubes)		Batten, Barton, Durstine & Osborn
Buttons, Red, Show	General Motors Corp. (Pontiacs)	NBC-TV	MacManus, John & Adams
	General Foods Corp. (Maxwell House Coffee)		Benton & Bowles

C

Caesar's Hour	American Chicle Co. (gum)	NBC-TV	Dancer, Fitzgerald & Sample
	Radio Corp. of America		Kenyon & Eckhardt
	Speidel Corp. (watch bands)		Sullivan, Stauffer, Colwell & Bayles

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Camel News Caravan	R. J. Reynolds Tobacco Co. (Camels, Cavaliers)	NBC-TV	Wm. Esty
Cameo Theatre	International Cellucotin Products Co. (Kleenex)	NBC-TV	Foote, Cone & Belding
Captain Gallant of the Foreign Legion	H. J. Heinz (food products)	NBC-TV	Maxon Inc.
Capt. Hartz & His Pets	Hartz Mountain Products (bird seed)	NBC-TV	George H. Hartman
Captain Kangaroo	Participations	CBS-TV	
Captain Midnight	General Mills, Inc. (breakfast cereals)	CBS-TV	Tatham-Laird Inc.
	Wander Co. (Ovaltine)		Tatham-Laird Inc.
Carson, Jack, Show	General Motors Corp. (Pontiacs)	NBC-TV	MacManus, John & Adams
Cavalcade of America	E. I. DuPont de Nemours (institutional)	ABC-TV	Batten, Barton, Durstine & Osborne
Cavalcade of Sports	Gillette Safety Razor Co. (razors, shaving cream)	NBC-TV	Maxon Inc.
	Olin Mathieson	ABC-TV	Cunningham & Walsh
Chance of a Lifetime	Chemical Co. (cosmetics)		
	Emerson Drug Co. (Bromo-Seltzer)		Lennen & Newell
Chevy Show, The	General Motors Corp. (Chevrolets)	NBC-TV	Campbell-Ewald
Climax	Chrisler Corp.	CBS-TV	McCann-Erickson
Coca, Imogene, Show	Griffin Mfg. Co., Inc. (shoe polish)	NBC-TV	Bermingham, Castelman & Pierce
	Johnson & Johnson (surgical dressing, baby foods)		Young & Rubicam
	Lewis Howe Co. (Tums)		Young & Rubicam
	S.O.S. Co. (scouring pads)		McCann-Erickson
Coke Time	The Coca Cola Co.	NBC-TV	D'Arcy Advt. Co.
Colgate Comedy Hour	Colgate-Palmolive Co. (dental, shaving creams)	NBC-TV	Ted Bates Co.
Commando Cody	General Foods Corp. (Post cereals)	NBC-TV	Benton & Bowles
Como, Perry, Show	Liggett & Myers Tobacco Co. (Chesterfields)	CBS-TV	Cunningham & Walsh
Concerning Miss Marlowe	Miles Laboratories Inc. (medicinals)	NBC-TV	Geoffrey Wade
	Procter & Gamble Co. (Tide)		Compton Advt. Co.
Contest Carnival	Quaker Oats Co. (breakfast foods)	CBS-TV	Wherry, Baker, Tilden
Crossroads	General Motors Corp. (Chevrolets)	ABC-TV	Campbell-Ewald Co.
Crosby, Bob	American Dairy Association (milk, milk products)	CBS-TV	Campbell-Mithun
	General Mills, Inc. (baking mixes, cereals)		Knox Reeves Advt.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	S.O.S. Co. (scouring pads)		McCann-Erickson
	C. A. Swanson & Sons (poultry, meat products)		Tatham-Laird, Inc.
Crusader	R. J. Reynolds Tobacco Co.	CBS-TV	W. Esty Co.
Cummings, Bob, Show	R. J. Reynolds Tobacco Co. (Winstons)	NBC-TV, CBS-TV	W. Esty & Co.

D

Daly, John, & the News	Miles Laboratories, Inc. (medicinals)	ABC-TV	Geoffrey Wade Advt.
	Tidewater Associated Oil Co. (motor oil, gasoline)		Buchanan & Co.
Damon Runyon Theatre	Anheuser Busch, Inc. (beer)	CBS-TV	D'Arcy Advt.
Danger	Block Drug Co., Inc. (tooth paste, powders)	CBS-TV	Harry B. Cohen Adv. Co.
	Nash-Kelvinator Corp. (appliances)		Geyer Advt. Agy.
	Revlon Products Corp. (cosmetics)		Weintraub & Co.
Date With Life	Borden Co. (milk 'products)	NBC-TV	Young & Rubicam
Dear Phoebe	Campbell Soup Co.	NBC-TV	Batten, Barton, Durstine & Osborn
December Bride	General Foods Corp. (instant coffee)	CBS-TV	Benton & Bowles
Ding Dong School	Colgate-Palmolive Co. (dental cream)	NBC-TV	Ted Bates & Co.
	General Mills Inc. (cereals and mixes)		Tatham-Laird Inc.
	Gerber Products Co. (baby foods)		D'Arcy Advt. Agy.
	International Shoe Co.		D'Arcy Advt. Co.
	Manhanttan Soap Co.		Scheideler, Beck, Werner
	Wander Co. (Ovaltine)		Tatham-Laird Inc.
Disneyland	American Dairy Assoc. (milk, milk products)	ABC-TV	Campbell-Mithun
	American Motors Corp. (autos, appliances)		Geyer Advt.
	Derby Foods (food products)		McCann-Erickson
Disneyland Park	American Motors Corp. (autos, appliances)	ABC-TV	Geyer Advt. Agy.
	Gibson Art Co. (greeting cards)		Stockton, West, Barkhart, Inc.
	Swift & Co. (meat, meat products)		McCann-Erickson
Do It Yourself	Reynolds Metals Co. (aluminum building products)	NBC-TV	Buchanan & Co.
Down You Go	American Home Products (Anacin)	ABC-TV, CBS-TV	Biow, Beirn & Toigo
	Procter & Gamble Co. (Shasta Shampoo)		Biow, Beirn & Toigo
	Western Union Telegraph Co.		Albert Frank-Guenther Law

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Dr. Spock	Beechnut Packing Co. (baby foods)	NBC-TV	Kenyon & Eckhardt
Dragnet	Liggett & Myers Tobacco Co. (Chesterfields)	NBC-TV	Cunningham & Walsh

E

Edwards, Douglas, with the News	American Home Products Corp. (Anacin, Aero Shave)	CBS-TV	The Biow Co.
	American Tobacco Co. (Pall Malls)		Sullivan, Stauffer, Colwell & Bayles
	Avco Mfg. Co. (home appliances)		Earle Ludgin & Co.
	Pharmaceuticals, Inc. (Geritol)		Edward Kletter Associates, Inc.
Elgin TV Hour	Elgin National Watch Co.	ABC-TV	Young & Rubicam
Ethel & Albert	General Foods Corp.	CBS-TV	Benton & Bowles
	Ralston Purina Co. (cereals, food products)		Guild, Bascom & Bonfigli

F

Faith For Today	Faith for Today, Inc. (institutional)	ABC-TV	World Bcstrs. Assoc.
Father Knows Best	Scott Paper Co.	NBC-TV	J. Walter Thompson
	P. Lorillard Co. (Kents)	CBS-TV	Young & Rubicam
Famous Film Festival	American Chicle Co. (Dentyne)	ABC-TV	Dancer-Fitzgerald & Sample
	Beltone Co. (hearing aids)	ABC-TV	Olian & Bronner
	Block Drug Co. (Amm-i-dent)		Harry B. Cohen Adv. Co.
	Carter Products Inc. (Little Liver Pills)		Ted Bates & Co.
	Chrysler Corp.		McCann-Erickson
	Florists' Telegraph Delivery Assn.		Grant Adv. Inc.
	Hearing Aid Div. of Zenith Radio		Batten, Barton, Durstine & Osborn
	Hoover Vacuum Cleaner Co.		Leo Burnett & Co. Inc.
	Johnson & Johnson (band aids)		Young & Rubicam
	Lewis-Howe Co. (Tums)		Dancer-Fitzgerald & Sample
	Phillip Morris & Co. (cigarettes)		Biow, Beirn & Toigo, Inc.
	National Presto Industries (kitchen appliances)		Gourfain-Cobb & Assoc.
	O'Cedar Corp. (mops and polishes)		Turner Adv. Agy.
	Procter & Gamble (Shasta Shampoo)		Biow, Beirn & Toigo, Inc.
	Toastmaster Products (automatic toasters)		Erwin, Wasey & Co., Ltd.
	Toni Co. (hair grooming aids)		Weiss & Geller
	Vick Chemical Co. (Sofskin Cream)		Morse International Inc.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Feather Your Nest	Colgate-Palmolive Co. (dental cream)		Wm. Esty Co.
	R. J. Reynolds Tobacco Co.		Wm. Esty Co.
Fireside Theatre	Procter & Gamble (Ivory, Crisco, Duz)	NBC-TV	Compton Advt. Inc.
First Love	Andrew Jergens Co. (cosmetics)	NBC-TV	Robert W. Orr
Ford Star Jubilee	Ford Motor Co.	CS-TV	J. Walter Thompson
Ford Theatre	Ford Motor Co.	NBC-TV	J. Walter Thompson
Four Star Playhouse	Bristol Myers Co. (Bufferin, Ipana)	CBS-TV	Young & Rubicam
	Singer Sewing Machine Co.		Young & Rubicam
Froman, Jane, Show	General Electric Co.	CBS-TV	Batten, Barton, Durstine & Osborn
Frontier Fury	Reynolds Metals Co.	NBC-TV	Clinton E. Frank
	General Foods Corp. (Post Cereals)	NBC-TV	Benton & Bowles

G

General Electric Program	General Electric (appliances)	CBS-TV	Young & Rubicam
General Electric Theatre	General Electric (institutional)	CBS-TV	Batten, Barton, Durstine & Osborn
Gillette Sport's Newsreel	Gillette Safety Razor Co.	NBC-TV	Maxon Inc.
Gleason, Jackie, Show	Nestle Co., Inc. (Nescafe)	CBS-TV	Bryan Houston Inc.
	Schick, Inc. (electric shavers)		Kudner Agency Inc.
	W. A. Sheaffer Pen Co.		Russell M. Seeds
Gobel, George, Show	Armour & Co. (Dial Soap, shampoo)		Foote, Cone & Belding
	Pet Milk (evaporated milk)		Gardner Advt. Co.
Godfrey, Arthur, & His Friends	General Motors Corp. (home appliances)	CBS-TV	Foote, Cone & Belding
	Pillsbury Mills, Inc. (flour, mixes)		Leo Burnett Co.
	CBS Columbia (radio, TV receivers)		Ted Bates Co.
	The Toni Co. (home permanents)		Weiss & Geller Inc.
Godfrey, Arthur, Time	Bristol Myers Co. (Bufferin)		Young & Rubicam
	Corn Products Refining Co. (salad oil)		C. L. Miller Co.
	Dow Chemical Co. (Saran Wrap)		MacManus, John & Adams
	General Motors Corp. (home appliances)		Foote, Cone & Belding
	Kellogg Co. (cereals & dog foods)		Foote, Cone & Belding
	The Kendall Co. (elastic stockings)		Leo Burnett Co.
	Lever Bros. (dental cream)		McCann-Erickson
	Minnesota Mining & Mfg. Co. (Scotch Tape)		Batten, Barton, Durstine & Osborn
	The Toni Co. (Toni Home Permanents)		Weiss & Geller

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Godfrey's, Arthur, Talent Scouts	**CBS Columbia** (radio, TV receivers)	CBS-TV	Ted Bates & Co.
	Thomas J. Lipton Co. (tea, soup mixes)		Young & Rubicam
Golden Windows	**Procter & Gamble** (Cheer)	NBC-TV	Young & Rubicam
Goodyear Television Playhouse	**Goodyear Tire & Rubber Co.** (tires, Neolite soles)	NBC-TV	Young & Rubicam
Grand Ole Opry	**Ralston Purina Co.** (Purina Chows)	ABC-TV	Gardner Adv. Co.
Greatest Moments in Sports	**Mutual Benefit Health & Accident Assoc. of Omaha**	NBC-TV	Bozell & Jacobs
Guiding Light	**Procter & Gamble** (Ivory Soap, Crisco, Gleem)	CBS-TV	Compton Advt. Inc.
Gunsmoke	**Liggett & Myers Tobacco Co.**	CBS-TV	Cunningham & Walsh

H

Hallmark Hall of Fame	**Hallmark Cards, Inc.** (greeting cards)	NBC-TV	Foote, Cone & Belding
Halls of Ivy	**International Harvester Co.** (machinery)	CBS-TV	Leo Burnett Co., Inc.
	National Biscuit Co. (crackers, baked goods)	CBS-TV	McCann-Erickson
Happy Felton's Spotlight Gang	**Sweets Co. of America** (candy)	NBC-TV	Mosselle & Eisen
Hollywood Backstage	**Charles Antell Inc.** (hair preparations)	ABC-TV	Product Services Inc.
Home	**Aluminum Co. of America (ALCOA)** (Aluminum Wearever Foil, Wearever Aluminum Utensils)	NBC-TV	Fuller, Smith & Ross, Inc.
	American Viscose Corp. (chemical & synthetic fibers)		N. W. Ayer & Son, Inc.
	Beatrice Foods Co. (LaChoy Chinese Foods)		Foote, Cone & Belding
	Birge Co., Inc. (wallpapers)		Hutchins Adv. Co.
	Bissell Manufacturing Co. (carpet sweepers)		N. W. Ayer & Son
	Black & Decker Co. (portable electric drill)		Van Sant Dugdale & Co.
	Bourjois, Inc. (gift sets of cologne, powder & perfume)		Lawrence C. Aumbiner Agency
	California Packing Co. (Del Monte canned vegetables, fruits, juices & ketchup)		McCann-Erickson, Inc.
	Caloric Appliance Corp. (gas ranges)		Geare-Marston, Inc.
	Cluett Peabody Co., Inc. (Arrow Shirts)		Young & Rubicam
	Culligan, Inc. (water softener)		Alex G. Granz, Inc.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Daystrom Furniture		N. W. Ayer & Son
	Dow Chemical Co. (Saran fabric, Styron products)		MacManus, John & Adams
	Firestone Industrial Products Co. (Foamex mattresses)		Grey Adv. Agency
	General Foods (Instant Maxwell House Coffee)		Benton & Bowles, Inc.
	Gibson Refrigerator Co. (refrigerators & ranges)		Henri, Hurst & McDonald
	Glass Containers Manufacturers Institute		Kenyon & Eckhardt
	Glidden Co. (paint)		Meldrum & Tewsmith, Inc. Adv.
	Gruen Watch Co.		Grey Adv. Agency
	H. J. Heinz Co. (baby food, ketchup, soups, stews)		Maxon, Inc.
	Johnson & Johnson (elastic hose, baby products & surgical dressings)		N. W. Ayer & Son, Inc.
	Lanolin Plus, Inc. (liquid makeup, shampoo)		Duggan-Phelps Adv.
	Lemon Products Board (frozen lemonade)		McCann-Erickson, Inc.
	Onieda, Ltd. (silverplate)		BBD & O
	Parker Brothers, Inc. (games)		Badger, Browning & Parcher, Inc.
	Prince Gardner Co. (leather billfolds, wallets, key cases)		Grey Adv. Agency
	Sawyer's, Inc. (Viewmaster & Reels)		Carvel, Nelson & Powell Adv.
	Sunbeam Corp. (women's electric shavers)		Perrin-Paus Co.
	Swift & Company (Swift's Turkeys)		McCann-Erickson, Inc.
	Upjohn Co. (Unicap vitamins)		Wm. Douglass McAdams, Inc.
	Vick Chemical Co. (Sofskin hand cream)		Morse International, Inc.
Hope, Bob, Show	**General Foods Corp.** (Swansdown)	NBC-TV	Young & Rubicam
Horizons	**Ciba Pharmaceutical Products Inc.** (institutional)	ABC-TV	Kieswetter, Baker, Hegedorn & Smith
Howdy Doody	**Campbell Soup Co.** (food products)	NBC-TV	Leo Burnett
	Colgate Palmolive Co. (dental cream)		Ted Bates & Co.
	Continental Baking Co., Inc. (bread, cake)		Ted Bates & Co.
	International Show Co.		Henri, Hurst & McDonald
	Kellogg Co. (cereals)		Leo Burnett
	Luden's, Inc. (candy, cough drops)		J. M. Mathes Inc.
	Standard Brands Inc. (pudding, margarine)		Ted Bates & Co.
	Welch Grape Juice Co.		Kenyon & Eckhardt

I

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
I Love Lucy	Phillip Morris & Co. (cigarettes)	CBS-TV	Biow, Beirn & Toigo
	Procter & Gamble Co. (Cheer)		Biow, Beirn & Toigo
I Married Joan	General Electric Co. (appliances)	NBC-TV	Young & Rubicam
Inner Flame	General Foods Corp. (food products)	CBS-TV	Young & Rubicam
It Pays to Be Married	Procter & Gamble	NBC-TV	Benton & Bowles
It's a Great Life	Chrysler Corp. (autos)	NBC-TV	McCann-Erickson
It's Always Jan	Procter & Gamble	CBS-TV	Compton Advt. Agy.
I've Got a Secret	R. J. Reynolds Tobacco Co. (Cavaliers)	CBS-TV	Wm. Esty Co., Inc.

J

Jan Murray Time	The Toni Co. (grooming aids)	NBC-TV	Weiss & Geller
Johnny Carson Show	General Foods Corp. (Instant Sanka)	CBS-TV	Young & Rubicam
	Revlon Products Corp. (cosmetics)	CBS-TV	Norman, Craig & Kummel
Justice	Borden Co. (milk, milk products)	NBC-TV	Young & Rubicam
Juvenile Jury	Pharmaceuticals (Geritol)	CBS-TV	Edward Kletter Assoc., Inc.

K

Kraft Television Theatre	Kraft Foods Co. (cheese, milk products)	ABC-TV, NBC-TV	J. Walter Thompson
Kukla, Fran & Ollie	Gordon Baking Co. (bread)	ABC-TV	D'Arcy Advt. Co.

L

Lassie	Campbell Soup Co.	CBS-TV	Batten, Barton, Durstine & Osborn
Lee, Pinky, Show	Participations	NBC-TV	
Lewis, Robert Q., Show	Best Foods Inc. (mayonnaise)	CBS-TV	Dancer-Fitzgerald-Sample
	Helene Curtis Industries Inc. (hair dressings)		Earle Ludgin & Co.
	Corn Products Refining (salad oil)		C. L. Miller
	Doeskin Products (tissues)		Grey Advt. Agy.
	General Mills Inc. (food products)		Batten, Barton, Durstine & Osborn
	S. C. Johnson Co. (cleaners, polishers)		Needham, Louis & Brorby

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Miles Laboratories (vitamins, medicinals)		Geoffrey Wade Adv.
	C. A. Swanson & Son (poultry, meat)		Tatham-Laird
Liebman, Max, Presents	Hazel Bishop Inc. (cosmetics)	NBC-TV	Raymond Spector
	Oldsmobile Div. of General Motors		D. P. Brother & Co.
	Sunbeam Corp. (electrical appliances)		Perrin-Paus Co.
Life Begins at 80	Pharmaceuticals, Inc. (Serutan, Geritol, RDX, Zarumin & other products)	ABC-TV	Edward Kletter Assoc.
Life of Riley	Gulf Oil Corp. (gas, oil, lubricants, tires, insecticides)	NBC-TV	Young & Rubicam
Life Is Worth Living, with Bishop Fulton J. Sheen	Admiral Corp. (household appliances)	ABC-TV	Russell M. Seeds Co.
Life With Father	CBS Columbia (TV, radio sets)	CBS-TV	Ted Bates Co.
	General Mills (Cheerios, Gold Medal Flour)		Dancer-Fitzgerald-Sample
Line-Up, The	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)	CBS-TV	Ted Bates & Co.
Lone Ranger	American Dairy Assoc.	ABC-TV, CBS-TV	Campbell-Mithun
	General Mills, Inc. (Cheerios & Wheaties)		Dancer-Fitzgerald-Sample
Longines Chronoscope	Longines-Wittnauer Watch Co.	CBS-TV	Victor A. Bennett Co.
Love of Life	American Home Products Corp. (Anacin, Bisodol, Heet, Kriptin)	CBS-TV	The Biow Co.
Lucy Show, The	Lehn & Fink Products (cosmetics)	CBS-TV	McCann-Erickson
Lux Theatre	Lever Brothers Co. (Lux Soap, Flakes, Liquid Spray, Rinso, Margarine, Pepsodent)	NBC-TV	J. Walter Thompson

M

Macy's Thanksgiving Day Parade	Ideal Toy Co.	NBC-TV	Grey Adv., Inc.
Make Room for Daddy	American Tobacco Co. (Pall Mall Cigarettes)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles
	Dodge Div. of Chrysler Corp. (Dodge Cars)		Grant Adv. Inc.
Mama	General Foods Corp. (Maxwell House Coffee, Minute Rice)	CBS-TV	Benton & Bowles
March of Medicine	Smith, Kline & French Laboratories (pharmaceuticals)	NBC-TV	Doremus-Eshleman Co.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Martin, Tony, Show	**Toni Co.** (cosmetics)	NBC-TV	Tatham-Laird
Masquerade Party	**Knomark Mfg. Co., Inc.** (Esquire Boot Polish)	ABC-TV	Emil Mogul Co.
	Pharmaceuticals, Inc. (Serutan, Geritol, RDX, Zarumin, etc.)		Edward Kletter Assoc.
	Remington Rand, Inc. (Remington Electric Shavers)		Young & Rubicam
Matinee	**B. T. Babbitt** (Bab-O)	NBC-TV	Dancer-Fitzgerald-Sample
	Motorola (TV sets)		Leo Burnett Co.
	Procter & Gamble Co. (Dreft, Tide)		Benton & Bowles
Maurice Evans Series	**Hallmark Cards, Inc.**	NBC-TV	Foote, Cone & Belding
Medic	**Dow Chemical Co.** (Saran Wrap, Saron Fabric, Styron Plastics)	NBC-TV	MacManus, John & Adams
Medical Horizons	**Ciba Pharmaceutical Prods.**	ABC-TV	J. Walter Thompson
Meet Millie	**Carter Products, Inc.** (Arrid, Rise Shave Cream, Nair, Carter's Little Liver Pills)	CBS-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
	Pharmaceuticals, Inc. (drug products)		Edward Kletter & Assoc.
Meet the Press	**Pan American World Airways**	NBC-TV	J. Walter Thompson
	Johns-Manville Corp.		J. Walter Thompson
Mickey Mouse Club	**Armour & Co.** (Pet food products, all products in packing house sausage line)	ABC-TV	Tatham-Laird, Inc.
	Bristol-Myers Co., The (dentifrices)		Doherty, Clifford, Steers & Shenfield
	Campbell Soup Co. (soups, pork & beans, tomato juice, catsup, spaghetti & sauces, macaroni & vegetable juices)		Leo Burnett Co.
	Carnation Milk Co. (malted, instant, evaporated & fresh milk, chocolate drink, soft cheese, ice cream, dry milk solids)		Erwin Wasey & Co.
	Coca Cola Co. (carbonated beverages)		D'Arcy Adv. Co.
	General Mills, Inc. (all cereals, prepared baking mixes—excluding cake frosting—prepared cookie mixes & bakery products)		Knox Reeves Adv., Wm. Esty Co.
	S. C. Johnson & Son, Inc. (waxes, cleaners, polishes and applicators)		Needham, Louis & Brorby, Inc.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Lettuce, Inc. of Calif. & Arizona (fresh fruits & vegetables)		John Cohan Adv.
	Mars, Inc. (all candies)		Leo Burnett Co.
	Mattel, Inc. (toys)		Carson, Roberts, Inc.
	Morton Salt Co.		Needham, Louis & Brorby
	S.O.S. Co., The (scouring pads, Tuffy & Soil-Off)		McCann-Erickson
	TV Time Foods (popcorn)		Ruthrauff & Ryan
	Vick Chemical Co. (Vaporub, cough syrup, cough drops, Softskin, Medi-mist nasal spray)		BBD & O
	Welch Grapejuice Co., Inc. (jams, jellies, preserves, & grape juice)		Kenyon & Eckhardt
MGM Parade	**American Tobacco Co.** (Pall Mall Cigarettes)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles
	General Foods (Maxwell House Coffee, Minute Rice & others)		Benton & Bowles
Milland, Ray, Show (Meet Mr. McNulty)	**General Electric Co.** (TV, radio sets, small appliances)	CBS-TV	Maxon, Inc.
Millionaire, The	**Colgate-Palmolive Co.** (Lustre-Creme Shampoo)	CBS-TV	Ted Bates Co.
Miss America Pageant	**Philco Corp.** (radios, TV sets electrical appliances)	ABC-TV	Hutchins Adv. Co.
Mr. Citizen	**Liggett & Myers Tobacco Co.** (Chesterfield Cigarettes)	ABC-TV	Cunningham & Walsh
Mr. Peeper	**Reynolds Metals Co.** (aluminum building products, Reynolds Wrap)	NBC-TV	Clinton E. Frank
Modern Romances	**Colgate-Palmolive Co.** (Colgate Dental Cream)	NBC-TV	Bryan Houston, Inc.
	Miles Laboratories, Inc.		Geoffrey Wade Adv
Montgomery, Robert; Presents	**The American Tobacco Co.** (Lucky Strike, Herbert Tarryton Cigarettes)	NBC-TV	BBD & O
	S. C. Johnson & Son, Inc. (Glo-Coat, Pride, Car-Plate & Car-Nu, Jubilee Wax, paste wax		Needham, Louis & Brorby
Moore, Gary, Show	**Best Foods, Inc.** (Rit, Shinola)	CBS-TV	Earle Ludgin & Co
	Borden Co. (instant coffee, Starlac)		Doherty, Clifford, Steers & Shenfield
	Bristol Myers Co. (Ipana AC)		Doherty, Clifford, Steers & Shenfield
	Chun King Sales, Inc. (Chinese oriental foods)		J. Walter Thompson

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Comstock Foods (Vegetable, fruit pie filling, apple sauce)		**Leo Burnett Co.**
	Converted Rice, Inc. (Uncle Ben's Converted Rice)		**Leo Burnett Co.**
	Economics Laboratory, Inc. (Soilax)		**Scheidler, Beck & Werner, Inc.**
	Kellogg Co. (cereals, dog food)		**Leo Burnett Co.**
	C. H. Masland & Sons (rugs)		**Anderson & Cairns, Inc.**
	Miles Laboratories, Inc. (Alka-Seltzer, vitamins)		**Geoffrey Wade Adv.**
	Prudential Insurance Co.		**Calkins & Holden**
	Scott Paper Co.		**J. Walter Thompson**
	Simoniz Co. (Simoniz & other products)		**Tatham-Laird, Inc.**
	A. E. Staley Co. (laundry starch, syrup)		**Ruthrauff & Ryan**
	Swift & Co. (Swift'ning)		**J. Walter Thompson**
	The Toni Co. (home permanents, hair-care products, cosmetics)		**Leo Burnett Co.**
	Yardley & Co., Ltd. (soap, bath oil)		**N. W. Ayer & Son, Inc.**
Musical Chairs	**Griffin Mfg. Co.** (shoe polish)	NBC-TV	**Bermingham, Castleman & Pierce, Inc.**
My Favorite Husband	**Procter & Gamble** (Cheer)	CBS-TV	**Young & Rubicam**
	Simmons Co. (Beautyrest, Hide-A-Bed)		**Young & Rubicam**
My Little Margie	**Scott Paper Co.** (napkins, towels, wax paper)	NBC-TV	**J. Walter Thompson**

N

Name's the Same	**Ralston-Purina Co.** (Wheat Chex, Rice Chex, Instant Ralston, Regular Ralston, Ry-Krisp)	ABC-TV	**Guild, Bascom & Bonfigil**
Name That Tune	**Americano Home Products Corp.** (Anacin, Kolynos, Bisodol, Heet)	CBS-TV	**Sullivan, Stauffer, Colwell & Bayles**
	Carter Products, Inc. (Arrid, Rise, shave cream, Nair)		**Sullivan, Stauffer, Colwell & Bayles**
Navy Log	**Maytag Co.** (washing machines)	CBS-TV	**McCann-Erickson Co.**
	W. A. Sheaffer Pen Co.		**Russel Seeds Co.**
New Stu Erwin Show, The	**Liggett & Myers Tobacco Co.** (Chesterfield Cigarettes)	ABC-TV	**Cunningham & Walsh, Inc.**
Norby	**Eastman Kodak Co.**	NBC-TV	**J. Walter Thompson**

O

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Omnibus	Aluminum Co. of Canada (institutional)	CBS-TV	J. Walter Thompson
	Norcross, Inc. (greeting cards)		Albert Kimball Co.
	Scott Paper Co. (Cut-Rite Wax Paper, Scottie Facial Tissues)		J. Walter Thompson
	Zenith Radio Corp. electronic equip.)		Young & Rubicam
On Your Account	Procter & Gamble Co. (Tide, Prell)	CBS-TV	Benton & Bowles, Inc.
Orange Bowl Game	Gillette Safety Razor Co.	CBS-TV	Maxon, Inc.
Our Miss Brooks	General Foods Corp. (Swansdown Flour, Instant Sanka Coffee, Birdseye Frozen Foods, Jello Instant Pudding)	CBS-TV	Young & Rubicam
Ozark Jubilee	American Chicle Co. (Beeman's Pepsin)	ABC-TV	Ted Bates & Co.
	American Home Products Corp. (Kolynos, Anacin & Neet)		Biow-Beirn-Toigo
	Charles Antell, Inc. (hair preparations)		Product Services

P

Pall Mall Theater	The American Tobacco Co. (Pall Mall Cigarettes)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles
Pantomime Quiz	General Foods Corp. (Maxwell House Coffee)	CBS-TV, ABC-TV	Benton & Bowles
	Revlon Products Corp. (lipstick, hair spray)		Sullivan, Stauffer, Colwell & Bayles
Penny to a Million	Brown & Williamson Tobacco Corp. (Raleigh Cigarettes, Sir Walter Raleigh Tobacco)	ABC-TV	Russel M. Seeds
	W. A. Shaeffer Co. (Fine Line Pens)		Russel M. Seeds
People Are Funny	The Frawley Corp. (Paper-Mate Pens)	NBC-TV	Foote, Cone & Belding
	The Toni Co. (Cosmetics)		Leo Burnett Inc.
People's Choice, The	The Borden Co. (milk products)	NBC-TV	Young & Rubicam
epsi-Cola Playhouse	Pepsi-Cola Co.	ABC-TV	The Biow Co.
Person-To-Person	American Oil Co. (Amoco Gas)	CBS-TV	The Joseph Katz Co.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Hamm Brewing Co.		Campbell-Mithun, Inc.
	Noxzema Chemical Co. (Noxzema Skin Cream, shave cream)		Sullivan, Stauffer, Colwell & Bayes
Philco Convention	Philco Corp. (radios, TV sets, electrical appliances)	ABC-TV	Hutchins Adv. Co.
Philco Television Playhouse	Philco Corp. (radios, TV sets ranges, refrigerators)	NBC-TV	Hutchins Adv. Co.
Pinky Lee Show	International Shoe Co.	NBC-TV	D'Arcy Adv. Co.
	Luden's, Inc. (cough drops)		J. M. Mathes, Inc.
	John Morrell & Co.		Campbell-Mithun, Inc.
	Sweets Co. of America, The		Moselle & Eisen
Place the Face	Hazel Bishop ..... (cosmetics)	NBC-TV	Raymond Spector Co.
Plymouth News Caravan	Plymouth Div., General Motors Corp.	NBC-TV	N. W. Ayer & Son
Pond's Theater	Pond's Extract Co. (Angel Skin, dry skin cream, cold cream, lipstick, makeup, mist, angel face)	ABC-TV	J. Walter Thompson
Pontiac Hour	General Motors Corp. (autos)	NBC-TV	MacManus, John & Adams
Portia Faces Life	General Foods Corp. (Swansdown Cake Mixes, Instant Postum, Baker's Cocoanut, Bran Flakes, La Frances, Satina)	CBS-TV	Young & Rubicam, Inc.
Pride of the Family	Cmpbell Soup	CBS-TV	BBD & O
Private Secretary	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	BBD & O
Producer's Showcase	Ford Motor Co. (cars, trucks, parts, services)	NBC-TV	Kenyon & Eckhardt
	Radio Corp. of America (TV sets, phonographs, records, radios, service, tubes, tape recorders, batteries, air conditioners)		Kenyon & Eckhardt
Pro-Football	Falstaff Brewing Corp.	ABC-TV	Dancer-Fitzgerald- Sample
Public Defender	Philip Morris & Co., Ltd. (cigarettes)	CBS-TV	Biow-Beirn-Toigo
	Revlon Products Corp. (cosmetics)		Wm. H. Weintraub

R

Raye, Martha, Show	Hazel Bishop, Inc. (lipstick, nail polish, & rouge)	NBC-TV	Raymond Spector Co.
Red Barber's Corner	State Farm Mutual Ins.	CBS-TV	Needham, Louis & Brorby

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Rin-Tin-Tin	National Biscuit Co. (all products)	ABC-TV	Kenyon & Eckhardt
Road of Life	Procter & Gamble Co. (Drene, Ivory Flakes)	CBS-TV	Compton Adv. Agcy.
Robin Hood	Johnson & Johnson (baby products)	CBS-TV	Young & Rubicam
	Wildroot Co., Inc. (hair tonic)		BBD & O
Rogers, Roy, Show	General Foods Corp. (Instant Puddings, Gaines Dog Food	NBC-TV	Benton & Bowles
Rooney, Mickey, Show	Green Giant Co. (food products)	NBC-TV	Leo Burnett Co.
	Pillsbury Mills, Inc. (flour)		Leo Burnett Co.
Rose Bowl Football Game	Gillette Safety Razor Co.	NBC-TV	Maxon, Inc.

S

Schlitz Playhouse of Stars	Schlitz Brewing Co.	CBS-TV	Lennen & Newell, Inc.
Screen Director's Playhouse	Eastman Kodak Co. (photographic)	NBC-TV	J. Walter Thompson
Search for Beauty	Charles Antell (cosmetics)	NBC-TV	Product Services
Search for Tomorrow	Procter & Gamble Co. (Joy, Spic & Span, Cheer)	CBS-TV	Biow-Beirn & Toigo
Secret Storm	American Home Products Corp. (Aero Wax, Wizard Wick, Anacin, Heet)	CBS-TV	Biow-Beirn & Toigo
See It Now	Aluminum Co. of America (Alcoa Aluminum Prods.)	CBS-TV	Fuller & Smith & Ross, Inc.
Sergeant Preston of the Yukon	Quaker Oats Co. (breakfast food)	CBS-TV	Wherry, Baker & Tilden, Inc.
Shore, Dinah, Show	Chevrolet Motor Div., of General Motors Corp. (Parts and Services)	NBC-TV	Campbell-Ewald
$64,000 Question	Revlon Products (cosmetics)	CBS-TV	Wm. H. Weintraub
Skelton, Red, Show	S. C. Johnson & Son, Inc. (Johnson's Wax, cleaners, polishers)	CBS-TV	Needham, Louis & Brorby
	Pet Milk Co. (evaporated milk)		Needham, Louis & Brorby
Smilin' Ed McConnell	Brown Shoe Co., Inc. (Buster Brown Shoes)	ABC-TV	Leo Burnett Co.
Soupy Sales	The Gordon Baking Co. (Silvercup Bread)	ABC-TV	D'Arcy Adv. Co.
So This Is Hollywood	The Toni Co. (Grooming Aids)	NBC-TV	Tatham-Laird Inc.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
So You Want to Lead a Band	Brillo Mfg. Co. (Brillo Pads)	ABC-TV	J. Walter Thompson
Space Patrol	The Nestle Co. (chocolate, cocoa products)	ABC-TV	Cecil & Presbrey
	Ralston-Purina Co. (Rice Chex, Wheat Chex, Ry-Krisp)		Gardner Adv. Agcy.
Spotlight Playhouse	S. C. Johnson & Son, Inc. (wax, cleaners)	CBS-TV	Gardner Adv. Agency
	Pet Milk Co.		Gardner Adv. Agency
Stafford, Jo, Show	Gold Seal Co. (glass wax)	CBS-TV	Campbell-Mithun, Inc.
Stage 7	Bristol Myers Co. (Sal Hepatica)	CBS-TV	Young & Rubicam
Stage Show	Nestle Co. (chocolate)	CBS-TV	Bryan Houston, Inc.
Star Stage	Campbelbl Soup Co.	NBC-TV	BBD & O
	Chesebrough-Ponds (cosmetics)		J. Walter Thompson
Star Time Playhouse	Maytag Co. (home appliances)	CBS-TV	Russel Seeds Co.
	W. A. Sheaffer Pen Co.		Russel Seeds Co.
Star Tonight	Brillo Mfg. Co., Inc. (Brillo Pads & other products)	ABC-TV	J. Walter Thompson
Stop the Music	Exquisite Form, Inc. (brassieres)	ABC-TV	Grey Adv. Agency
	Necchi Sewing Machine (Necchi & Elna Sewing Machines)		Grey Adv. Agency
	Quality Goods Manufacturers (watch bands, jewelry, Van Heusen Shirts)		Grey Adv. Agency
Stork Club	Gemex Co., Inc. (watch bands)	ABC-TV	BBD & O
Strike It Rich	Colgate-Palmolive Co. (Colgate Dental Cream, Vel, Super Suds, Palmolive Soap, Fab, Ajax)	CBS-TV	Wm. Esty Co., Inc.
Studio One	Westinghouse Electric Corp. (kitchen appliances, radio & TV sets, Turbojet Plane Motors)	CBS-TV	McCann-Erickson
Sugar Bowl	American Chicle Co. (Dentyne)	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
	C. A. Swanson & Sons (poultry, meat products)		Tatham-Laird, Inc.
	Top Pop Products Co. (EZ Pop Popcorn)		W. B. Doner & Co.
Sugar Bowl, Pre-Game Huddle	R. J. Reynolds Tobacco Co. (Camel & Cavalier Cigarettes)	ABC-TV	Wm. Esty & Co.
Sullivan, Ed, Show	Lincoln-Mercury Dealers	CBS-TV	Kenyon & Eckhardt

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Sunday News Special	Norwich Pharmacal Co. (Pepto Bismol, aspirin, Ungentine)	CBS-TV	Benton & Bowles, Inc.
Super Circus	Chunky Chocolate Co. (candy)	ABC-TV	Hilton & Riggio, Inc.
	Dixie Cup Co.		Hicks & Greist, Inc.
	Hartz Mountain Products (bird seed)		George H. Hartman
	Kellogg Co. (Corn Flakes, other cereals)		Leo Burnett Co., Inc.
	Mars, Inc. (candy products)		Leo Burnett Co., Inc.
	Roto Broil Corp. of America		Products Services
Swift's Show Wagon	Swift & Co. (meat)	NBC-TV	J. Walter Thompson

T

Tales of the Texas Rangers	General Mills, Inc.	CBS-TV	Tatham-Laird
Ted Mack's Matinee	Charles Antell (cosmetics)	NBC-TV	Products Services
Tennessee Ernie Ford	Miles Laboratories, Inc.	NBC-TV	Geoffrey Wade Adv.
Texaco Star Theatre	The Texas Co. (gasoline)	NBC-TV	Kudner Agency
Thanksgiving Day Football	General Tire & Rubber Co.	ABC-TV	D'Arcy Adv. Co.
Thanksgiving Day Parade	Chrysler Corp.	ABC-TV	McCann-Erickson, Inc.
This Is Your Life	Hazel Bishop, Inc. (lipstick, rouge)	NBC-TV	Raymond Spector
	Procter & Gamble Co. (dentifrices, shampoos, home permanents)		Compton Adv.
Those Whiting Girls	General Foods Corp. (Swansdown Products)	CBS-TV	Young & Rubicam
	Procter and Gamble Co. (Lilt Home Permanent)		Biow, Beirn & Toigo
Toast of the Town, With Ed Sullivan	Lincoln-Mercury Dealers	CBS-TV	Kenyon & Eckhardt
Today	Aluminum Co. of America (aluminum screening)	NBC-TV	Ketchum, McLeod & Grave
	Aluminum Goods Mfg. Co. (electric kitchen utensils)		Cramer-Krasselt
	American Home Products Corp. (Anacin)		Biow-Beirn-Toigo
	Beltone Hearing Aid Co. (hearing aid)		Olian & Bronner
	Bissell Mfg. Co. (carpet sweepers)		N. W. Ayer & Son Inc
	Black and Decker Co. (portable electric drill)		Van Sant Dugdale & Co
	E. L. Bruce (floor wax)		Christiansen Adv Agy

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Cadillac Motor Car Div. General Motors Corp. (autos)		**MacManus, John & Adams**
	Calgon Inc. (water conditioner)		**Ketchum, MacLeod & Grove**
	Calif. Packing Co. (Del Monte canned foods)		**McCann-Erickson**
	Campbell Soup Co. (Campbell Kids Promotion)		**Grey Advt. Agy.**
	Cluett Peabody Co., Inc. (shirts)		**Young and Rubicam**
	Crowell-Collier Pub. Co. (Colliers Magazine)		**Kudner Agency, Inc.**
	Evenrude Motors (Outboard Motors)		**Cramer-Krasselt Co.**
	General Electric Co. (Telechron Clocks)		**N. W. Ayer & Son, Inc.**
	General Foods (Instant Maxwell House Coffee)		**Benton & Bowles, Inc.**
	Glidden Co. (paint)		**Meldrum & Tewsmith, Inc.**
	Gold Filled Manufacturers Assn. (jewelry & accessories)		**Sutherland-Abbott Adv.**
	Grave Laboratories (Fitch Shampoo, hair oil & hair tonic, 4-way cold tablets)		**Harry B. Cohen Adv. Co.**
	Gruen Watch Co.		**Grey Adv. Agency**
	International Salt Co.		**BBD & O**
	Johnson & Johnson (back plasters)		**N. W. Ayer & Son**
	John Oster Manufacturing Co. (Osterizer Blender)		**Henri-Hurst & McDonald**
	Lemon Products Board (frozen lemonade)		**McCann-Erickson, Inc.**
	Mobile Homes Manufacturing Assoc. (Trailers)		**J. Walter Thompson Co.**
	Parker Brothers, Inc. (games)		**Badger, Browning & Parcher, Inc.**
	Polk-Miller Products Corp. (Keepsake diamond rings)		**N. W. Ayer & Son**
	Shwayder Brothers, Inc. (Samsonite Luggage)		**Grey Adv. Agency**
	Sunbeam Corp. (women's electric shavers)		**Perrin-Paus Co.**
	Swift & Company (Swift's Turkeys)		**McCann-Erickson, Inc.**
	J. A. Wright & Co. (silver cream)		**H. B. Humphrey, Alley & Richard, Inc.**
Tom Corbett, Space Cadet	**Friedman-Shelby Dic. of International Shoe** (Red Cross Shoes)	**NBC-TV**	**D'Arcy Adv. Co.**
Tonight	**Aluminum Co. of America (ALCOA)** (Christmas gifts of aluminum)	**NBC-TV**	**MacManus, John & Adams**
	Armour & Co. (holiday turkeys)		**John W. Shaw Ad., Inc.**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Black & Decker Co. (portable electric drill)		VanSant Dugdale & Co.
	Bourjois, Inc. (gift sets of cologne, powder, perfume)		Lawrence C. Aumbiner Agency, Inc.
	California Packing Co. (Del Monte canned vegetables, fruits, juices & ketchup)		McCann-Erickson
	Camfield Manufacturing Co. (electric skillet, coffeemaker, toaster)		Hanson & Hanson, Inc.
	Evenrude Motors (outboard motors)		Cramer-Krasselt Co.
	General Foods (Instant Maxwell House Coffee)		Benton & Bowles, Inc.
	General Time Corp. (Westclox watches & clocks)		BBD & O
	Lee Limited (Sof-Set Hair Spray)		Foote, Cone & Belding
	Mail Pouch Tobacco Co. (Kentucky Club Tobacco)		Charles W. Hoyt Co.
	Mobile Homes Manufacturing Assoc. (trailers)		J. Walter Thompson
	Olin Mathieson Chemical Corp. (flashlights, dry cell batteries)		D'Arcy Adv. Co., Inc.
	Polaroid Corporation (Land Camera)		Doyle, Dane & Bernback
	A. H. Pond Co. (Keepsake diamond rings)		Gluck Adv. Co.
	Sandura Co., Inc. (Vinyl countertops, floor covering)		Hicks & Greist, Inc.
	Sunbeam Corp. (women's electric shavers)		Perrin-Paus Co.
	Union Underwear Co.		Grey Adv. Agency
	Waring Products Corporation (Waring Blenders)		Anderson & Cairns, Inc.
Topper	**Procter & Gamble Co.** (permanent wave)	CBS-TV, ABC-TV	Benton & Bowles
	R. J. Reynolds Tobacco Tobacco (Camel Cigarettes)		Wm. Esty Co., Inc.
	Standard Brands, Inc. (Tenderleaf Tea, Chase & Sanborn Coffee, Margerine, Royal desserts)		Compton Adv., Inc.
Treasury Men in Action	**Chevrolet Motor Div., General Motors Corp.**	ABC-TV	Campbell-Ewald Co.
Truth or Consequences	**P. Lorillard Co.** (Old Gold Cigarettes, Muriel Cigars, Briggs Tobacco)	NBC-TV	Lennen & Newell

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
TV Reader's Digest	Studebaker-Packard Corp.	ABC-TV	Ruthrauff & Ryan, Roche, Williams & Cleary, Inc.
TV's Top Tunes	Liggett & Myers Tobacco	CBS-TV	Cunningham & Walsh
Twenty Questions	Florida Citrus Commission	ABC-TV	J. Walter Thompson
Two for the Money	P. Lorillard Co. (Old Gold Cigarettes)	CBS-TV	Lennen & Newell, Inc.

U

Uncle Johnny Coons	Lever Brothers Co. (Good Luck Margarine)	CBS-TV	McCann-Erickson, Inc.
Undercurrent	Brown & Williamson Tobacco Corp. (Viceroys)	CBS-TV	Ted Bates Co.
	Procter & Gamble (Cheer)		Biow, Beirn & Toigo
United States Steel Hour, The	United States Steel (Institutional)	CBS-TV, ABC-TV	BBD & O

V

Valiant Lady	General Mills, Inc. (Gold Medal Flour, Pie Crust Mix, Softasilk, Bisquick)	CBS-TV	Dancer-Fitzgerald-Sample, Inc.
	The Toni Co. (Prom, White Rain)	CBS-TV	Leo Burnett Co.
Vise, The	Sterling Drugs (aspirin, milk of magnesia, toothpaste)	ABC-TV	Dancer-Fitzgerald-Sample
Voice of Firestone	Firestone Tire & Rubber Co. (tires, tubes, spark plugs, TV sets)	ABC-TV	Sweeney & James Co.

W

Wanted	American Home Products Corp.	CBS-TV	Biow, Beirn & Toigo
Warner Brothers Presents	General Electric Co. (radio, television sets, small appliances)	ABC-TV	Maxon, Inc.
	Liggett & Myers Tobacco Co. (Chesterfield & L&M Cigarettes)		Cunningham & Walsh

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Monsanto Chemical Co. (soap and/or detergents, except facial soaps; starches, bleaches, chemical garden products, basic chemicals & plastics and institutional)		Needham, Louis & Brorby, Inc.
Way of the World	**Borden Co.** (milk)	NBC-TV	Young & Rubicam
Wednesday Night Fights, The	**The Mennen Co.** (shaving creams, after shave lotions, shampoos, spray deodorant, skin bracer, after shave talcum, bath talc)	ABC-TV	McCann-Erickson
	Pabst Brewing Co. & subsidiary & affiliated companies (beer, ale and non-alcoholic beverages)		Warwick & Legler, Inc.
Welcome Travelers	**Procter & Gamble Co.** (Oxydol, Dreft, Ivory Snow, Camay)	CBS-TV	Dancer-Fitzgerald-Sample, Inc.
Welk, Lawrence, Show	**Dodge Div., Chrysler Corp.**	ABC-TV	Grant Adv., Inc.
What's My Line?	**Jules Montenier, Inc.** (Stopette, Poof, Finesse)	CBS-TV	Earle Ludgin Co.
	Remington Rand, Inc. (Remington Electric Shavers)		Young & Rubicam, Inc.
Who Said That?	**Admiral Corp.** (air conditioners, home freezers, refrigerators, electric ranges)	ABC-TV	Russel M. Seeds Co.
	Shaeffer Pen		Russel M. Seeds Co.
Wide Wide World	**General Motors Corp., A.C. Spark Plug Div.**	NBC-TV	D. P. Brother & Co.
	Guide Lamp Div. of General Motors		D. P. Brother & Co
	United Motor Service Div. of General Motors Corp. (auto accessories)		Campbell-Ewald
Wild Bill Hickok	**Kellogg Co.**	CBS-TV	Leo Burnett Co
Willy	**General Mills, Inc.** (flour, mixes, cereals)	CBS-TV	Dancer-Fitzgerald Sample Inc
Winchell, Paul-Jerry Mahoney Show	**Sweets Co. of America** (candy)	NBC-TV	Moselle & Eisen
Winchell, Walter	**American Safety Razor Corp.** (blades, razors, shaving creams, brushes)	ABC-TV	D'Arcy Adv. Co

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Bayuk Cigar Co. (Phillies & Webster Cigars)		D'Arcy Adv. Co.
Windows	American Oil Co. Hamm Brewing Co.	CBS-TV	Joseph Katz Campbell Mithun, Inc.
Winky Dink & You	Ideal Toy Corp.	CBS-TV	Grey Adv. Corp.
World of Mr. Sweeny, The	Atlantic Sales Corp. (R. T. French Mustards)	NBC-TV	J. Walter Thompson
Wyatt Erp	General Mills, Inc. (baking mixes, cereals, flour, frosting & dog food)	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
	Parker Pen Company		Tatham-Laird, Inc.

Y

You Are There	Electric Companies Advertising Program (electric power)	CBS-TV	N. W. Ayer & Son
	Prudential Insurance Co.		Calkins & Holden, Inc.
You Asked For It	Rosefield Packing Co., Ltd. (Skippy Peanut Butter)	ABC-TV	Guild, Bascomb & Bonfigli
You Bet Your Life	DeSoto Div. of Chrysler Motor Corp. (cars, services, used cars)	NBC-TV	BBD & O
You'll Never Get Rich	Amana Refrigerator R. J. Reynolds Tobacco Co.	CBS-TV	Maury, Lee & Marshall Wm. Esty Co., Inc.
Young, Loretta, Show	Procter & Gamble Co. (Tide, Lilt, Gleem)	NBC-TV	Compton Adv., Inc.
Your Favorite Playhouse	Bristol Myers Co. (Sal Hepatica, Ipana)	CBS-TV	Young & Rubicam, Inc.
Your Hit Parade	American Tobacco Co. (Lucky Strike Cigarettes)	NBC-TV	BBD & O
	Warner-Hudnut, Inc. (Quick Home Permanents)		Kenyon & Eckhardt
Youth Wants to Know	General Dynamics Corp. (institutional)	NBC-TV	Morey, Humm & Johnstone, Inc.

Z

Zoo Parade	American Chicle Co. (chewing gum)	NBC-TV	Dancer-Fitzgerald-Sample
	Quaker Oats Co. (Ken-L Ration, meal, biscuit)		Needham, Louis & Brorby

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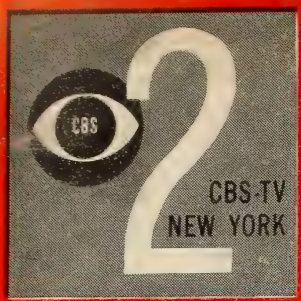

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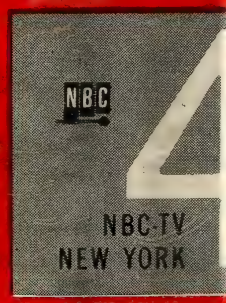

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